

CULTURAL EXEGESIS

**YOU HAVE A
CULTURE**





emic

etic

How you use stuff



- Time: Task orientation vs. Relational
- Possessive of property & space vs. Possessive of information
- Systems vs. People
- Food: Sharing vs. Fueling
- Cleaning: Outward vs. Inner purity
- Display vs. Concealment
- Visit vs. Invitation
- Money matters

'Challenging and illuminating.' – Will Hutton

THE ROAD TO SOMEWHERE

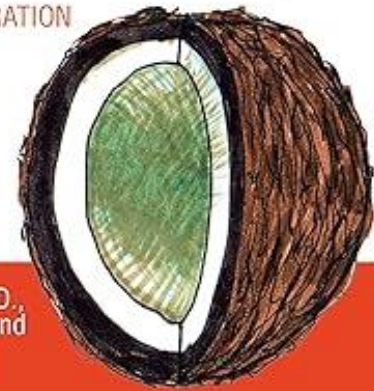
THE POPULIST REVOLT
AND THE FUTURE OF POLITICS

DAVID GOODHART



THE PEACH AND THE COCONUT

A GUIDE TO COLLABORATION
FOR GLOBAL TEAMS

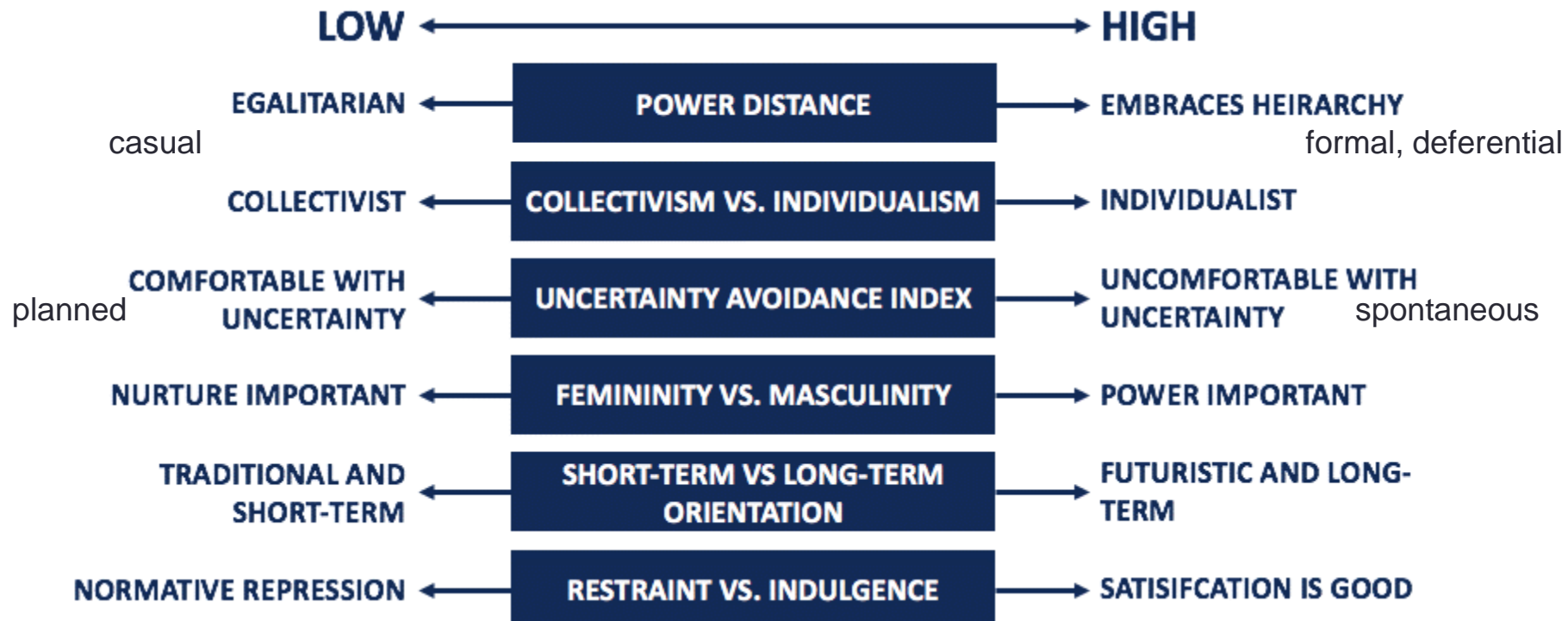


Scott C. Hammond, Ph.D.,
Danny Damron, Ph.D., and
Christopher Liechty

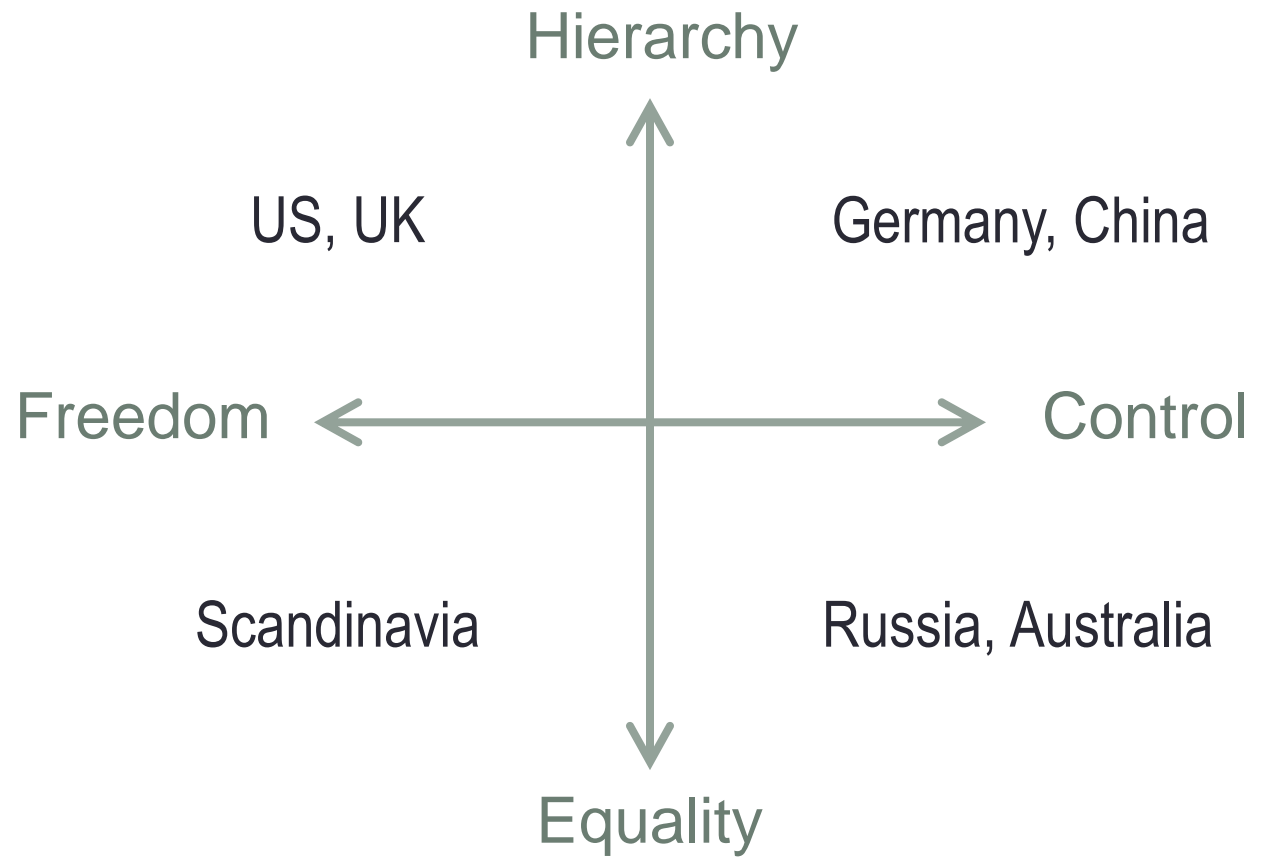
HIDDEN RULES AMONG CLASSES / FROM RUBY PAYNE'S "UNDERSTANDING POVERTY"

