

AMERICAN CULTURE



ORIGINS & DEVELOPMENT

SOCIETY

POLITICS

VOLUNTEERISM

• TIME

PRIVACY

• LABELS

THE ETIQUETTE



E Pluribus Unum 1782 - 1956 Out of Many, One

In God We Trust 1956 - present



ANTHEM

O! say, does that Starspangled Banner still wave

O'er the land of the free and the home of the brave?

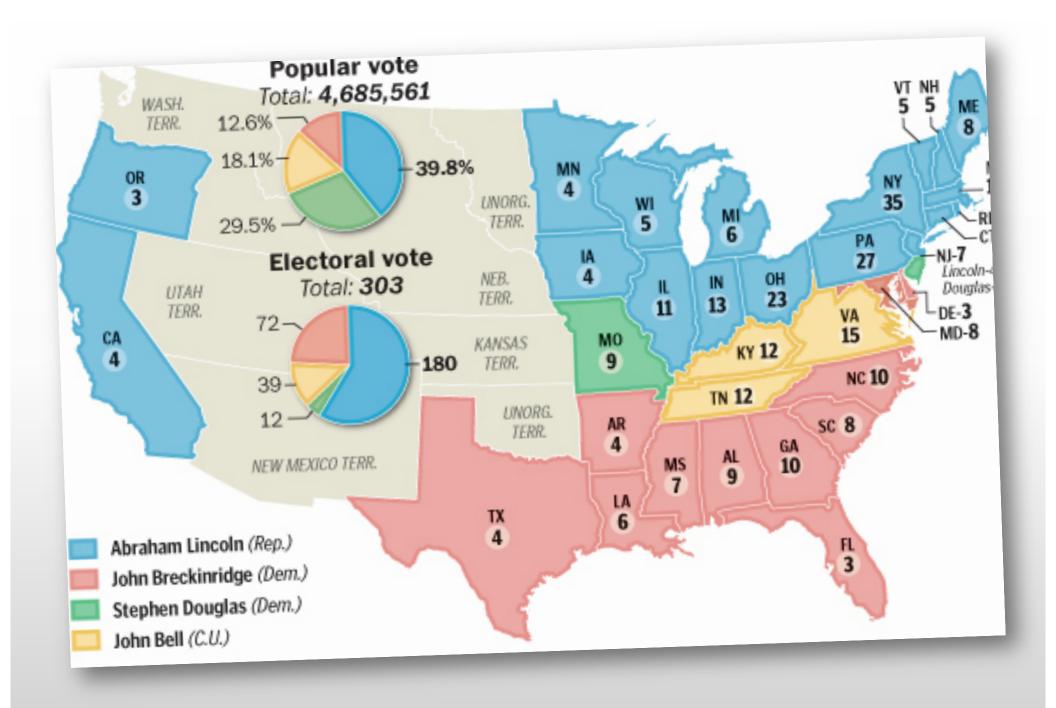
Francis Scott Key

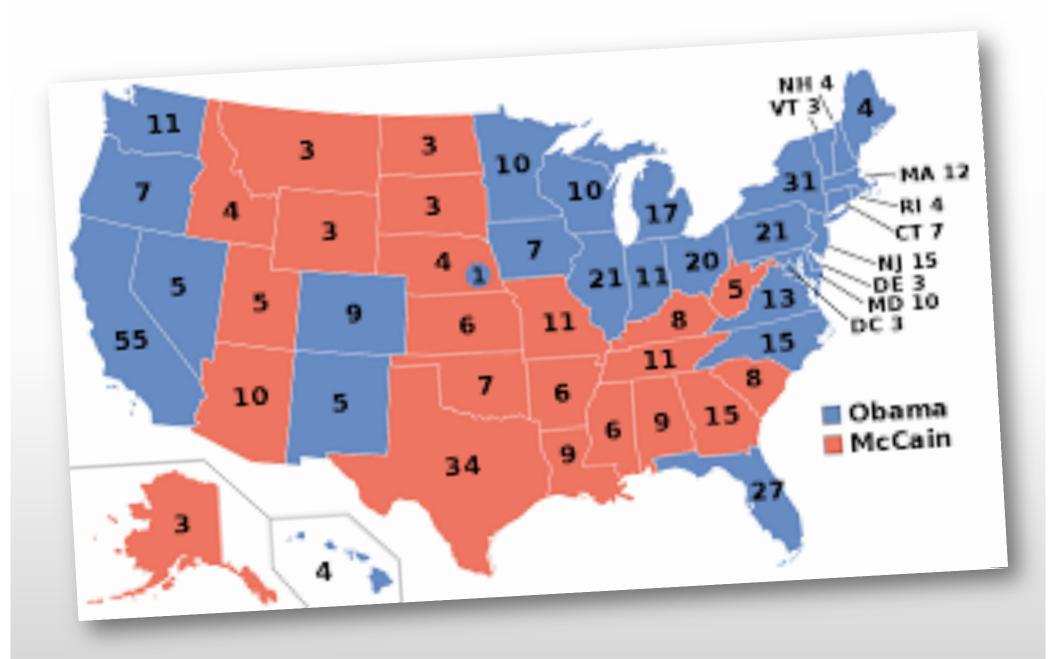


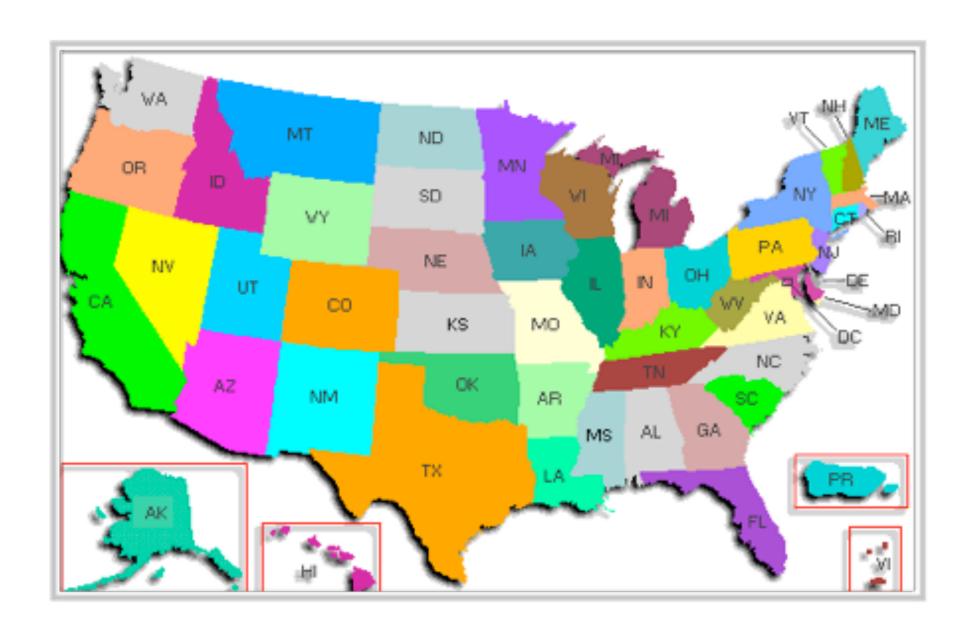


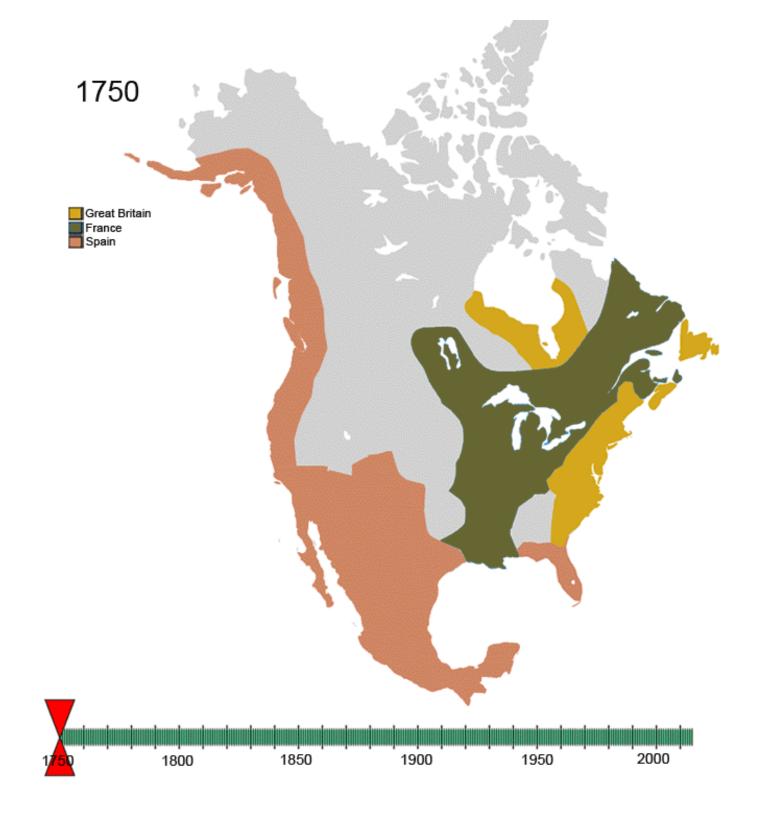


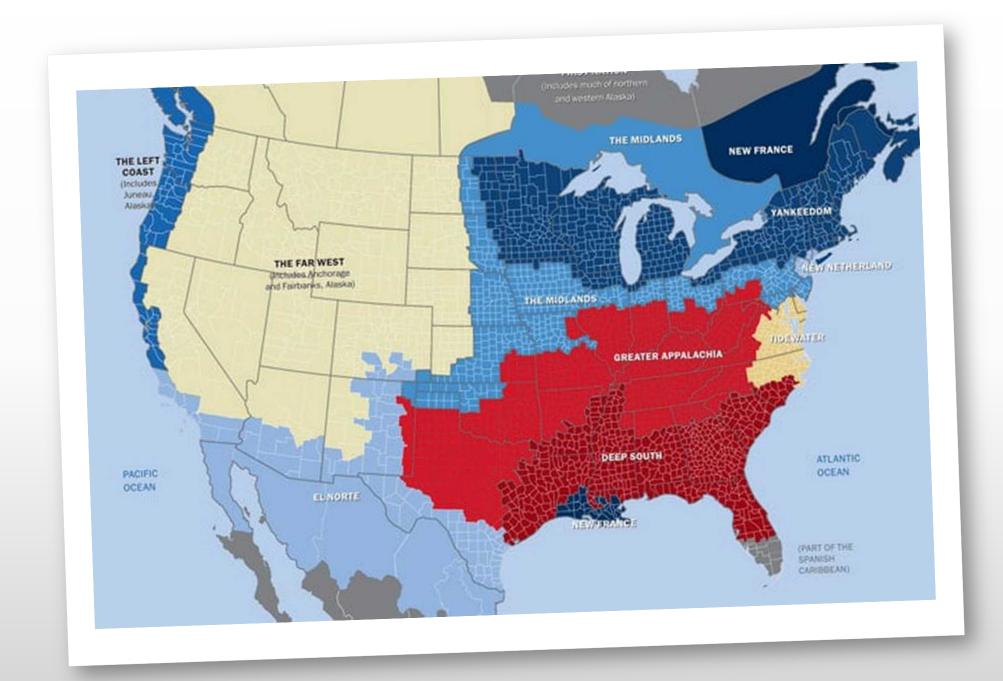














Yankeedom: Founded by Puritans,

Residents in Northeastern states and the industrial Midwest tend to be more comfortable with government regulation. They value education and the common good

The Midlands: Founded by Quakers, the Midlands are "pluralistic and organized around the middle class."
