Abstract
In this research the relationship between a series of cultural dimensions and the emotional verbal and non-verbal reactions in three prototypical emotions (joy, anger and sadness) will be analyzed. Results show that Asians has a stronger normative system of emotional display rules than other groups. They also show lower gender differences. In order to predict lower emotional verbal and non verbal expression the most important cultural dimension is cultural masculinity. High power distance cultures foster emotional reactions which respect and legitimize status differences. This dimension also predicts a lower verbal expression of negative emotions. On the other hand, Uncertainty Avoidance is not generally associated to a high emotional expression. Finally. Communicating good feelings to other people is more typical of collectivistic and high power distance countries.