



Migrate to Library Other also belong here

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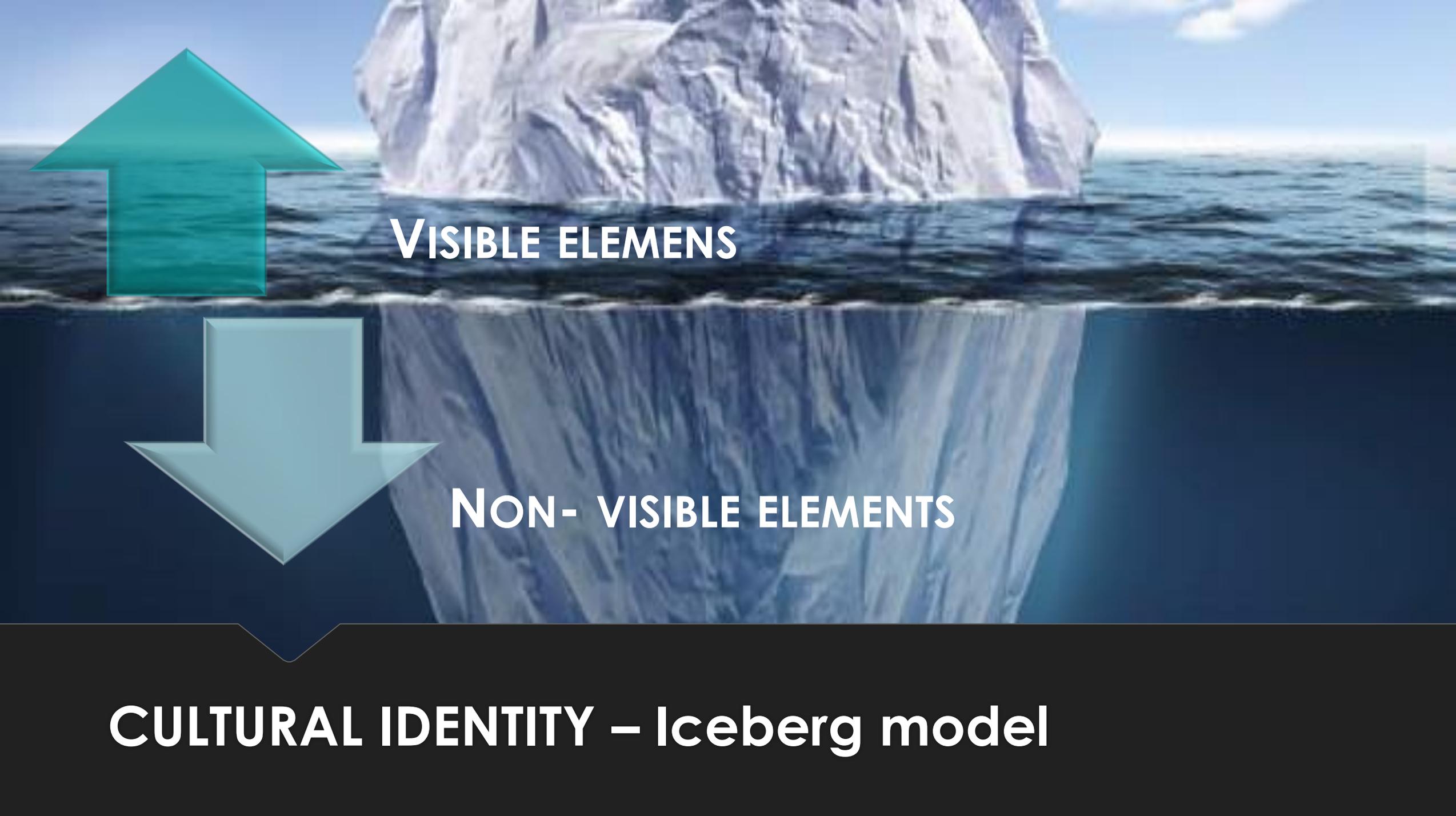
Zagreb

IDENTITY AND CULTURE- possible definitions

- IDENTITY is our perception of ourselves during a longer period of time, regardless the changes around us. Identity is the answer to the question "WHO am I?" Or how we perceive ourselves in time and space and how others perceive us. IDENTITY is always built in contact with other people. Also, there are differences between our perceptions of ourselves and the way others see us.

