

Culture Clash in Entertainment Industry

X cultural mgt case study

Discussion Questions

1. From the information in this case, and what you might know about movies and entertainment in the U.S.A, can you make some educated guesses about things that the French value more than the Americans, and things that the Americans value more than the French?
2. Identify where France and the United States fall on Geert Hofstede's dimensions of culture. Do the scores offer any insight as to why the French and Americans might have viewed this issue so differently?
3. Can a country protect its culture from unwanted influence? To what extent can and does a culture change?
4. Can some parts of a culture change while other parts stay the same and unaffected? Will changing the movies most available change the French culture?