Detailed Contents

Preface: Understanding Cultures in Depth xiv
Acknowledgments and Coauthors xvii

PART I. INTRODUCTION 1

1. Understanding Cultural Metaphors 2
   Constructing Cultural Metaphors 8
   Reading and Using This Book 16
   When Culture Does, and Does Not, Matter 20

PART II. AUTHORITY-RANKING CULTURES 25

2. The Thai Kingdom 27
   Loose Vertical Hierarchy 29
   Freedom and Equality 34
   The Thai Smile 35

3. The Japanese Garden 39
   Corporate Cultures 40
   Garden as Metaphor 42
   Wa and Shikata 43
   Seishin Training 46
   Combining Droplets or Energies 48
   Aesthetics 59
   Similarities and Contrasts 62

4. Bedouin Jewelry and Saudi Arabia 64
   The Desert Bedouins 67
   Bold Form 71
   Handcrafted Appearance 73
   Traditional Design 74
   Female Ownership 76
5. The Turkish Coffeehouse 78
Islam and Secularity 81
Recreation, Communication, and Community Integration 86
A Male Domain 89
A Modest Environment 91
Life Outside the Coffeehouse 92
Looking Ahead 96

6. Đòn Gánh: The Two Sides of Vietnam 98
History of Occupation 100
The French Defeat and Division Into Two 102
The Metaphor: The Dualities of Đòn Gánh 104

7. The Polish Village Church 112
Historical Background 114
Central Place of the Catholic Church 116
The Partitioning and Polish Identity 118
Survivors 121

8. Kimchi and Korea 125
The 60th Birthday 127
Strangers by Day, Lovers by Night 130
Kimchi’s Public Role 132
The Irish of Asia 133

PART III. SCANDINAVIAN EGALITARIAN CULTURES 139

9. The Swedish Stuga 140
Love of Untrammeled Nature and Tradition 146
Individualism Through Self-Development 148
Equality 151

10. The Finnish Sauna 154
From Survival to Political and Economic Success 156
Sauna: A Secular “Holy” Place of Equality 161
Communication: Comfort With Quietude 165

11. The Danish Christmas Luncheon 170
Interdependent Individualism 172
Geographic Ambivalence 174
Coziness 175

PART IV. OTHER EGALITARIAN CULTURES 177

12. The German Symphony 178
Diversity of Musical Instruments 183
26. The Chinese Family Altar 448
   Roundness 452
   Harmony 457
   Fluidity 458

27. The Singapore Hawker Centers 461
   Ethnic Diversity but Unity 465
   Efficiency 467
   The Power of Women 468
   Safety 469
   Synthesizing Traditional and New Values 470

PART IX. INDIA, SHIVA, AND DIVERSITY 473

28. India: The Dance of Shiva 474
   Cyclical Hindu Philosophy 480
   The Cycle of Life 482
   The Family Cycle 483
   The Cycle of Social Interaction 488
   The Work and Recreation (Rejuvenation) Cycle 493

29. India: A Kaleidoscope of Diversity 499
   The Kaleidoscope of Religions and Cultural Celebrations 501
   Images of Festivals and Feasts 504
   Cell Phones, Call Centers, and Curriculum 507
   The Changing Image of Cricket 512

PART X. SAME METAPHOR, DIFFERENT MEANINGS 515

30. The Spanish Bullfight 516
   Cuadrillas 520
   Sol y Sombra 524
   The Pompous Entrance Parade 526
   Audience Involvement 529
   The Ritual of the Bullfight 531

31. The Portuguese Bullfight 534
   Pride in Traditions 535
   Stratification Amid Unity 539
   Artistry and Human Gore 540
   Profitless Bravery 541

PART XI: POPULAR MUSIC AS CULTURAL METAPHORS 545

32. The Brazilian Samba 546
   Small-Step Circularity 549
   Physical Touch 553