

TYPES OF CULTURE

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Introduction

- When talking about different cultures, people typically refer to “national” culture. However, our behaviour and preferences are affected by several other cultures, such as ethnicity, race, religion or occupation.

For example, people of a certain profession, such as business people or lawyers, are influenced by the culture of the industry and the profession itself, as well as the culture of the organisation they work for.

From universal to regional culture (Reisinger, 2009)

- **Universal culture** (culture of all nationalities and humans);
- **Civilisation culture** (culture of a particular civilisation comprising different nationalities with similar political systems, economic development, ethnic roots, and religious values);
- **Ethnic culture** (culture of an ethnic group the members of which share a language, religion, colour, etc.);
- **Race culture** (culture of a particular race, for example, African-American, etc.);
- **National culture** (culture of a national group, often referred to as “country” culture. However, within the geographic boundaries of a given country several nationalities and cultures may live, for example, Serbs, Croatians, Kosovars and Macedonians in the former Yugoslavia, or Slovaks, Hungarians, Roma people and Rusyns living in Slovakia)
- **Regional culture** (culture of a specific geographical region, such as the culture of Southern Italy)

From generation to functional culture (Reisinger, 2009)

- **Generation culture** (culture of a particular generation; for example, “Baby Boomers”, Zen generation)
- **Industry culture** (culture of a specific industry, such as tourism, banking, or pharmaceuticals)
- **Professional culture** (culture of a particular profession, e.g. doctors, lawyers, engineers)
- **Organisational / corporate culture** (culture of a specific organisation, e.g. IBM);
- **Functional culture** (culture of a specific department within an organisation e.g. finance, marketing, human resources)

From religious to individual culture

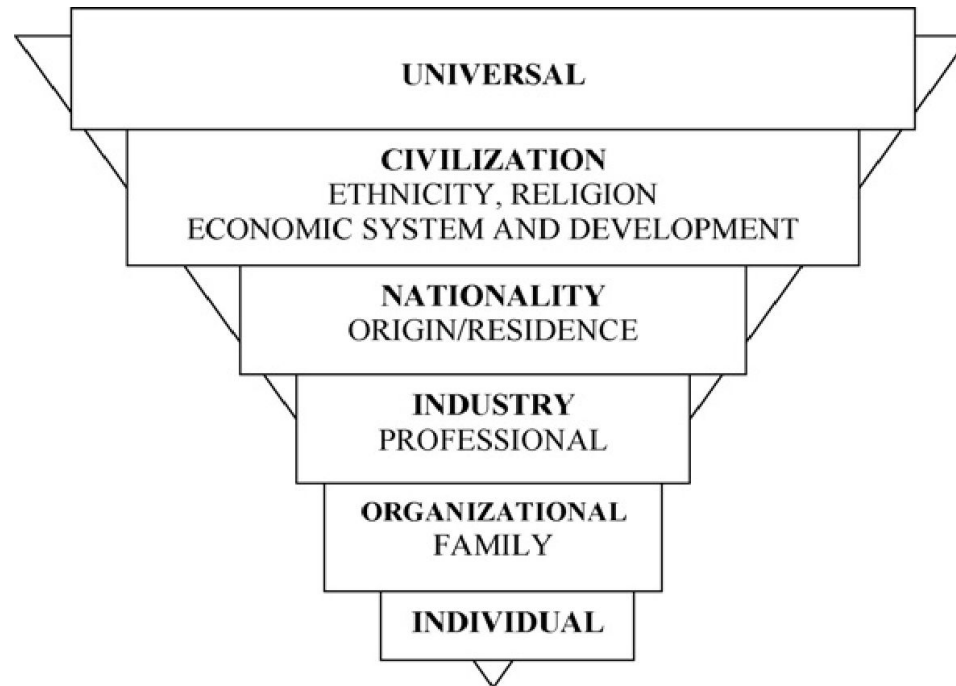
- **Religious culture** (e.g. the culture of Christians, Jews or Muslims);
- **Gender culture** (culture of men, women, LGBTQIA+ etc.);
- **Class culture** (culture of the upper, upper-middle, middle, working and lower class);

(Benčíková, 2007)

- **Family culture** (structure and cohesion of a particular family, the roles and responsibilities of the wife and husband, etc.);
- **Individual culture** (value system, beliefs, or attitudes of an individual);

(Reisinger, 2009)

Levels of culture (Reisinger, 2009, p. 100)



Levels of culture – interdependent and affected

- The particular levels are interdependent and influence each other.

For example, national culture is affected by the economic development or religion of a particular civilisation. National culture influences industry and professional cultures, as well as organisational and family culture.

- Individuals can be affected by the different types of culture they belong to (Camerer & Mader, 2016).

For example, a Christian female advocate living in Slovakia may be influenced by the attributes of the given religion, gender, professional and national culture.

SUMMARY

- What types of culture do we know?
- Identify all the types of culture you belong to. Think of how far you represent these cultures. Discuss it with your partner.