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The Similarity of Cultural Values of Pakistan and Jordan: A Comparative Case Study

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ABSTRACT

This study explores the similar cultural values of Jordan and Pakistan. Culture has great impacts on social affairs and activities, as societies use culture as a basic and initial framework to know better about their identity, authority, social relationships, and moral and ethical responsibility. Pakistan and Jordan are situated on different continents but share most of the similar religious beliefs, traditional social structures, collectivist tendencies, and geographic, linguistic, and historical backgrounds. Both countries have important facets of communication styles, social life, family structure, honor, gender roles, hospitality, and difference to authority that all have found similarity; it is crucial to know about different nations; it creates context, a parallel system of meaning and social regulation, which can be gained by looking at these shared cultural values.

It needs to highlight cultural value and tradition; religion continues to influence social behavior despite contemporary changes in both countries, Pakistan and Jordan. The objective of this study is to analyze the underlying and mentioned cultural logic that ties both countries culturally as well as traditionally. A qualitative tool was used to analyze this study, and a secondary source was applied for this research paper. The main purpose of this study is to point out and look at the main traditional and cultural parallels of Pakistan and Jordan. It also explores and examines social norms, family structure, communication style, religion, respect, and honor between both nations in their daily practices.

Keywords: Cultural Values, Societies In Pakistan And Jordan, Religion, Tradition And Hospitality.

Introduction

There are deep cultural and social similarities found between Pakistan and Jordan. Such ingrained cultural values have been shaped by social norms and family structures, religion, and history. Infact both countries are in different continent of the world, such as South Asia and the Middle East, respectively, but there is similarity found in the culture values and social norms; the main point is the religion Islam, which has a significant impact on both nations and has multifaceted influence on their community and tradition.



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The main point is the religious factors that are found in Pakistan and Jordan and share several cultural values which are based on Islam, tradition, and social structure, despite both countries situated different locations in the Middle East and South Asia. Both societies have similar Islamic values, collectivist tendencies, and robust family structures, which shows their cultural and religious similarity in the globe.

Culture is a tool that defines societies and social roles, interprets human behavior, and preserves continuity across generations. It consists of customs, beliefs, behaviors, and the common values that revolve around daily life routines and have impacts on social etiquette, codes of conduct, and family structures along with communication, honor, lifestyles, and ideas. Although Pakistan and Jordan have different social organizations and foundations, they still have cultural similarities such as tradition, religion, and cultural values. These shared values provide a comprehensive framework for interpersonal relationships, social interactions, and community cohesion for both nations. It is common that most people in Pakistan and Jordan are Muslims, and Islam is the major religion of most people, which has impacted their social, cultural and ethical life. Religious teachings have an impact on communication styles, social etiquette, gender roles, and family life. Due to these clear-cut similarities, cultural and social norms provide a basis for religious precepts and reinforce these social values and practices, such as respect for elders, hospitality to guests and visitors, and modesty in their females, and enrich values of code of conduct found in both societies. Both nations uphold religion as a social structure and legitimize authority, and they use moral behavior as a personal faith and strictly act upon in their social life. Collectivism in social life is also a prominent aspect between Jordan and Pakistan. Most people prioritize collectivity in their social group and preference over their personal life and have harmony in their social life, tribes' communities, and families, which disclose a sense of their identification. The elder and senior personalities of the family are crucial to all the social affairs of life, such as decision-making within family structures, which ties a strong social bond and extends their overall social affairs organization. The elders usually play a major role in all affairs and matters of life, such as decisions in schooling, career choices, and marriage, which strengthen a sense of responsibility, loyalty, and mutual reliance. It is a fact that modernization has brought new challenges in societal status and structure, but still this orientation has promoted a social bond and cohesion with a stable and strong framework for communal and interpersonal relationships.

Both families have prominent, similar values and norms like respect, hospitality, and honor for their guests and elders everywhere without any favoritism in society. It is the shared values of Pakistan and Jordan that they act upon as moral values to host guests with love and generosity; besides, modesty, code of conduct, and social etiquette place a strong emphasis by avoiding conflict in public. The concept of respect, known as "izzat" in Pakistan and "Sharaf/rid" in Jordan, is a worthy social bond that impacted familial life and connects individual conduct to the group's honor and reputation. These societal honors for authority and adherence to enhance social norms, these social bonds have a continuous cohesion across generations. In a nutshell, these core cultural and social values endure due to technological advancement, globalization, and urbanization. It is better to acknowledge and understand Pakistan and Jordan's shared cultural frameworks; but still these similarities found in cross-cultural and religious guide contexts, as it is well-known to appreciate social cohesion. It nourishes and underpins the ethical and moral values of these societies. The main similar moral values and social aspects examined and explored in detail with proper attention are communication, honor and



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respect, modesty, hostility, and congested family structure, which are the prominent principles of cultural continuity and similarity.