Government intrusion is unwelcome,
Ethnic and ideological purity isn't a

priority.

New Netherlands New Amsterdam - 1624 New York

The Netherlands was the most sophisticated society in the Western world.

The reason why it has been a hub of global commerce.

It is also the region most accepting of historically persecuted populations.



Tidewater:

- The coastal regions in the English colonies of Virginia, North Carolina, Maryland tend to respect authority and value tradition.
- Has always been conservative
- Founded by the sons of English gentry.

El Norte: Southwest Texas and the border region is the oldest, and most linguistically different, nation in the Americas. Hard work and selfsufficiency are prized values. New France: Former French colonies in and around New Orleans tend toward consensus and egalitarian, "among the most liberal on the continent, with unusually tolerant attitudes toward gays and people of all races and a ready acceptance of government involvement in the economy,"

The Left Coast: A hybrid, Woodard says, of Appalachian independence and Yankee utopianism loosely defined by the Pacific Ocean on one side and coastal mountain ranges like the Cascades and the Sierra Nevadas on the other. The independence and innovation required of early explorers continues to manifest in places like Silicon Valley and the tech companies around Seattle.



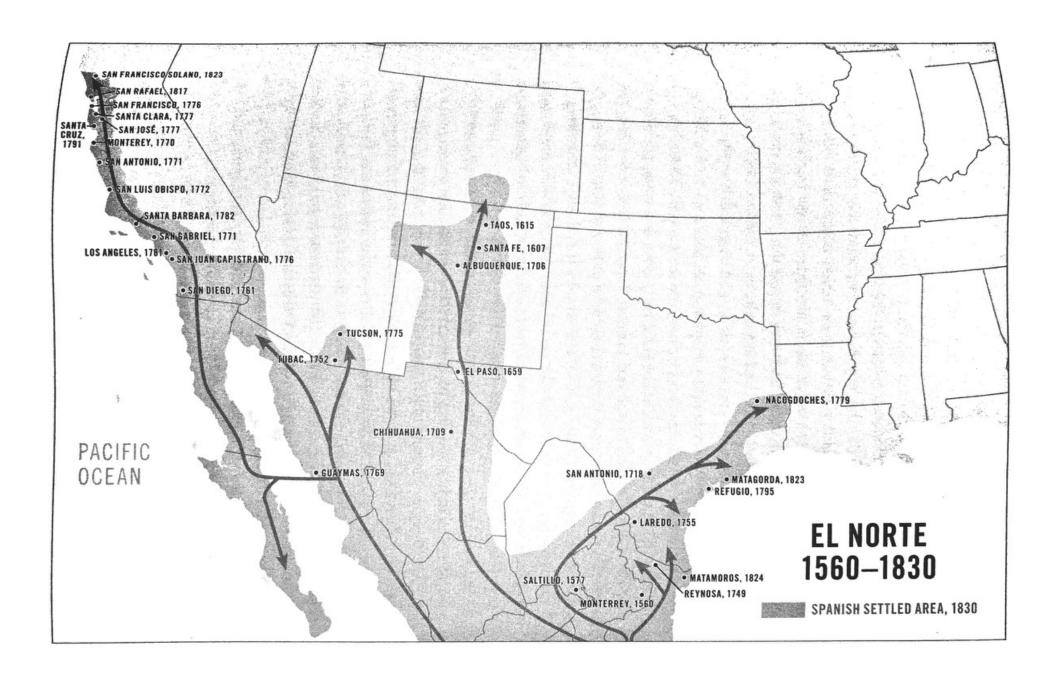
Deep South: Dixie still traces its roots to the caste system established by masters who tried to duplicate West Indies-style slave society, Woodard writes. The Old South values states' rights and local control and fights the expansion of federal powers.

