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Business communications

The two countries compared are United States and Vietnam. Cultural dimensions of two countries exhibits some similarities and differences. Individualism is significantly high in America which is accounted as 91 (Hofstede, 2019). This feature reflects that majority of the population in lives independently. Individual needs are emphasized over group needs. People in the country prefer independence and are autonomous. This ideology also states that society values independence more then collectivism and tend to be self-reliant. They are free to make choices and think about personal interest. Compared to America, Vietnam values collectivism more because individualism is scored at 20. This reflects that people are not self-reliant and believes in group needs. Independence is least prevalent in Vietnam. This reflects that people are willing to sacrifice self-interest.

Masculinity is scored as 62 in United States, which reflects that the society is inclined to believe that men are superior and powerful than females. Masculinity is prevailing at all aspects of life such as in media and television, which results in overrepresentation of males and under representation of females. These traits have also prevailed in the corporate culture which convince owners to give leadership position to males. Another aspects of masculinity can be seen in mass shootings, domestic violence and abuse. Compared to this, Vietnam in terms of masculinity is scored as 42 (Hofstede, 2019). This reflects that level of male power or dominance is slightly lower which means women can compete with males at different aspects. Power, possession and entitlement is also with women in Vietnam. While in America males are holding more wealth and majority of the females are only earning 20 of what males earn in their career.

Power distance is scored as 70 in Vietnam, which states that power is unequally distributed among the members of the country. The upper class or the rich are holding most of the wealth of the country compared to the poor or the low strata. This reflects high level of power difference due to unequal distribution of wealth. Compared to this power distance is slightly low in United States, which is scored as 40. The distribution of wealth is not very unequal. This suggests that in American culture middle and low class also have chances of gaining power and wealth. Power inequalities are also apparent in the political system.

Another cultural attribute that exhibits differences between the two countries is indulgence. This reflects the way in which people attempts to control their impulses and desires. Indulgence is scored as 68 in America that indicates that youth is not influenced by the adult teachings. This reflects that contradictory attitudes and behaviors are prevalent in the modern age. The people have relatively weak control over desires. Vietnam is scored as 35 in terms of indulgence. This indicates that youth is influenced by the teachings of older people. Contradictory attitudes are less prevalent in the country.

Long-term orientation indicates society’s ability of maintaining link with its past and also with the future. It is scored as 24 in America reflecting that people are inclined to investigate new information and have taken a pragmatic approach for analyzing traditions. Long-term orientation is scored as 57 in Vietnam, reflecting that people are less concerned about their past traditions and values. Americans are more concerned about differentiating between good and evil (VN, 2016)

America is ranked as 42 in terms of uncertainty avoidance. It reflects the way in which society handled the fact that future is uncertain. This indicates Americans are willing to accept changes and new things. Vietnam is scored as 30 which reflects resistance of society towards change.

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