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➤ **CULTURE:**  
The attitudes, values, customs, and behavior patterns that characterize a social group.

➤ **ETHNICITY:**  
A person's ancestry; the way individuals identify themselves with the nation from which they or their ancestors came.

**WHAT IS HISPANIC "CULTURE" OR "ETHNICITY"?**  
Ethnicity

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**Who are Hispanics?**

- It depends, generally from Spanish origin, from Spain, South America, Central America and the islands of the Caribbean.

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### Who are Hispanics?

For U.S. government all Americans who trace their ancestry to Mexico, Puerto Rico, Cuba, Spain, the Spanish-speaking countries of Central or South America, the Dominican Republic or other Spanish cultures, regardless of race. It excludes people from Brazil, Guyana, Suriname, Trinidad, Belize and Portugal because Spanish is not the first language in those countries.



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### Who are Latinos?

Americans of Latin American descent and those who prefer the term to Hispanic



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### Who are Chicanos?

Americans of Mexican heritage.



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## Who are Hispanos?

Direct descendants of Spanish conquistadors.




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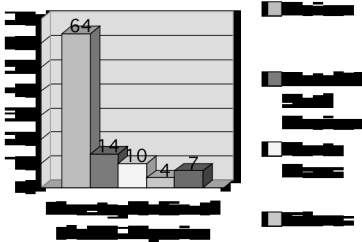
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## The Hispanic Origin in 1998




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## Culture

- Much of the culture depends on the particular country or region a person is from.
- Some common grounds:
  - **Language** - Spanish
  - **Machismo** - A strong or exaggerated sense of masculinity stressing attributes such as physical courage, virility, domination of women, and aggressiveness
  - **Marianismo** - Is the female equivalence of Machismo. It is the embodiment of the feminine rather than the masculine. It is the cult of feminine superiority.
  - **Personalismo** - Glorifying a leader, which often involves sacrificing the interests of political parties, ideologies, and constitutional government out of loyalty to a leader.
  - **Neopotism** - Favoritism shown or patronage granted to relatives, as in business

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### **Family Values**

- Close-knit group and social unit.
- Beyond the nuclear family, extended family is equally important.
- Father head of household, mother is accountable for the home.
- Family members feel a responsibility to aid in financial problems, unemployment, poor health conditions and other life issues.
- Family ties are strong.
- Gatherings are often
- Instilling in their children the importance of honor, good manners, and respect for authority and the elderly.
- Preserving the Spanish language within the family.

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### **Etiquette**

- Tend to use formality in their treatment of one another.
- A firm handshake, hug or a light kiss on the cheek is used in greeting a leave-taking situations.
- Formal and non-formal language uses:
  - Example: Usted vs. Tu      AND      Don and Dona
- Great value on looks and appearance as a sense of honor, dignity, and pride.
- Formal attire is only used for church, social gatherings and work.
- more relaxed and flexible about time and punctuality

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### **Rituals and Religion**

- Plays a significant role in daily activities.
- More than 90% are Roman Catholic.
- The church influences family life and community affairs, giving spiritual meaning.
- Some community celebrates it patron's saint's day, as well as their birthdays.

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### **Celebrations, Holidays and Traditions**

- Common holidays they celebrate such as, Easter, Christmas and New Years.
- El Dia de los Reyes (Three King's Day) - January 6th
- El Dia de Independencia (Independence Day) - September 16th
- El Dia de Guadalupe (Virgin of Guadalupe Day) - December 12th
- Las Fiestas (Local Festivals) - Day varies depending on region
- Las Posadas (Smiliary to Caroling) - During Christmas
- Luminarios and Tamales - During Christmas

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### **Eating Habits**

- Breakfast is a light meal and lunch, which is referred to as "El Almuerzo" is the main dish of the day.
- During the Almuerzo the family takes two hours off from work and school to eat together.
- "Las Siesta" is a resting period after lunch commonly practiced by adults
- "La Merienda" is during the early evening, which is a light snack of coffee and pan dulce "sweet bread."
- Some regions have a late dinner "La Cena" of a small supper.
- Many families that settled in the U.S. have adopted the 3-meal system.
- Usually when food or additional servings are offered, they tend to accept only after it is offered a second or third time.

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### **Teaching and Learning Implications**

- To engage students in the learning process gaining and maintaining trust is vital.
- Greater acceptance of educational efforts will occur by learners if Hispanic community leaders are involved in the planning, delivery, and evaluation of these educational efforts.
- Be aware that the physical distance between Hispanics when holding a conversation is much closer than in other cultures.
- Exhibiting respect for learners is another important aspect. Teachers need to pay individual attention to learners
  - (e.g., greeting each learner, handing papers to each individual rather than passing them down the row, being sensitive to different cultures among Hispanics, writing educational materials at appropriate reading levels).

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### Teaching and Learning Implications

- Differences in educational levels, language skills, income levels, and cultural values among Hispanics need to be considered by Extension educators when planning educational programs. Even though Hispanics share the same language, their cultures may vary considerably.
- Churches, local libraries, and recreational centers may be appropriate places to hold educational programs with Hispanic audiences.
- Among Hispanics, information is passed mostly by word of mouth.

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