The Far West: The Great Plains and the Mountain West were built by industry, made necessary by harsh, sometimes inhospitable climates. Far Westerners are intensely libertarian and deeply distrustful of big institutions, whether they are railroads and monopolies or the federal government.



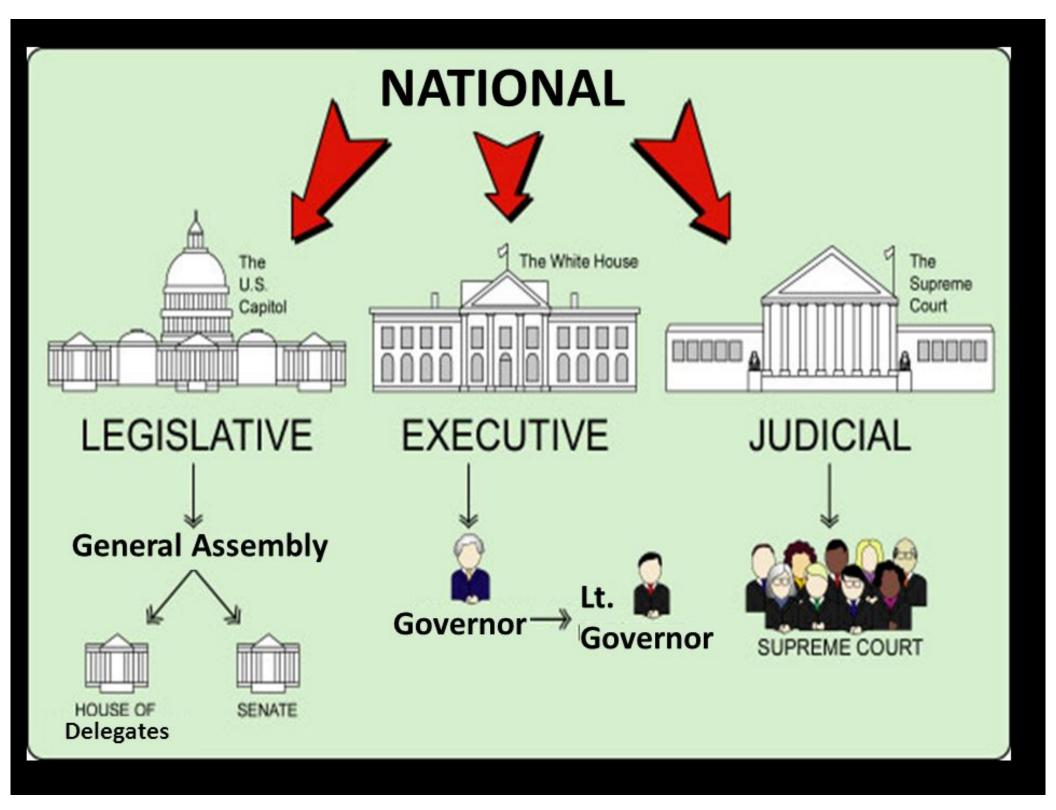
Greater

Appalachia: Extending from West Virginia through the Great Smoky Mountains and into Northwest Texas, the descendants of Irish, English and Scottish settlers who value individual liberty. Residents are "intensely suspicious of lowland aristocrats and Yankee social engineers."

