

Hofstede's cultural dimensions, social structure classifies a society as either individualistic or group focused.

2. LANGUAGE

Language is a group of words or ideologies that have been organized in a structured manner to portray a meaning. It is the primary determinant of culture. Language organizes the thought pattern of a culture. Languages can be shared between countries or societies, but this only makes them culturally similar, not identical.

3. COMMUNICATION

Communication is how information is sent and received between the members of a society. Because of communication, cultures can be classified as either low context or high context. In a low context, words mean exactly what is said while in a high context culture a single word may have different meanings. Both verbal and non-verbal communication are significant forms of communication. However, non-verbal communication is easily misinterpreted and should be avoided in a foreign culture.

4. RELIGION

From religion springs a spiritual belief that is responsible for individuals wants and needs. Approximately 80% of the world subscribe to some religion. Religion has an impact on our attitudes towards work, laws, behaviour, language etc.

5. VALUES/ATTITUDES

The things we value are those things that we hold dearly to our hearts. Generally, they play a vital role in shaping our daily lives. Values are the principles and standards accepted by members of a society and have been passed down from one generation to the other from books and parents. When we express values through words and behaviours, they become attitudes. People in a society will have attitude towards time, age, status education etc.