Research Methodology

Research methodology is based on qualitative methods. Data was collected through primary and secondary sources, i.e., books, magazines, libraries, articles, newspapers, journals, and relevant websites, to complete the research paper.

Historical Background of Jordan

The historical background of Jordan is rich, as it is the home of many ancient civilizations. It consists of ancient kingdoms such as the Nabataeans, who has constructed renowned city Petra in the fourth century BCE. But later, the Byzantine Empire and the Roman Empire were both the most powerful empires that ruled in this area. It joined the growing Islamic caliphates in the seventh century. Unfortunately, this area came under British rule in the early 20th century, which was the decline of the Ottoman Empire in the first World War. In 1921 Transjordan was founded by Abdullah I in Jordan. In 1946 the Hashemite Kingdom achieved complete independence, although this region was frequently impacted by disputes and contradictions, but afterward it was comparatively stable since then. The history of Jordan consists of Ottoman rule, Islamic rule, British mandate, and 1946 independence.

Historical Background of Pakistan

Pakistan has a rich civilization in the globe, which is most popular due to this rich civilization, these are the Indus Valley Civilization, round about 2500 BCE, and produced Mohenjo-daro and a sophisticated scene; likewise, the most prominent is Islamic civilization stated in 712 in the commence of Muhammad BI e Qasim entered in Sindh. Different tribes have ruled, such as the Mauryan Empire, the Mughal Empire, and eventually the British Empire, which were among the numerous kings and empires that ruled the region for centuries. In the twentieth century, Quaid-e-Azam started efforts for a separate homeland for Muslims of the Indian subcontinent. He succeeded, and his demand was fulfilled and he got freedom from British Empire. His efforts bring fruit, and on 14th August 1947, the Muslims gained their freedom. In the initial stage of independent Pakistan had two provinces, West Pakistan and East Pakistan, but after the war in 1971, East Pakistan was separated from Pakistan in the shape of Bangladesh. Pakistan is a place of different rich civilizations, such as Buddha and Gandhara civilization, Sindh Valley civilization, Muslim empires, ancient civilization, British rule, and independence following partition in 1947. While Jordan also has their own rich history, which includes Islamic rule, Ottoman rule, and British mandate, they got freedom in 1946.

The abovementioned arguments disclose the similar cultural and religious values of Jordan and Pakistan. Due to these similarities, they convert both countries into one place. These similarities have clearly appeared in their social life, such as culture, religion, norms, and traditions. Both countries have similar cultural values, traditions, and norms and keep old civilizations. Besides, both countries came under British colonialism but afterward they got freedom from British rules.

The Prominent Role of Religion (Islam)

Religion is the foundation and important pillar in both societies; it shapes daily life and practices social norms and laws, which are strictly adapted. Islam has a prominent role,



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as it is the religion of both countries, Pakistan and Jordan. Islam plays a role in their daily life, which is one of the most obvious cultural similarities between Pakistan and Jordan. Islam has a clear-cut influence on the social and family life of both nations, such as on family life, morals, laws, and social conventions. Besides, religious customs are widely observed, including daily prayers, Ramadan fasting, and zakat (charity); two Eid, Eid ul Adha and Eid ul Fitr, are celebrated with zeal, zest, and reverence for religious scholars. Islam has an influence on their concepts of humility, fairness, hospitality, and honor to elders. Although interpretation varies, religion acts as a shared moral framework in both societies.