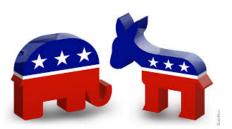


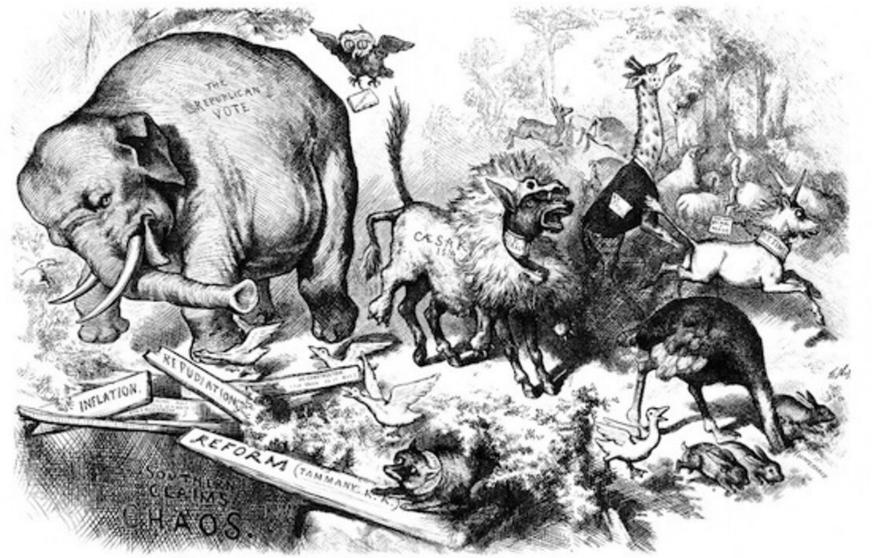


Political Culture

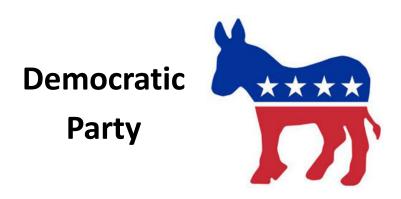


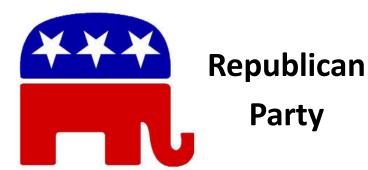






THE THIRD TERM PANIC.





Left Wing -Liberal

Large role for government

Regulations are good

Minimum wages

Right wing - Conservative

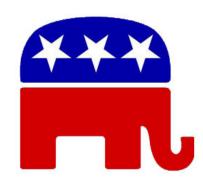
Small government

Regulations are roadblocks

Free market determines the wages

Democratic Party





Republican Party

Progressive Tax

Based on community and social responsibility

Social programs – health care, welfare etc.

Decreased military spending

Taxes shouldn't be increased for anyone

Based on individual rights and justice

Social programs are not necessary

Increased military spending



435 Representatives 1 for 700,000 people Majority vote

100 Senators2 for each state2/3 vote



- Initiates all revenue bills
- •Initiates (and passes or defeats) articles of impeachment
- More hierarchically organized (more centralized, more formal, stronger leadership)
- Power distributed less evenly
- Members are highly specialized
- Emphasizes tax and revenue policy
- More committees and subcommittees

- •Gives "advice and consent" to treaties and to major presidential appointments
- Tries impeached officials
- •100 members with six-year terms
- •Less hierarchically organized (less centralized, less formal, weaker leadership)
- Power distributed more evenly
- Emphasizes foreign policy
- Fewer committees and subcommittees



Overall Values

- Independence / Individualism
- Privacy and Confidentiality
- Equality / Informality
- Determination/ Self-Confidence
- Volunteerism
- Privacy
- Labels
- Time
- Etiquette

Privacy and Confidentiality



- Privacy
- Confidentiality of records (health, education, tax etc.)
- Private issues and matters

QUALITY MATTERS



Equality / Informality

- People are created equal
- Everybody equal before the law
- Regular guy

Being Informal

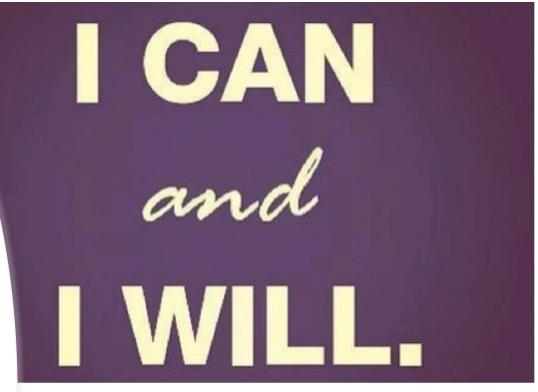


Self & Societal Improvement

- Self-improvement
- continuing education, workshops,
 - seminars, trainings
- Volunteerism
- Making public aware

Determination / Self-Confidence

- I can and I will
- Get to the point
- What can I do for you?
- What is the next step?





THINK+

 Americans are well known for their positive thinking.

A positive approach and attitude is key in business.

Negative thinking or complaints are not received very well.

- Do not complain.
- Use the word challenge instead of problem.





