



CLOTHING/ ARTIFACTS

- Majority of South Africans wear the clothes we see in the US, typically jeans and a shirt
- During celebrations &/or for tourism purposes, ethnic South Africans will decorate themselves in bright colors and textiles; originally in honor of the spirits
- In townships there are programs and work centers where locals can learn how to make arts and crafts to sell to the tourists so that they may be self-sufficient

BE AWARE

- Effects of post-apartheid still exist; some locals are openly racist and don't see anything wrong with it
- HIV/AIDS affects about 20% of South Africans



The world can be and is taken from different contexts

Location Resources History Politics

CONTEXTS

Beliefs Values Customs Behaviors Artifacts



CULTURE

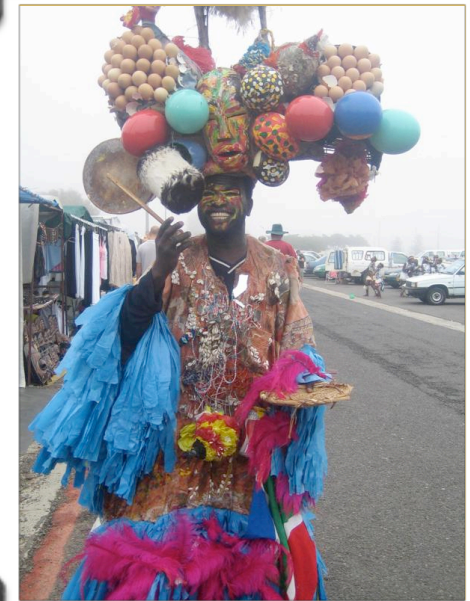
*Verbal communication with locals will be more restricted due to the language barriers, therefore a heavy importance is placed on nonverbal communication.

This guide will get you acquainted with the cultural nonverbal and behavioral norms of South Africa.

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INTERCULTURAL

GUIDE TO



SOUTH AFRICA





MAJOR IMPACTS OF POST-APARTHEID

- Apartheid began 1948, creating segregation of races; blacks were required to carry passbooks called *dompass*, or “stupidpass”, at all times
- The first free election was held in 1994, so that people of every race could vote; Mandela became the 1st president under representative democratic rule
- Truth & Reconciliation Commission made broadcasts of confessions of crimes committed during apartheid in South Africa’s healing process
- Due to little or no education during apartheid, many blacks are now not able to find jobs due to low educational backgrounds & resulting in a high unemployment rate among blacks

CULTURAL BELIEFS AND VALUES

- South Africa calls itself the Rainbow Nation, based on the idea that people of every skin color can live together in harmony
- Majority of South Africans are Christian, though around 30% of South Africans follow traditional African beliefs, surrounding existence of powerful spirits and forces that are exist everywhere
- Zulus are the largest ethnic group of South Africa, followed by Xhosas, with various other ethnic groups dispersed through out the country
- A decline in ethnic identity has occurred over time due to the build up of townships outside of cities for work

EYE BEHAVIOR, APPROPRIATE DISPLAY OF EMOTIONS & PHYSICAL CONTACT

- Tension still exists; it is uncommon to see close physical contact between different races
- Majority of South Africans avoid public displays of affection and that it is for private-life




NORMS OF SOCIAL BEHAVIOR

- Though apartheid has seized, it is still common to hear people referred to as white, black, and colored; whites are “Afrikaners”, or the descendants of white settlers; coloreds refers to any mixed-race person; and Asains or Malays are mostly Indian who’s ancestors were brought over as laborers
- Afrikaans & English are the 2 official languages of South Africa, although black natives sometimes still speak in their ethnic tongue

SPEAKING AFRIKAANS....

Good day	Goeiendag
Pleased to meet you	Bly te kenne
How do you do	Aangename kennis
Goodbye	Tot siens
Yes	Ja
No	Nee
Thank you	Baie dankie
I don’t understand	Ek verstaan jou nie
How much?	Hoeveel skuld
Where is the toilet?	Waar is die toilet?



Symbol	Represents
	At the end of apartheid, South Africa called itself the Rainbow Nation
	Tourism in safaris bring in a large amount of income for South Africa
	Protea is the national flower of South Africa
Amandla!.. Ngawethu!	Power!...to the people! Was a chant during fall of apartheid