

BRAZILIAN WORLDVIEW

1. Universalist vs. Particularist:

- 1.1 Compromise: Able to assimilate and accommodate many different cultures and races.
 - due in part to Portuguese encounters with the Moors for 8 centuries.
 - Christians, Moors and Jews developed accommodative responses to living together.
- 1.2 Laws: Laws are for others [impersonal, universally applied]. For us and our friends there are ways around the laws [personal side]. DaMatta.
- 1.3 *Jeitinho*. *Jeito*== amiability and knack for instant improvisation [Burns]. Adaptability and flexibility are encouraged because at any moment there may be a necessity or opportunity for *jeito*. Laws are not meant to be obeyed, but circumvented.
- 1.4 *Agua no feijao que chegou mais um*: openness to everyone. Hospitality means you must always accommodate one more person as he/she appears. Tolerance, acceptance of others, openness to new.
- 1.5 Religiosity: *Tenha fe em Deus* [trust in God]. Spiritism is widespread. Fatalism. Superstition. Tried to make everyone Catholic--surface unity of religion.

2. Ascribed vs. Achieved:

- 2.1 Status: white at top, mulatto in the middle, Indians next, black at the bottom. But Miscegenation made this a ranking system, not segregation.
- 2.2 Search for titles: men want to be a 'doctor', 'general' etc.
- 2.3 See work as demeaning. Work of slaves and servants. Order others around..
- 2.4 *Fazer uma fezinha ou o Jogo da Loteria* [have a little faith or play the lottery]. A desire to become rich without work, and to do so by luck, lottery or other quick gains. Get the easiest way to a solution.
- 2.5 Enjoy life: work to live through high life, carnival and festivities.
- 2.6 *Palavra de Honra* [love to talk]. Uninhibited in public speaking, conversing, dialogue. Enjoy talking about talking and speech.
- 2.7 Fashion: love stylish clothes and food.
- 2.8 Politics: love to be known as a great nation. Sense of national superiority.

3. Equality vs Hierarchy:

3.1 Hierarchy: male over female. Conquistador over local women. Miscegenation with Indian and slave women. Sense of Machismo and of exploitation and abuse.

3.2 Caudillo over slaves and workers. Boys raised with slave playmates and learned to be authoritarian and cruel.

4. Individualism vs Group:

4.1 Strong individualism; group is a temporary collective. Everyone out for themselves.

4.2 Search for status and prestige.

4.3 Hierarchy in relationships

4.4 Enjoy life for one's self.

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