ASPECTS & ASSUMPTIONS OF WHITENESS & WHITE CULTURE IN THE UNITED STATES

White dominant culture, or ***whiteness***, refers to the ways white people and their traditions, attitudes and ways of life have been normalized over time and are now considered standard practices in the United States. And since white people still hold most of the institutional power in America, we have all internalized some aspects of white culture — including people of color.



Rugged Individualism

- The individual is the primary unit
- Self-reliance
- Independence & autonomy highly valued + rewarded
- Individuals assumed to be in control of their environment, *"You get what you deserve"*

Family Structure

- The nuclear family: father, mother, 2.3 children is the ideal social unit
- Husband is breadwinner and head of household
- Wife is homemaker and subordinate to the husband
- Children should have own rooms, be independent



Emphasis on Scientific Method

- Objective, rational linear thinking
- Cause and effect relationships
- Quantitative emphasis

History

- Based on Northern European immigrants' experience in the United States
- Heavy focus on the British Empire
- The primacy of Western (Greek, Roman) and Judeo-Christian tradition



Protestant Work Ethic

- Hard work is the key to success
- Work before play
- "If you didn't meet your goals, you didn't work hard enough"

Religion

- Christianity is the norm
- Anything other than Judeo – Christian tradition is foreign
- No tolerance for deviation from single god concept





Status, Power & Authority

- Wealth = worth
- Your job is who you are
- Respect authority
- Heavy value on ownership of goods, space, property

Future Orientation

- Plan for future
- Delayed gratification
- Progress is always best
- "Tomorrow will be better"



Time

- Follow rigid time schedules
- Time viewed as a commodity

Aesthetics

- Based on European culture
- Steak and potatoes; "bland is best"
- Woman's beauty based on blonde, thin – "Barbie"
- Man's attractiveness based on economic status, power, intellect

Holidays

- Based on Christian religions
- Based on white history & male leaders



Justice

- Based on English common law
- Protect property & entitlements
- Intent counts

Competition



- Be #1
- Win at all costs
- Winner/loser dichotomy
- Action Orientation
- Master and control nature
- Must always "do something" about a situation
- Aggressiveness and Extroversion
- Decision-Making
- Majority rules (when Whites have power)



Communication

- "The King's English" rules
- Written tradition
- Avoid conflict, intimacy
- Don't show emotion
- Don't discuss personal life
- Be polite

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