Challenges Faced by Brazilian Immigrants Building New Identities in Canada

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Important Aspects

Methodology
- Observation of Frontline Workers
- Experience and Group Discussion

Concepts
- Low and High Contexts

Restrictions of the Presentation
- Generalizations
- Individual vs. Cultural Values
- Fast Changes in the Values of the Societies around the World: Time and Space

Source: Herberg, Dorothy Chave - “Frameworks for Cultural and Racial Diversity”
Differences in Cultural Values between Canada and Brazil

Orientation

Family  Individual

Levels of Power

Hierarchy  Equality

Source: Herberg, Dorothy Chave - “Frameworks for Cultural and Racial Diversity”
Differences in Cultural Values between Canada and Brazil

Gender

Segregation

Integration

Dynamics

Interdependence

Independence

Source: Herberg, Dorothy Chave - “Frameworks for Cultural and Racial Diversity”
Differences in Cultural Values between Canada and Brazil

Timing/ Pacing

Many things at the same time
One thing at a time

Beliefs

Religious
Secular

Source: Herberg, Dorothy Chave - “Frameworks for Cultural and Racial Diversity”
Differences in Cultural Values between Canada and Brazil

Communication

Oral

Roots

Sense of Place

Written

Mobile

Source: Herberg, Dorothy Chave - “Frameworks for Cultural and Racial Diversity”
Important Issues for Integration

- Different Languages
- Status in the Country
- Communication: Oral vs. Written Information
- Boundaries: Personal vs. Professional Spaces
- Timing: Planning & Time Management
- Structure: Flexibility & Creativity
- Social Relations: Spontaneity & Judgment
- Social Interactions: Friendships
- Professional Integration: Overqualified Professionals & Equivalency of Credentials

These Issues Cause Problems for Brazilian Immigrants to Negotiate New Identities