

## Masculinity/Femininity (Tough/Tender)

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“I have an extremely strong, masculine mind and a feminine sensibility level, which is kind of an unusual combination. Both men and women tell me things and I can relate on two levels simultaneously.”

- Truman Capote -



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"Masculine" cultures show a distinctive preference for heroism, assertiveness, power, strength and a tendency to strive for success and affirmation.



Include most English and German speaking countries, most Asian and South American countries, some Mediterranean countries (eg Italy, Greece, Albania), Eastern European countries.

"Feminine" cultures place emphasis on harmony, cooperation, modesty, on the need to nurture relationships and to care for the "weak", on the quality of life.



Include most African countries, some Mediterranean countries (Portugal and Spain), Scandinavian and Baltic countries, France, Russia, some Asian countries (eg South Korea, Indonesia, Israel, etc).

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Ego driven and highly competitive: social status matters, money and material possessions are important. Strength and power are admired



Long-hours culture, hierarchical corporate structures are the norm. Workers are motivated by specific targets (individual or collective) and by being able to show what they've achieved

Gender roles tend to be clearly defined. The gender wage gap is usually higher in MAS societies



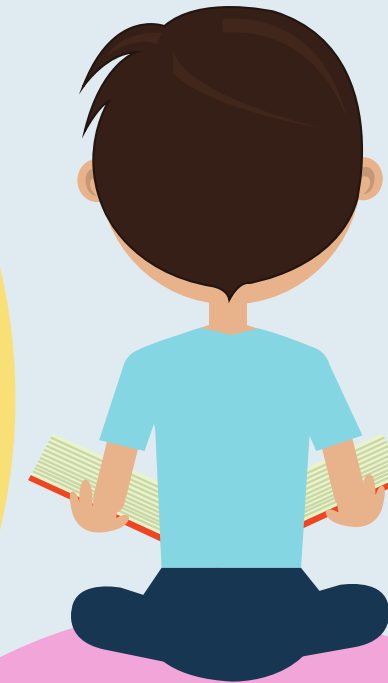
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The family structure is "traditional": fathers deal with facts, mothers deal with feelings

Boys are encouraged to stand up for themselves and to fight back, girls are expected (and allowed) to cry and to display emotions

Children are controlled "by obedience" and expected to perform at high standards ("Tiger parenting" style)



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In feminine societies, gender roles are not clearly defined and there's little or no gap between perceived "male" and "female" values

Conflict is resolved by compromise and negotiation rather than by open confrontation

Feminine cultures are equality- and values-driven. Both boys and girls are encouraged to show their emotions

Individuals of both genders tend to be more cooperative than competitive. Quality relationships are a priority



Personal time  
and balance  
between family  
and work are  
important



Parents lead by  
encouraging  
dialogue and by  
setting positive  
examples

"Weak" members  
of the society are  
treated with  
empathy and  
supported by the  
collectivity



## REFERENCES

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