Labels

- Racist (African-Americans, etc.)
- Sexist (Women)
- Anti-Semitic (Jews)
- Islamophobic (Muslims)
- Homophobic (LGBT)
- Ageist (elderly people)



Time

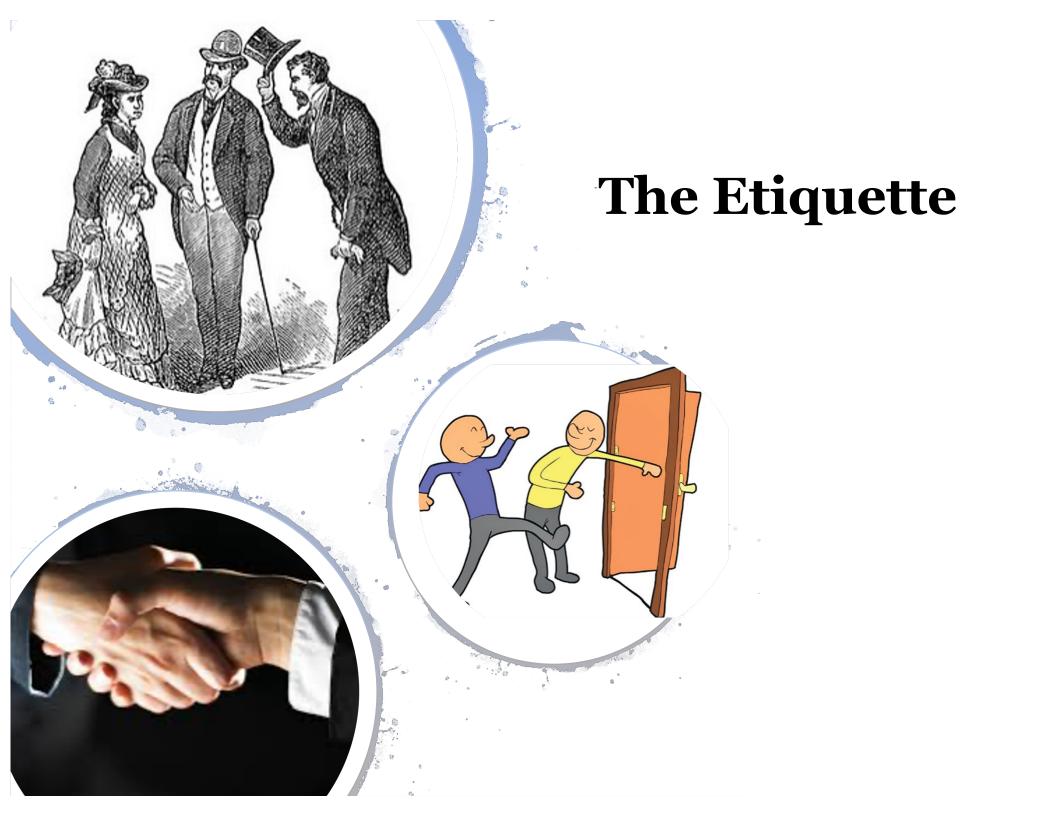
- Using time efficiently
- Being well-organized
- Speed
- Efficiency
- Fast-food industry
- Everything on the go...





Amerikalı Mentalitesi

- Avoid generalization / Genellemelerden uzak durma
- Soft speaking / Sakin ses tonu
- «Interesting…»
- Merak + hoşgörü
- Think outside the box

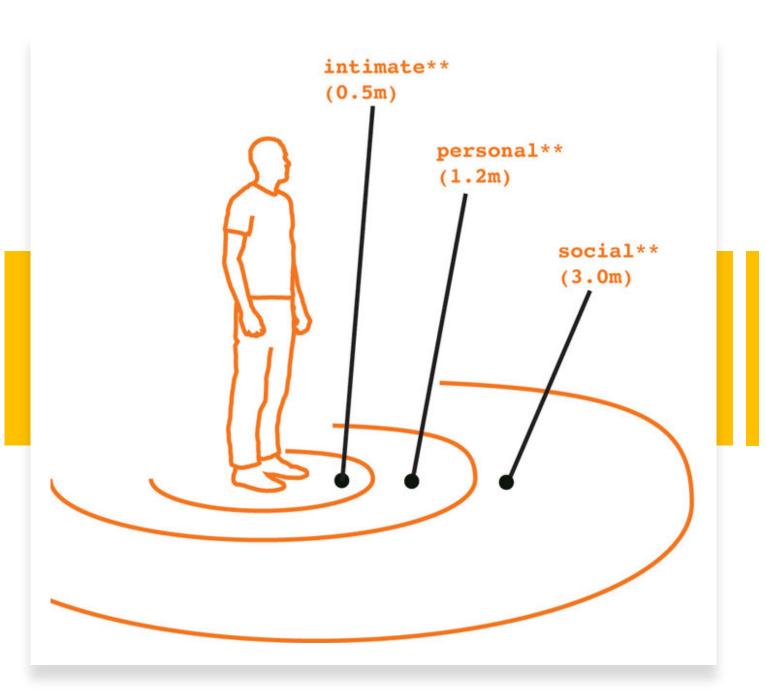


Personal Space (Şahsi Mesafe)