Collectivism and Community Orientation

The culture values and norms of Pakistan and Jordan have fundamental characteristics of collectivism and community orientation. Besides, the people of both countries focus on personal accomplishments; they also define themselves by their affiliation with their family, tribe, or community. They have a strong social bond of mutual obligation, loyalty, and interdependence that underpins social relationships. Community members and family members frequently play a major role in the collective decision-making process when it comes to marriage, education, work, and social conduct. (Hofstede, Hofstede, & Minkov, 2010). Pakistani social and family culture has a mutual kinship relation; this family network extended their daily social affairs and shared responsibilities in the occasion of marriage or death or any other societal activities of collectivism. Just like in Pakistan, Jordan also has social identity and a sense of community belonging, which are greatly influenced by tribal and familial ties. They focus on group activity instead of individual preferences that are subordinated to preserving social harmony and refraining from acts that have brought disgrace. Their preference for social solidarity, such as familial cooperation, hospitality, and traditional solidarity, is regarded as a moral duty rather than an individual decision (Esposito, 2011). Pakistan and Jordan both of countries have similar collectivism, which fosters social stability, unity, and the continuation of cultural traditions. While urbanization and modernization are gradually promoting individualistic tendencies, social life and interpersonal relationships are still dominated by community-oriented values (UNDP, 2020). Pakistan and Jordan have the same collectivist societies, as group identity is valued more highly than individualism. Family members, especially elders, are always involved in the decision of every social matter. Likewise, in decisions about marriage, education, and careers, personal preferences are frequently subordinated to the interests of the family, tribe, or community. Besides, family members are involved for mutual support, loyalty, and social harmony, and these practices are highly valued and appreciated. This social bond strengthens social ties and stands in contrast to Western individualistic cultures.

Importance of Family Structure

Social family structure, social behavior, cultural value, and social identity are crucial in Pakistan and Jordan, which ties both the nations into a cohesive bond. Families in both nations play a significant role, as they are regarded as the main social institution, providing moral guidance, financial stability, and emotional support. These families have a strong kinship tie that fosters mutual dependence and collective responsibility among relatives, and extended family systems are prevalent (Shaikh, 2017; Esposito, 2011). The seniors and elders of the family are greatly honored, and their sayings are frequently given more value and importance in decisions pertaining to marriage, education, and employment. Besides, individual behavior is strongly correlated with family honor and



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reputation, which reinforces social discipline and conformity to cultural norms. Marriage has seemed to be a social tie and union between families as well as a personal relationship that improves intergenerational ties and social reciprocity. In this period of modernization in both countries, the family structure serves as a stabilizing force that preserves tradition, reinforces religious values, and provides social continuity in the face of modernization (UNDP, 2020).

In both countries, family enjoyment is crucial for cultures, values, and norms. They always keep relationships with family members as expected, and extended families are typical; elders are respected and frequently have the power to make decisions. Marriage is a united bond between the two families and individuals for a good future life in both societies, and they always respect and honor each other's families in case of marriage affairs.

Hospitality and Social Etiquette

Hospitality and social cultural values are strong bonds both in Pakistan and Jordan, which are their social and moral duty rather than a personal preference. In both societies honor, kindness, and social responsibility are reflected at an international level; they give more respect to guests and visitors and treat them with love and affection. It is crucial for both societies to offer best food, tea, or refreshments to guests; to decline such hospitality as being interpreted as rude or disrespectful (Patai, 2002). Social etiquette places a strong emphasis on being courteous, showing respect for elders, and preserving social harmony in Pakistan and Jordan. During meetings with elders or other authority figures, polite language is employed, warmly greetings and frequently drawn out, especially between close friends and blood relatives. In public places cultural norms that value self-control, patience, and modesty serve as guidelines are practiced. Direct confrontation is typically preferred over indirect communication.

To foster a strong relationship between people and the community, hospitality also plays a crucial role in both societies. In both societies generosity is seen as a sign of moral character and religious fervor, whenever entertaining any guests improves a family's reputation and social standing. These values have an impact on their common customs, which demonstrate strongly, Islamic principles and collectivist traditions in Pakistani and Jordanian social interactions of daily life (Esposito, 2011). In a nutshell, a very common cultural characteristic in Jordan and Pakistan is hospitality, in which visitors and guests are given generous and respectful treatment by providing tea, coffee, or food as a social duty. When some society refuses to respect guests, guests are maltreated; it's deemed rude and always avoided. Hospitality in both societies is the sign of social standing, honor, and generosity.