The variety of these images/ perceptions about a person is often a cause of conflict, especially when one is perceived just through/based on one of identities. Why? Observing and experiencing a person through just one layer of identity (eg, sexual affiliation, ethnicity) is the basis for the development of stereotypes and discrimination, it unables people from being different, but also having some characteristics of belonging to a particular group.

- CULTURE- the customary beliefs, social forms, and material traits of a racial, religious, or social group; the set of shared attitudes, values, goals, and practices that characterizes an institution or organization



VISIBLE ELEMENTS

NON-VISIBLE ELEMENTS

CULTURAL IDENTITY – Iceberg model

The iceberg concept of culture

Primarily in awareness

Fine arts Literature
Drama Classical music Popular music
Folk-dancing Games Cooking Dress

Primarily out of awareness

Notions of modesty Conception of beauty
Ideals governing child raising Rules of descent Cosmology
Relationship to animals Patterns of superior/subordinate relations
Definition of sin Courtship practices Conception of justice Incentives to work
Notions of leadership Tempo of work Patterns of group decision-making
Conception of cleanliness Attitudes to the dependent Theory of disease
Approaches to problem solving Conception of status mobility Eye behaviour
Roles in relation to status by age, sex, class, occupation, kinship, etc. Definition of insanity
Nature of friendship Conception of "self" Patterns of visual perception Body language
Facial expressions Notions about logic and validity Patterns of handling emotions
Conversational patterns in various social contexts Conception of past and future Ordering of time
Preference for competition or co-operation Social interaction rate Notions of adolescence
Arrangement of physical space Etc.

STEREOTYPES – possible definition

- **STEREOTYPE** is any thought widely adopted about specific types of individuals or certain ways of behaving intended to represent the entire group of those individuals or behaviours as a whole. These thoughts or beliefs may or may not accurately reflect reality and are very simplified.

They are often used in a negative sense, in the context of prejudice, and justify certain discriminatory behaviours. However, stereotypes need not be limited to the negative characterization of individuals or groups - they can be positive too. Stereotypes, however, are often considered non welcomed but can be changed through education and / or through familiarise with information, therefore, in a certain way can be controlled.

STEREOTYPES- characteristics:



- cognitive beliefs about the characteristics of other people
- Simple mental images
- Physical and psychological characteristics that describe and define a group
- reduce the amount of processing (i.e. thinking)
- may be positive or negative or both
- They are not bad per se
We all have them
- it makes us ignore differences between individuals; therefore we think things about people that might not be true (i.e. make generalizations)

PREJUDICE – possible definition



- Irrational, preconceived opinion that leads to preferential treatment to some people and unfavourable bias or hostility against others, due to ignorance (or in direct contradiction) of facts. Prejudice literally means, pre-judgment. It is not based on reason or actual experience.

PREJUDICE - characteristics

- an unfavorable opinion or feeling formed beforehand or without knowledge, thought, or reason.
- any preconceived opinion or feeling, either favorable or unfavorable.
- unreasonable feelings, opinions, or attitudes, especially of a hostile nature, regarding an ethnic, racial, social, or religious group.

HOFSTEDE'S CULTURAL DIMENSIONS THEORY

- developed by Geert Hofstede. It describes the effects of a society's culture on the values of its members, and how these values relate to behavior
- 1. POWER DISTANCE- This dimension displays how a culture handles inequality, particularly in relation to money and power. In some cultures, inequality and hierarchal statuses are a way of life. A caste system is an example of a power distance that ranks higher on the 1-100 scale. Individuals in a caste society accept the fact that they are born into a certain social class, and they can't rise beyond that social class.

Low power distance cultures move in the other direction; they place a high value on the equal distribution of societal power. If only a few maintain all the power and wealth, it's viewed as unfair.