	POVERTY	MIDDLE CLASS	WEALTH
POSSESSIONS	People	Things	One-of-a-kind objects, legacies, pedigrees.
MONEY	To be used, spent.	To be managed.	To be conserved, invested.
PERSONALITY	Is for entertainment. Sense of humor is highly valued.	If for acquisition and stability. Achievement is highly valued.	Is for connections. Financial, political, social connections are highly valued.
SOCIAL EMPHASIS	Social inclusion of people he/she likes.	Emphasis is on self-governance and self-sufficiency.	Emphasis is on social exclusion.
FOOD	Key question: Did you have enough? Quantity important.	Key question: Did you like it? Quality important.	Key question: Was it presented well? Presentation important.
CLOTHING	Clothing valued for individual style and expression of personality.	Clothing valued for its quality and acceptance into norm of middle class. Label important.	Clothing valued for its artistic sense and expression. Designer important.
TIME	Present most important. Decisions made for moment based on feelings or survival.	Future most important. Decisions made against future ramifications.	Traditions and history most important. Decisions made partially on basis of tradition and decorum.
EDUCATION	Valued and revered as abstract but not as reality	Crucial for climbing success ladder and making money.	Necessary tradition for making and maintaining connections.
DESTINY	Believes in fate. Cannot do much to mitigate chance.	Believes in choice. Can change future with good choices now.	Noblesse oblige. ('Nobility Obliges')
LANGUAGE	Casual register. Language is about survival.	Formal register. Language is about negotiation.	Formal register. Language is about networking.
FAMILY STRUCTURE	Tends to be matriarchal.	Tends to be patriarchal.	Depends on who has money.
WORLD VIEW	Sees world in terms of local setting.	Sees world in terms of national setting.	See world in terms of international view.
LOVE	Love and acceptance conditional, based upon whether individual is liked.	Love and acceptance conditional and based largely upon achievement.	Love and acceptance conditional and related to social standing and connections.
DRIVING FORCES	Survival, relationships, entertainment.	Work, achievement.	Financial, political, social connections.
HUMOR	About people and sex.	About situations.	About social faux pas.

+ Transport, Home maintenance, Authority... BUT difference between Benefits Class and Working Class



<https://www.hofstede-insights.com/country-comparison-tool>



[Sam Chan interview on Pastor's Heart](#)

HOW TO PROCLAIM TRUTH
AND RELEVANCE AT THE SAME TIME

TOPICAL PREACHING IN A COMPLEX WORLD

SAM CHAN
MALCOLM GILL



Moral Foundations Theory

Care	Fairness	Liberty	Loyalty	Authority	Sanctity
Harm	Cheating	Oppression	Betrayal	Subversion	Degradation

THE RIGHTEOUS MIND

WHY GOOD PEOPLE
ARE DIVIDED
BY
POLITICS
AND RELIGION

JONATHAN
HAIDT

'A landmark contribution to
humanity's understanding of itself'
THE NEW YORK TIMES



What is shameful?

Using your position to favour your people.

Covering up injustice as a leader.

Breaking your word / promise.

Being caught telling a lie.

Being over-extended financially.

Scrounging.

Wastefulness.

Being uneducated.



Not using your position to favour your people.

Betrayal of your people.

Confronting someone publicly and causing them shame.

Speaking bluntly and directly, esp about a sensitive matter.