The Concept of Honor and Social Respect

The idea of honor and respect in Pakistan and Jordan is a core cultural norm that has an impact on social interactions and individual behavior. Social values and norms are the conformity associated with honor in these societies with moral behavior, family reputation, and conformity to social norms. The personal behavior is a collective concern since individual acts are seen as reflections of the entire family (Shaikh, 2017; Abu-Lughod, 2016). The code of conduct and moral values are practiced in Pakistan, such as izzat, or respect, which governs expectations regarding deference to elders, modesty, and proper conduct in public. Such practices are governed in Jordan; ideas like "rid" (family dignity) and "Sharaf" (honor) place a strong emphasis on moral rectitude, social duty, and observance of family and community customs. The common ways to preserve honor



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are to maintain modest behavior, uphold social duties, and refrain from acts that embarrass or offend others. Socio-cultural values such as polite speech, differences between community and religious leaders, and obedience to elders are signs of social respect in both societies. In these societies direct confrontation is typically avoided to preserve social harmony and mutual respect in public interactions, the place a higher value on decency and civility. In a general sense, in both societies' social cohesiveness, moral responsibility, and the generational preservation of cultural values are strengthened, shared focus on social respect and honor (UNDP, 2020). The idea of izzat in Pakistan and Sharaf/ride in Jordan are the core social and familial reputations strongly correlated with individual behavior, particularly for women; modesty in dress is stressed and restricted. In every public place, the standards of respect and decency serve as guidelines for people. Social interactions and dispute resolution are influenced by honor-based values in both nations.

Gender Roles (Traditional Orientation)

Social traditional gender roles are still heavily influenced in both nations, Pakistan and Jordan. These are primarily shaped by social norms, religious interpretations, and cultural traditions. In both societies, males are typically seen as the main providers and decision-makers, while on the other hand, women are typically linked to taking care of the home, raising children, and preserving family unity. These roles play a significant role in socialization, family structures, and social norms, all of which serve to reinforce everywhere in these societies (Esposito, 2011).

Male members of the society in both countries, are supposed to provide financial assistance and stability for their household and honor; on the other hand, females are expected to be modest, obedient, and in charge of running the home affairs accordingly. This similarity seems to be in their cultural norms and social matters, which are influenced by Islamic values and tribal traditions. In both nations, females are increasingly participating in education and the workforce; traditional expectations continue to shape their social roles and opportunities (UNDP, 2020). Although due to the change of globalization, education and urbanization are rapid in Pakistan and Jordan, traditional gender roles are still ingrained in societies. They give preference to female members of their different social affairs such as marriage, work, and public engagement; their decisions are influenced by social acceptance and family approval. The traditional gender role is considered an orientation in both nations, which has an influence on common cultural values that prioritize social order, moral behavior, and stable families (Abu-Lughod, 2016).

Communication Style

In both societies, the same communication styles are adapted and are heavily impacted by social hierarchy and cultural norms, collectivist values are shared. A rich context of communication, is frequently expressed indirectly through their language, body impression, shared understanding, and social context rather than directly through spoken words, is a salient feature of both nations (Hall, 1976). Respect and harmony are practiced subordinating to avoid offense. High respect is enriching cultural values in these societies; formal greetings and polite language are frequently employed, particularly when speaking to elders, religious leaders, or other authority figures. Open confrontations are typically avoided since they could be interpreted as disrespectful or detrimental to social relationships. In case of delicate messages or information, people frequently use intermediaries, silence, or indirect expressions (Hofstede et al., 2010).



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Interpersonal relationships have a big impact on communication in both societies. Societal connections are valued as effective communication frequently hinges on pre-existing relationships rather than a straightforward exchange of facts such as trust and familiarity. In case of any communication with other people, sometimes nonverbal clues like tone of voice, facial expressions, and gestures are important. Cultural values of social harmony, collectivism, and respect, which govern both personal and professional relationships, the two nations' communication styles reflect their shared values (Esposito, 2011).

Respect for Authority and Tradition

In both countries, Pakistan and Jordan, a deeply ingrained cultural value, respect for authority and tradition, has an impact on interpersonal relationships, governance, and social behavior. Religious leaders and senior people are obeyed and highly respected in both societies. Due to these enriching values of societies, this respect stems from long-standing social hierarchies that prioritize social stability, order, and discipline as well as cultural norms and religious teachings (Esposito, 2011). Elders and influential personalities are honored; making decisions and resolving disputes are highly valued in Pakistani family and community structures. Such practices also seem to exist in Jordan, where traditional leadership structures and tribal ties encourage deference to elders and local authorities. In both nations religious organizations uphold moral responsibility, obedience, and respect for tradition, which further reinforces deference to authority. These deeply ingrained socio-cultural values of respect for authority and tradition have always been seen in Pakistan and Jordan, which have influenced their interpersonal relationships, governance, and social behavior. Religious teachings, cultural norms, religious teachings, and established social hierarchies that prioritize social stability, order, and discipline in their communities (Esposito, 2011). Cultural and traditions norms and customs are maintained and transmitted from one generation to the next generation in Jordan and Pakistan. In their daily routine, such types of practices are governed by rituals, religious observances, and social norms that strengthen group identity. Due to modernization different changes have been made, but still social norms and traditional values are shaped. Besides, reverence for tradition and authority acts as a unifying factor, preserving cultural continuity and reaffirming common values (UNDP, 2020).

