

The Components of White Culture: *Values and Beliefs*

Rugged Individualism

- Individual is primary unit
- Individual has primary responsibility
- Independence and autonomy highly valued and rewarded
- Individual can control environment

Competition

- Winning is everything
- Win/lose dichotomy

Action Orientation

- Must master and control nature
- Must always do something about a situation
- Believe in scheduled living
- Pragmatic/utilitarian view of life

Decision Making

- Majority rule when Whites have power
- Hierarchical
- Chain of command
- Pyramid structure

Protestant Work Ethic

- Working hard brings success

Progress and Future Orientation

- Focus on future
- Delayed gratification
- Value continual improvement and progress

Emphasis on Scientific Method

- Objective and rational
- Linear, logical thinking
- Life has a cause and effect relationship
- Numbers have meaning
- Strong belief in dualism

Status

- Measured by economic possessions
- Credentials, titles and position
- Power
- Owning goods, space, property

Communication

- Standard English
- Written tradition
- Direct eye contact
- Limited physical contact
- Control emotions

Time

- Adherence to strict time schedules
- Time is viewed as a commodity
- Time is money

Holidays

- Based on Christian religion
- Based on White history and leaders

History

- Based on European immigrants experiences in the United States

Family Structure

- Nuclear family is the ideal social unit
- Male is bread winner and the head of the household
- Female is homemaker and subordinate to the husband

Aesthetics

- Music and art are based on European cultures
- Women's based on being blonde, blue-eyed, thin, young
- Men's – attractiveness – athletic

Religion

- Belief in Christianity
- No tolerance for deviation from single god concept