- Public Space people sitting in a park
- Social Space people meeting at a party
- Personal Space the distance between two people who speak to each other
- Intimate Space the distance of privacy

Not appropriate to come closer to someone more than one and half foot (45 cm)

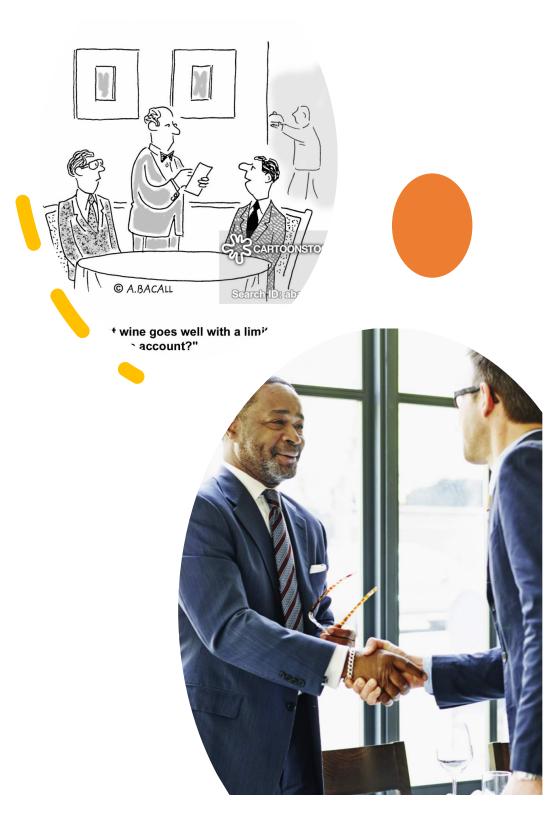




Personal Space

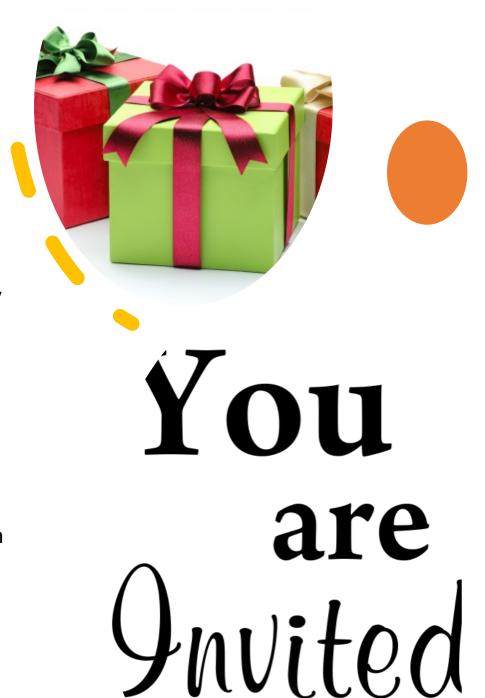
Some Important Rules

- "I invite you " >>>You pay
- "Let's go to a restaurant"
 - >>> Everyone pays
- Tipping 15 % 20%
- Greeting and Introducing
- Eye Contact



Invitations

- If it reads «Mr. And Mrs. Smith» on an invitation, you can't bring someone else
- Even if RSVP not required, you should say «Yes» or «No»
- «Maybe» not an answer
- Give at least two weeks before inviting someone
- Send a «thank you» note after you return home or at least email the other party
- Remember to take a gift with you

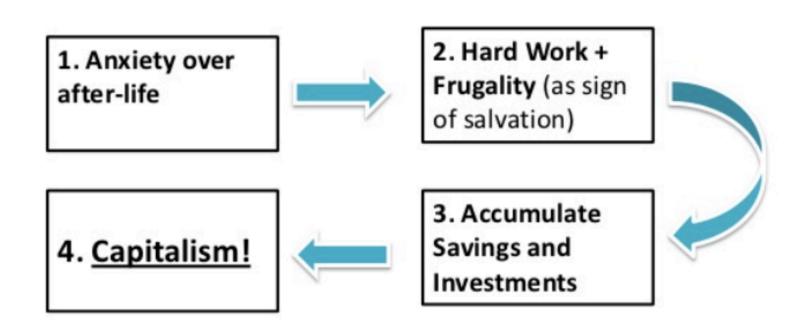




The End

How Calvinism Created Capitalism

- Hard work, combined with asceticism, produces money/profit accumulation
- Expansion of capitalism is an unintended consequence of Calvinists' religious beliefs and their rationalization of those beliefs



MAX WEBER

The Protestant Ethic and the Spirit of Capitalism



Achievement/Action/Work/Materialism

- Protestant work ethic
- Achievement-orientation

Conversation Starters

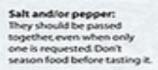
- «Do you have any trips coming up?»
- «Are you watching House of Cards?»
- «I'm planning a birthday dinner—any great recommendations?»
- «I'm looking for a new book. Have you read any good ones lately?»

