

Appendix A

North and South

Fernandez (1988) reading D. Campbell and R. Levine **Ethnocentrism** (New York: Wiley, 1968).

Appendix A - North and South

Fernandez reading D. Campbell and R. Levine Ethnocentrism (New York: Wiley, 1968).

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northerners see themselves as:	southerners see themselves as:
of strong character	eloquent
powerful militarily	artistic
economically vigorous	socially refined
good organizers	patient
industrious, hardworking	clever, intelligent
reliable	obliging
manly	graceful
serious	amiable
thrifty	generous
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southerners see northerners as:	northerners see southerners as:
powerful economically	economically weak
powerful militarily	militarily weak
hardworking, energetic	lazy
physically strong	weak
slow and heavy	quick and fast
rough and dirty	amiable and oily
egocentric	unreliable
stingy	wasteful
pessimistic	optimistic
hard-hearted	lighthearted
serious	crafty
stupid	clever
fanatic	spineless

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