

# WHAT IS CULTURE?

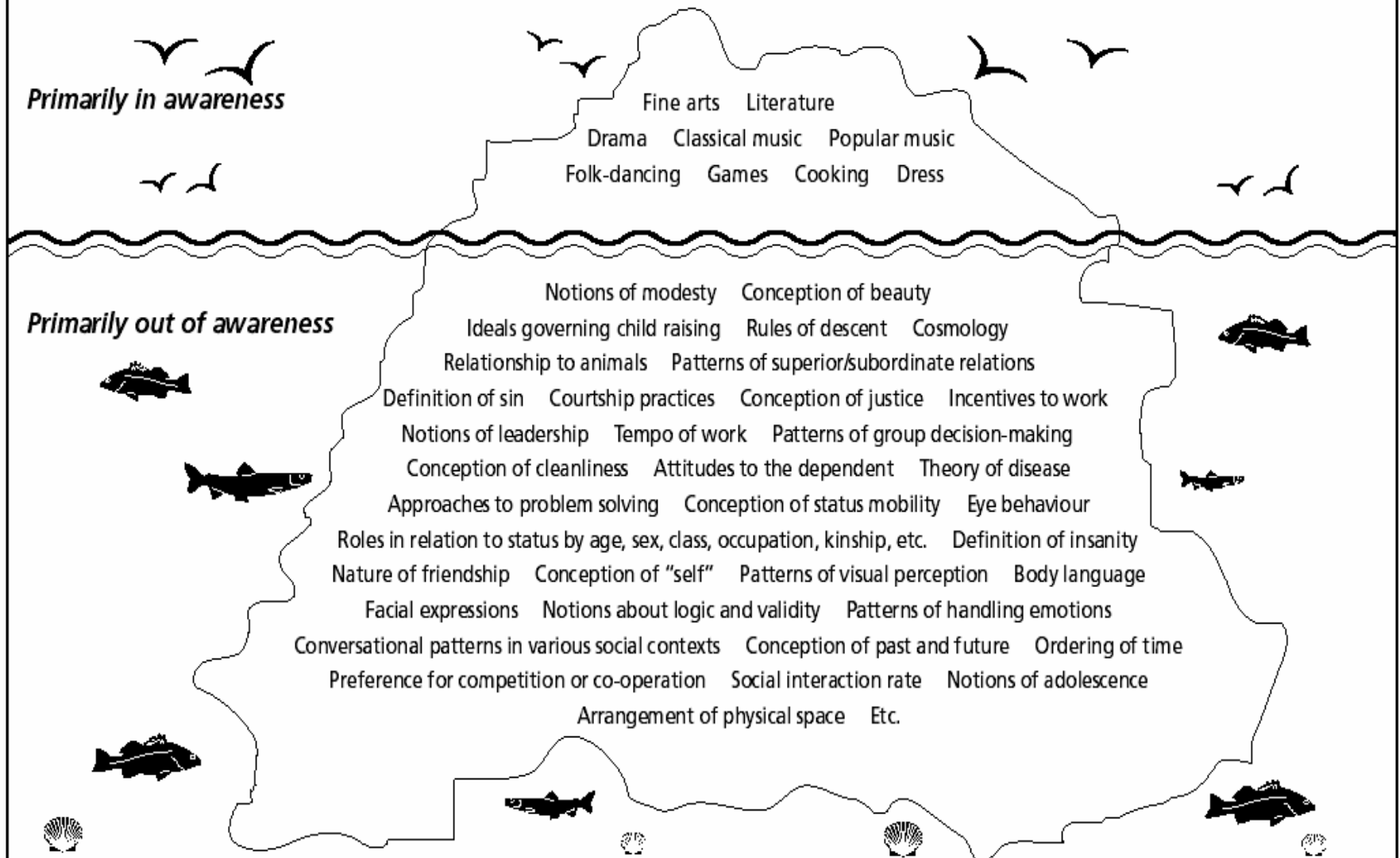


□ Most commonly used in three basic senses :