- 2. INDIVIDUALISM/COLECTIVISM- This dimension focuses on the unification of culture. In individualistic cultures, the population is less tightly-knit, and there is an "every man for himself" mentality. People are expected to take care of themselves and their immediate family first.

In collectivist cultures, importance is placed on the concept of "we" instead of "I", with closely connected groups within that population working together. Benefits for the group as a whole is the main focus, while benefits for the self stem from the group mentality.

This dimension is generally easy to observe in a culture. Countries like America and Australia have a high score in individualism. In contrast, cultures like China and Japan score low in individualism, as most act in the interests of the group.

HOFSTEDE'S CULTURAL DIMENSIONS THEORY

- **3. Masculinity/Femininity** – In this dimension, a culture is measured on a scale of masculinity vs. femininity, which represents a culture's preferences for achievement, competition, and materialism vs. preferences for teamwork, harmony, and empathy. This dimension focuses on whether a culture measures personal achievement through competitive success and the need to be the best, or through caring for others and finding value in personal quality of life, doing what makes one happiest.

- **4. Uncertainty avoidance** –For this dimension, cultures are gauged on their response to ambiguity and new ideas and situations. Change in the future can be a terrifying notion for some, while others will see it as an exciting possibility.

In countries where traditions and rituals are a mainstay, uncertainty avoidance tends to be high, as changes are viewed as intrusive. On the other hand, other cultures are fine with ambiguous situations, and thrive on changes in life. "Going with the flow" is seen as a positive attitude towards new situations, and adapting to one's surroundings is expected.

HOFSTEDE'S CULTURAL DIMENSIONS THEORY

- **5. Long term orientation** – When dealing with the present and future, a culture will either look to innovate when facing new challenges, or will look to the past for answers.

A culture that scores high in long-term orientation will often put emphasis on traditions and customs, and will view change as a negative. Short-term cultures are much more accepting on change, seeing it as inevitable.

Long-term orientated cultures will also plan for the future, while short-term orientated cultures are likely to focus on short-term gains in life.

- **6. Indulgence/ restraint-** In the final dimension, all cultures acknowledge that the natural human response in life is the urgent need to gratify desires. However, each culture will answer this need by either enjoying (indulgence) or controlling (restraint) those impulses.

In restrained cultures, the general attitude veers towards pessimism and cynicism, as stricter morals and social rules are enforced on the populace. This contrasts with indulgent cultures, which are prone to be more carefree, encouraging people to enjoy leisure time and take advantage of opportunities to gratify their impulses.

Communication style depends on culture

Edward T. Hall was an anthropologist who made early discoveries of key cultural factors. In particular he is known for his high and low context cultural factors.

HIGH-CONTEXT CULTURES

A high-context culture relies on implicit communication and nonverbal cues. In high-context communication, a message cannot be understood without a great deal of background information. Asian, African, Arab, central European and Latin American cultures are generally considered to be high-context cultures.

LOW-CONTEXT CULTURES

A low-context culture relies on explicit communication. In low-context communication, more of the information in a message is spelled out and defined. Cultures with western European roots, such as the United States and Australia, are generally considered to be low-context cultures.

DISCRIMINATION

Discrimination occurs when people are treated less favourably than other people are in a comparable situation only because they belong, or are perceived to belong to a certain group or category of people.

Discrimination, which is often the result of prejudices people hold, makes people powerless, impedes them from becoming active citizens, restricts them from developing their skills and, in many situations, from accessing work, health services, education or accommodation.

Discrimination has direct consequences on those people and groups being discriminated against, but it has also indirect and deep consequences on society as a whole. A society where discrimination is allowed or tolerated is a society where people are deprived from freely exercising their full potential for themselves and for society.

Futuring

Imagine 2 years later:

The head of your library writes you a letter in which she/he gives you compliments in what you achieved.

- **What did you achieve (goals)?**
- **What concrete activities are visible?**
- **What difficulties did you overcome?**
- **What or who was helpful (resources)?**
- **What has changed?**
- **What is the same?**