**Hofstede cultural dimensions in Gung Ho**

1. In the very beginning of the film when Hunt Stevenson is giving a presentation to the Japanese executives his spontaneity and “off the cuff” approach seems to rub the executives the wrong way. This seems to represent the Hostede cultural dimension of uncertainty avoidance. Whole the American (Hunt) has a low uncertainty avoidance, the Japanese delegation presents a high uncertainty avoidance.
2. Near the beginning of the film, when the new Japanese leadership lead by Kaz is trying to inspire the autoworkers to do group exercise I think that this demonstrates two aspects of the Hostede cultural dimensions. The adverse response by the autoworkers to the group exercise demonstrates the American independence versus Japanese collectivism.
3. Shortly after this, in the same scene Hunt Stevenson is forced to come down to the level of his employees to coerce them into the group exercise. This shows the lack of power distance in the U.S. based employees versus the large power distance for Japanese workers. The U.S. autoworker’s individualism can also be contrasted to the intense management training experienced by the Japanese employees toward the beginning of the film.
4. Later on in the film, collectivism is shown when the Japanese manager is forcing the autoworker to learn all of the jobs within the auto plant. Hunt informs the Japanese manger that “every American likes to feel special.” This contrasts to American individualism.
5. During the group dinner, where Kaz fires Stevenson, he states that Japanese workers feel great shame when hey do not accomplish a task. This represents the Japanese relative long term orientation which values thrift and perseverance as opposed to the short term orientation— valuing more immediate gratification and the current social hierarchy.
6. I believe that the masculine versus feminine culture in represented in the scene where the Japanese manager is arguing with his coworkers. He says “you work too damn hard!” This seems to be the recurring theme of extreme Japanese work ethic and their masculine culture. In contrast when he states “work is not life” he is expressing the more feminine cultural attributes of Americans.