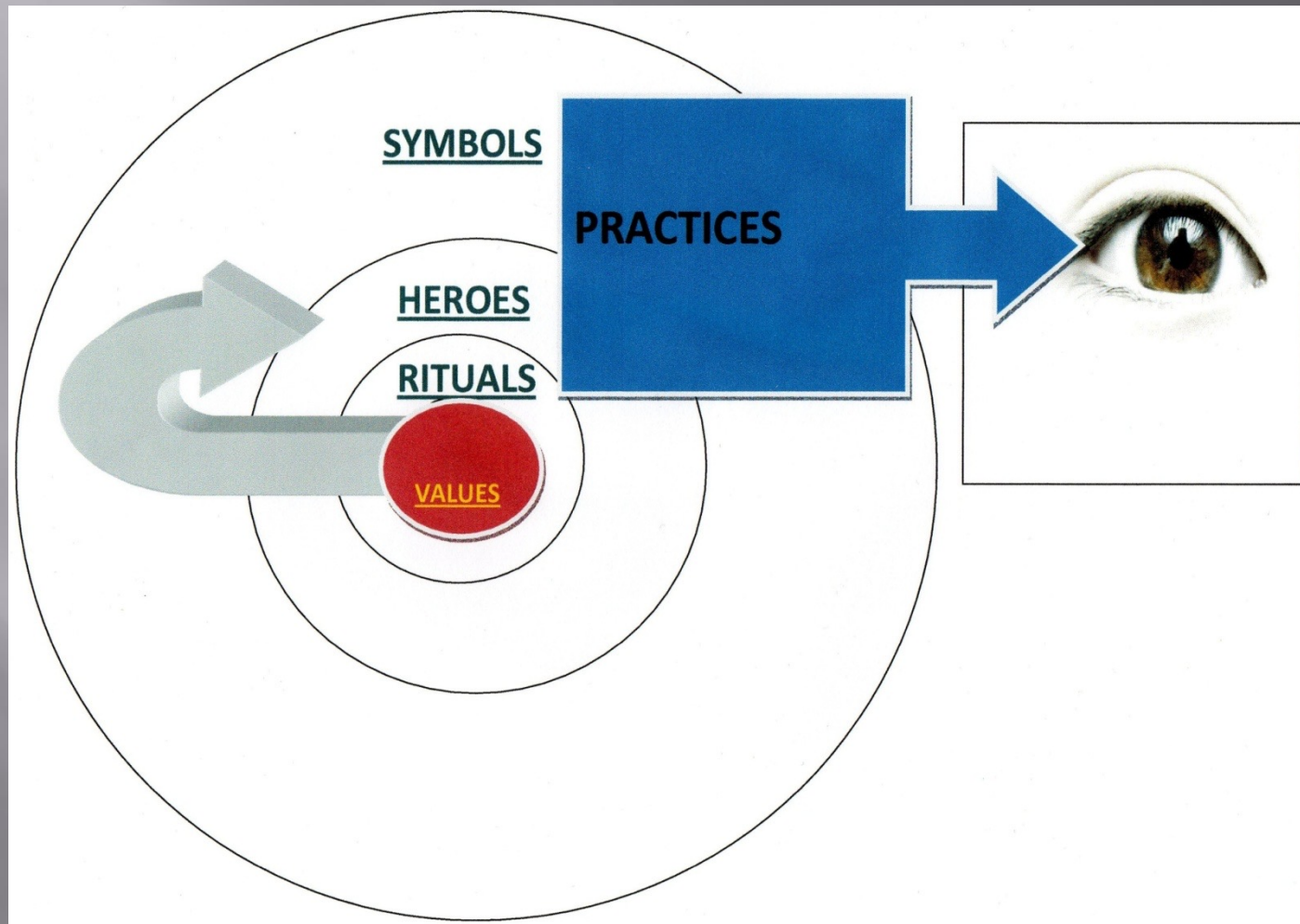
- Excellence of taste in fine arts and humanities, also known as high culture
- An integrated pattern of human knowledge, belief, and behaviour that depends upon the capacity for symbolic thought and social learning
- The set of shared attitudes, values, goals, and practices that characterises an institution, organisation or group



