



**Centro de Informação  
Comunitária Brasil Angola  
Brazil-Angola Community  
Information Centre**

# 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



## Levels of Power



Source: Herberg, Dorothy Chave - "Frameworks for Cultural and Racial Diversity"

# Differences in Cultural Values between Canada and Brazil

## Gender



## Dynamics



Source: Herberg, Dorothy Chave - "Frameworks for Cultural and Racial Diversity"

# Differences in Cultural Values between Canada and Brazil

## Timing/ Pacing



## Beliefs



Source: Herberg, Dorothy Chave - "Frameworks for Cultural and Racial Diversity"

# Differences in Cultural Values between Canada and Brazil

## Communication



## Roots



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