Names, Nicknames, Introduction

- When first introduced to someone, one should address and be addressed as Miss, Ms., Mrs. or Mr. followed by the surname.
 - Professional, academic, religious, military and political titles, such as "Judge", "Colonel", "Mayor", "Reverend", "Senator", and "Doctor"
- Nicknames are common
 - Catherina → Cathy
 - Elizabeth → Betty, Beth
 - Patricia → Pat
 - William → Bill
 - Robert → Bob
 - Raymond → Ray

Dining Etiquette 101

The holiday season is around the corner, so let's start new traditions by following old traditions. Here are some basic rules of etiquette at a formal table setting:





Stemware (glasses): Glassware is limited to four (as shown). Wine is poured from the right. Don't overfill glasses.



Place card: Never switch or change seating arrangements already planned by host.



Dessert spoon and fork: When dessert is served with both fork and spoon, the fork is the pusher and the spoon is used for eating.

White wine glass

Champagne flute

Bread dish and butter knife: Tear bread into bite-size pieces on the bread plate and butter each piece with butter knife just before you eat it.

Cutlery: The rule is to use it from the outside in. Once a utensil has been used, it should not touch the table again.



fork

Meat

fork

Napkin placement: Once seated, the host takes his napkin, then guests follow and place onto them on their laps.



Flatware: The number of silverware pieces indicates number of courses to be served. A formal dinner consists of seven courses, in this order: soup, fish, sorbet (or palate cleanser), a meat or fowl dish, salad, dessert and coffee.

Meat I knife I

Fish knife

Salad knife

spoon

Table Manners

- Say «excuse me» if you need to leave the table
- Always use a napkin
- Don't put your elbows over the table
- Ask for something instead of extending your hand



Things NOT To Forget:

Tipping:

- Restaurant 15 % to 20 %
- hospitality industry \$2 \$3

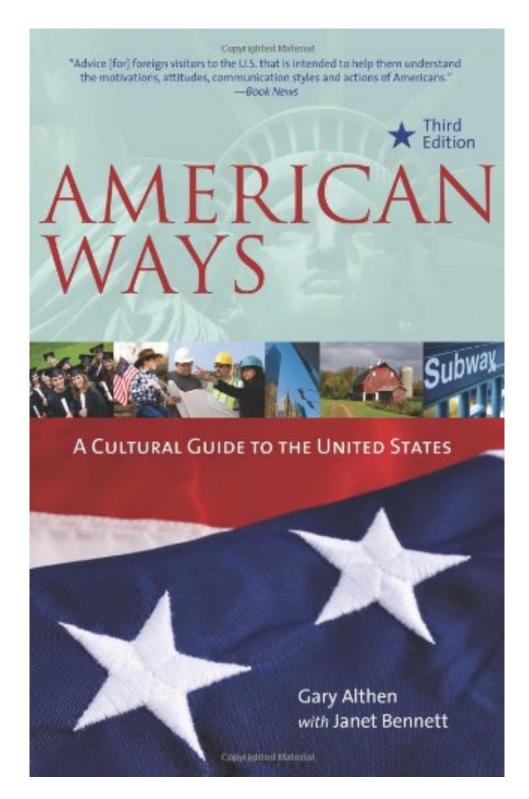
Things To Avoid (general):

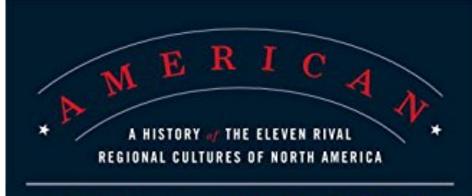
- politics
- religion,
- homosexuality,
- racism,
- abortion,
- Health issues, personal disability
- criticism of the government
- Criticism of an individual's patriotism.
- Discussions of wealth or money.

Doggie Bag?

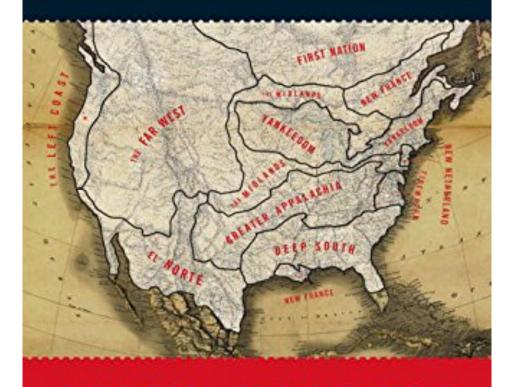
• A doggie bag is not exclusively for table scraps for the dog.







NATIONS



COLIN * WOODARD

Suggested Reading



ETIQUETTE



MANNERS FOR A NEW WORLD

PEGGY POST, ANNA POST, LIZZIE POST, DANIEL POST SENNING