**Fig. 1: The iceberg concept of culture**







- SYMBOLS : words (languages), gestures, images, objects (clothes, hairstyle, flags,...)....
- HEROES : persons ( dead or alive, fiction or real) who can be considered role models
- RITUALS : How to greet, social and religious ceremonies , politics, business... Things which stimulate the cohesion of a group.

# VALUES

## What is...???????

<input type="checkbox"/> Wrong	—	right
<input type="checkbox"/> Dirty	—	clean
<input type="checkbox"/> Ugly	—	beautiful
<input type="checkbox"/> Forbidden	—	allowed
<input type="checkbox"/> Immoral	—	moral
<input type="checkbox"/> Paradoxical	—	logic
<input type="checkbox"/> Indecent	—	decent
<input type="checkbox"/> ...	—	...

# Values are “given” to us...

## By???

- - When you were a baby ( period you can not remember) (0 – 3 years old)
- - When you were a child ( first memories)(3-6 y.o.)
- - When you went to school... (6-12 y.o.)
- -as a teenager... ( 12 -...)
- - as a young adult?
- - as a parent?



□ 0 year

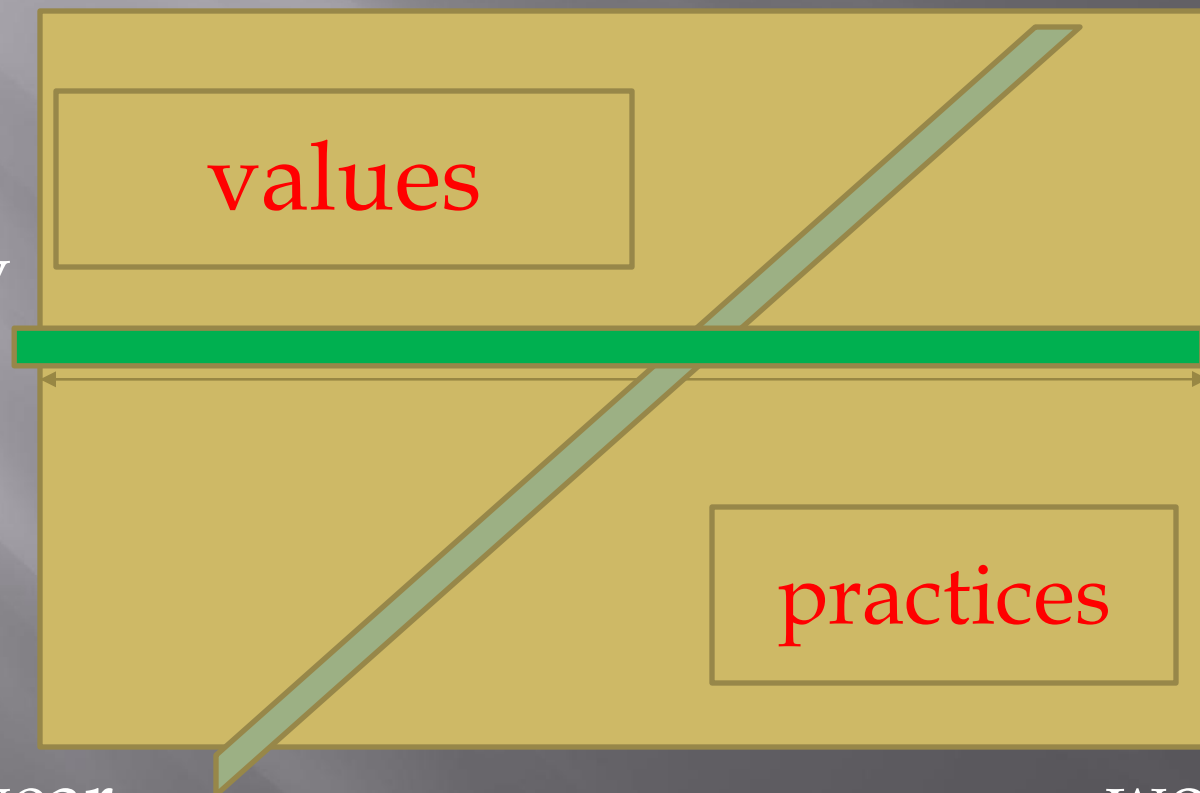
Family

□ 10 y

school

□ 20 year

work



# Levels of culture...

- - national level
- - regional and/or ethnical and/or religious and/or language level
- - gender level ( we are born as...)
- - generation level
- - social class level ( education/profession/caste)
- - organisational/department/enterprise level

- Groups, societies, or cultures have values that are largely shared by their members...
- Cultures change... but do values?
- Differences of values : f.e. what colour do you wear at a funeral?
- Values are an important part of your “Cultural (mental) programming”

INTERCULTURAL COMPETENCES...