Religious Function

In Jordan and Pakistan Islam is fundamental to the formation of cultural values. Religious leaders are highly respected and honor, religious values and convictions are highly observed and have an impact on social norms, legal frameworks, and daily social interactions. Religious obligations like prayer, Ramadan fasting, and zakat (charitable giving) are widely observed in both nations (Esposito, 2011). Islam is governed by modesty, expectations for justice, and social behavior everywhere in society.

Collectivism and a Focus on Community

In Pakistan and Jordan, people in collectivist societies put their families based on priority in communities before their own interests. Social identity is closely associated with family, tribe, or clan, and allegiance to these groups is valued. In any daily affair, consultation with family members is common when making significant life decisions, like marriage and career choices (Hofstede and Minkov, 2010).



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Traditional Custom and Dress

Traditional dress reflects social and cultural identity and modesty in both societies. In Jordan, traditional attire is worn and liked, such as the abaya and dishdasha. While in Pakistan, the simple shalwar (trouser) kameez (shirt) is common worn. Besides traditional ceremonies such as wedding celebrations, ritual and symbolism in Jordan and Pakistan are celebrated. These occasions are highly joyful and are warmly welcome because it is an opportunity for family members and friends to get together and enjoy themselves; this involvement is a social bond of unity and culture and a source of pride.

Importance of Family

Family is the basic important unit and social institution in both cultures and societies. Elders are always giving priority to authority and honor in the decision-making process. One of the most important social values is upholding family honor and unity, and marriage is seen as a union between families rather than just between individuals (Shaikh, 2017). Most families live together with their grandmother and grandfather. They also share their daily work collectively and help each other in every daily matter such as in marriage or death occasion they voluntarily work not only to family members but also their neighbors and villagers. This sharing of work creates a sense of compassion and love amongst the villagers.

Differences in Sociocultural Context

There are many similarities in the angle of socio-cultural context, but some differences remain due to historical and regional context. Jordanians culture reflects Arab heritage, while Pakistani culture is influenced by South Asian traditional norms. Although their attire, cuisine, and certain social customs and traditions vary with little difference

Conclusion

Geographically, Pakistan and Jordan are situated in separate locations, but their cultural values, such as Islam, hospitality, collectivism, strong family structures, and adherence to tradition, are strikingly similar. Their social behavior, interpersonal relationships, and national identity are all shaped by these common values. In Jordan and Pakistan, all are improved in both countries in the lines of parallel mutual respect, cross-cultural cooperation, and diplomacy. Islam influenced numerous cultural values that are close family ties, collectivism, hospitality, and reverence for honor and tradition shared by Pakistan and Jordan. These similarities demonstrate a parallel close family tie that, even in the face of geographical distance, similar cultural patterns are the result of shared religious and social frameworks. To bring harmony and reciprocity between the two nations requires fostering intercultural understanding, collaboration, and understanding of these shared values. In both Pakistan and Jordan, social order and interpersonal relationships are significantly shaped by cultural values derived from collectivism, religion, and tradition, according to a comparative analysis. Both have deeply ingrained cultural norms that transcend geographical boundaries, as illustrated by a shared emphasis on family cohesion, honor, hospitality, hierarchical respect, and indirect communication. Although social practices are gradually altered by modernization and globalization, these fundamental principles still offer consistency, stability, and a feeling of shared identity. In a nutshell, not only does comprehending these cultural similarities improve intercultural awareness, but it also emphasizes crucial cultural context for understanding social behavior, and communal life. To know these similar bonds and strong relationships and cultural ties between Jordan and Pakistan. The abovementioned



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details show that Jordanians and Pakistanis have a strong foundation of socio-cultural norms deeply rooted in tradition, family, and religion; due to this similarity, social reciprocity, mutual respect, and cultural understanding develop. Furthermore, this comparison of cultural values demonstrates that despite geographical differences and gaps, shared values create a meaningful connection between the two nations.

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