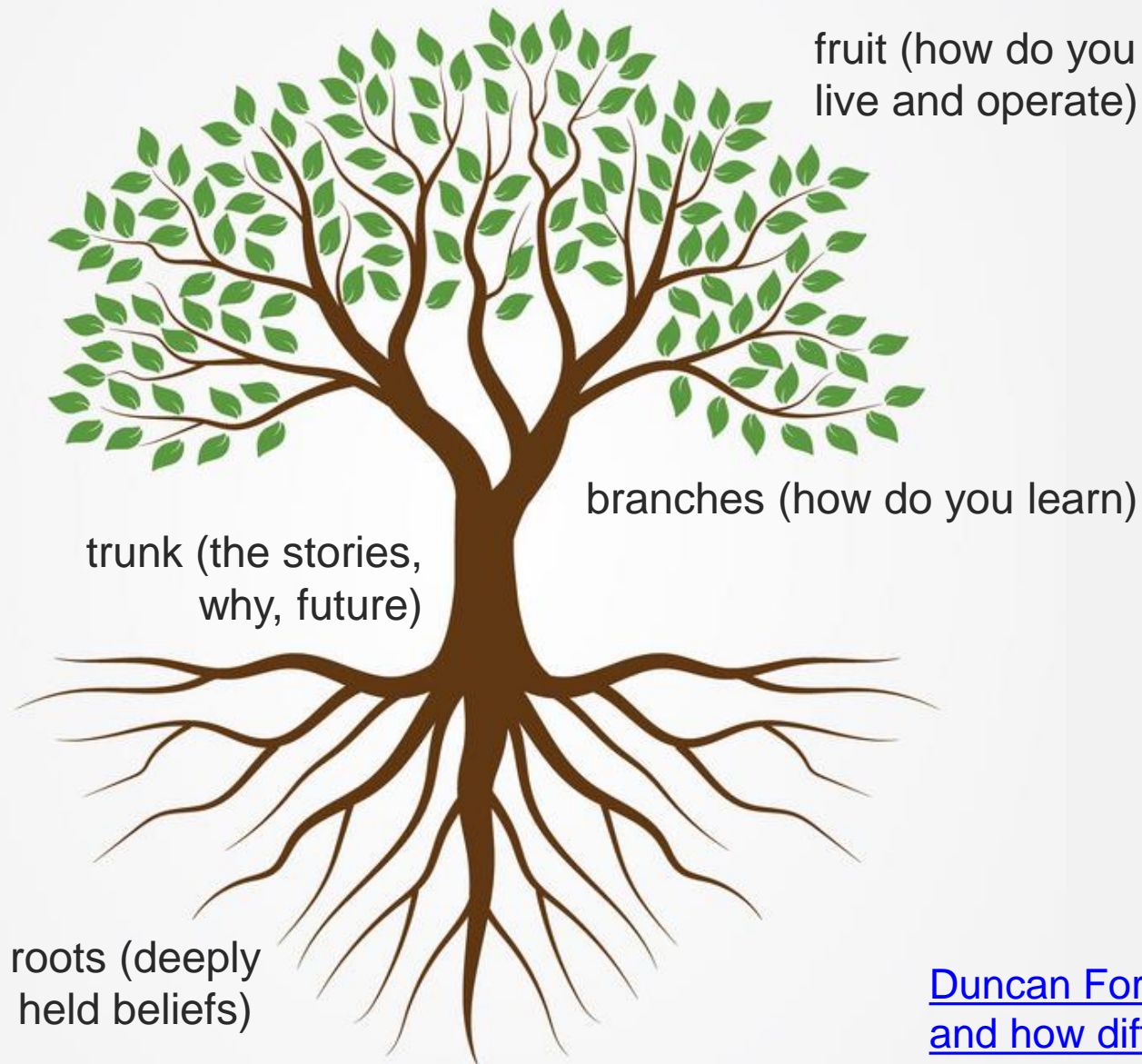
Stinginess, hoarding, lack of generosity.

Saying 'No' I won't come to your function.

Being over-educated.

Strong emotions





[Duncan Forbes, Ethnocentrism and how different cultures think](#)