# Developmental model of Intercultural sensitiveness by Milton J. Bennett.

- Fact : Ambiguity and /or Fear
- Step 1: Getting to know other cultures (explore)
- Step 2: Understand other cultures (ask)
- Step 3 : Tolerance of differences (understand)
- Step 4 : Acceptance of differences (emotions)
- Step 5 : Appreciation of diversity (see positives)
- Step 6 : Adaptation (personal change of attitude)
- Result : Ability to function in/with the/ within other cultures



- ❑ Cognitive and behavioural flexibility
- ❑ Cultural identity: having a developed sense of one's own cultural identity
- ❑ Creativity
- ❑ Tolerance of ambiguity
- ❑ Openness
- ❑ Empathy and solidarity
- ❑ Respect
- ❑ Sense of humour
- ❑ ...

# STEREOTYPES AND PREJUDICES



- *Stereotypes* can be defined as simplified thoughts and mental generalisations of some groups of people when we assume that all individuals in that group have the same characteristics (stereotypes can be both –positive or negative).
- *Prejudice* is stereotypes + emotions. They also can be positive or negative, but we often use this word to describe strong negative emotions towards some groups of people.

# DISCRIMINATION

**WHITE**  
**MENS REST ROOM**



*Discrimination* is prejudice in action. When we have negative stereotypes towards a group and have negative emotions, then if we got the power it is very likely that we'll discriminate that group of people on many ways.



# Experience of discrimination



- Remember a situation when you were a member of a discriminated group, or treated badly because of what you are/ belonging to a specific group of people
- Now remember a situation when you have discriminated someone

