I chose to compare the United States and Brazil. A copy of the comparison chart is above.

With regard to power distance, there appears to be a moderate difference between the two cultures with the United State being lower in power distance from Brazil. This indicates the culture in Brazil is more tolerant of large differences between those who are high in power and those who are low in power, possibly a culture based more on inequality among its citizens while the United State would be a culture that has more of a shared sense of power among its citizens.

The United States is much higher in individualism than Brazil. The United States appears to be more of a “me first” society than Brazil and may define success based more on individual accomplishments and accolades than group accomplishments. Brazil would be classified as a collectivist culture where greater value is based on group success than individual success. Greater emphasis may be placed on making decision based on how it will affect the groups to which the individual belongs such as family, work groups, or political groups.

Comparisons between the US and Brazil on masculinity/femininity are very close. It appears that both have more masculine tendencies than feminine which indicates there are
likely clearly defined roles between men and women and the cultures value aggressiveness and competition over cooperation; Brazil to a lesser extent than the US.

Based on the differences described above, there are a couple of ways that these differences may influence communication. The dimension of individualism indicates that people from the US may be more likely to be outspoken regarding personal opinions or convictions while Brazilian people may be perceived as more apprehensive to be outspoken because they would take into consideration how their comments may reflect positively or negatively on their family or work groups. This dynamic also extends to power distance. Unequal distributions of power may prohibit those that low in the social hierarchy to express opinions that may contradict those who are in the upper social hierarchy or there may be a greater respect for those in power. In the US, to use government as an example, our society does not hesitate to question or challenge those in power.