# CHANGE AND INFLUENCE



# Quadrants of change

## 1. DEATH AND REBIRTH

*"I have no idea what's going on and that's OK"*

## 2. DREAMS AND PLANNING

*"Rules don't exist and I change my mind constantly and that's OK"*

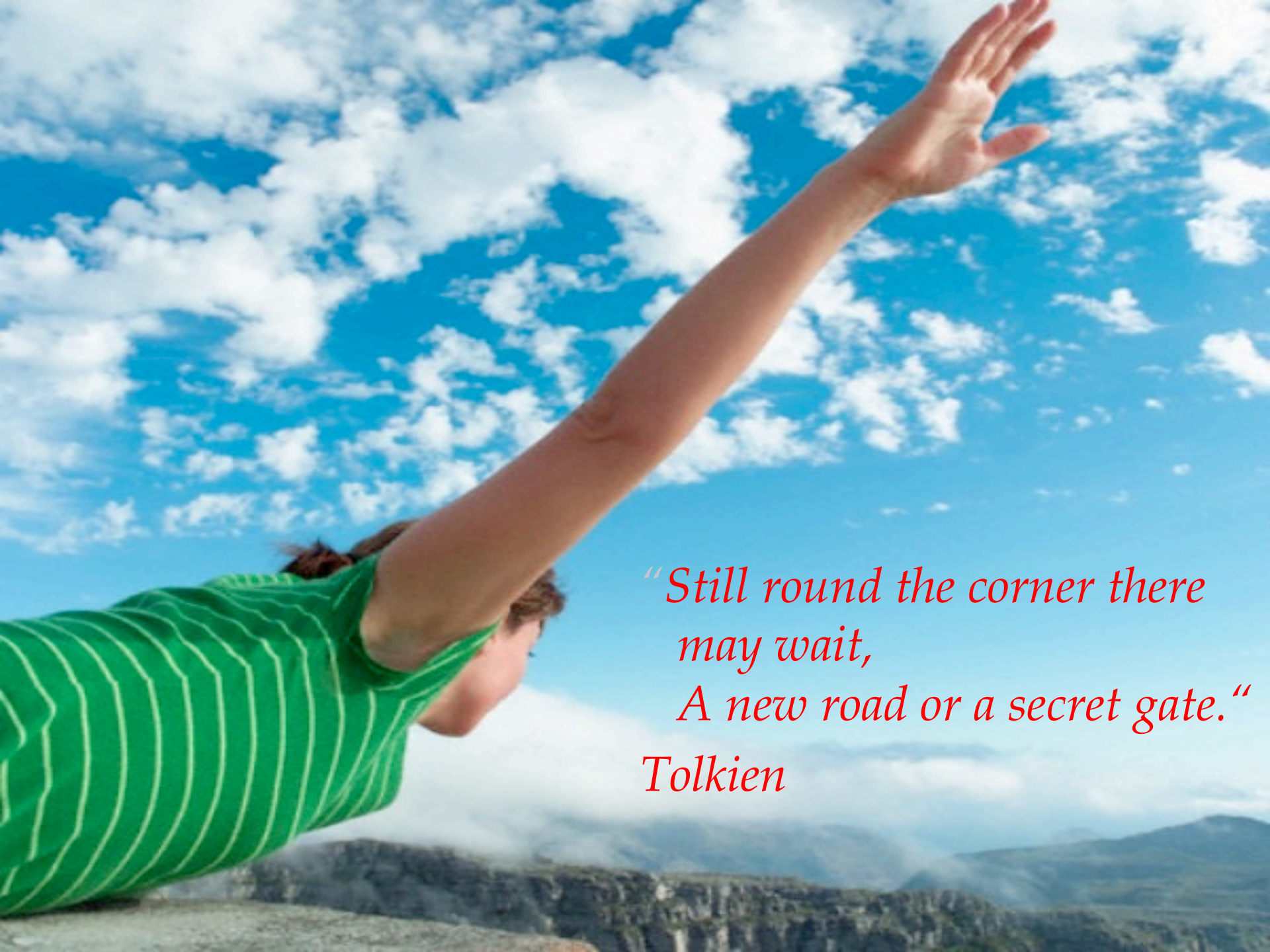
## 4. PROMISED LAND

*"I am there and I may relax and enjoy my success and that's OK"*

## 3. STORY ABOUT HERO

*"That's much worse than I expected and that's OK"*





*“Still round the corner there  
may wait,  
A new road or a secret gate.”  
Tolkien*

- Doing nothing will bring you nothing.
- Doing rubbish will bring you rubbish.
- Doing the same will bring you the same.
- Doing different will bring you different.



# Einstein

“The thinking that has gotten us to where we are, is insufficient to solve the problems of where we are.

The thinking that we are, the thinking that is us, is the thinking that we are so proud of, the thinking that has gotten us to where we are, that same thinking also produces problems, and the same thinking that has produced those problems cannot solve the problems we have”.