



Welcome to the course

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Χρηματοδότηση

- Το παρόν εκπαιδευτικό υλικό έχει αναπτυχθεί στα πλαίσια του εκπαιδευτικού έργου του διδάσκοντα.
- Το έργο «**Ανοικτά Ακαδημαϊκά Μαθήματα στο Ιόνιο Πανεπιστήμιο**» έχει χρηματοδοτήσει μόνο τη αναδιαμόρφωση του εκπαιδευτικού υλικού.
- Το έργο υλοποιείται στο πλαίσιο του Επιχειρησιακού Προγράμματος «Εκπαίδευση και Δια Βίου Μάθηση» και συγχρηματοδοτείται από την Ευρωπαϊκή Ένωση (Ευρωπαϊκό Κοινωνικό Ταμείο) και από εθνικούς πόρους.



Ευρωπαϊκή Ένωση
Ευρωπαϊκό Κοινωνικό Ταμείο



Με τη συγχρηματοδότηση της Ελλάδας και της Ευρωπαϊκής Ένωσης



Άδειες Χρήσης

Το παρόν εκπαιδευτικό υλικό
υπόκειται σε άδειες χρήσης
Creative Commons



Understanding Culture





Preview

- Introduction to theoretical concepts of Culture



Objective/Rationale

- Understand the principles and characteristics of culture
- Gain a greater understanding of how culture impacts on what we do

WHAT IS CULTURE?



WHAT IS CULTURE?



Ideals, values, and assumptions about life that are widely shared among people and that guide specific behaviors. (Brislin 1993)



Definitions of Culture

1. The sum total of all the beliefs, values and norms shared by a group of people
2. The way you have been conditioned in a society to think, feel, interpret and react
3. The collective programming of the human mind
4. All you need to know and believe in order to be accepted in society



Culture?

- "Collective Programming"
 - Starts from birth, is reinforced in school & by education
 - Relates to values & core beliefs
 - Displayed in attitudes & behavior
- Some visible characteristics:
 - Customs, behavior
- Some less visible ones:
 - Values, beliefs

First approach to culture

Culture

*The way you
live*

Customs, habits, traditions
Food & its meaning
Music, clothing
Religious practice
Health practice
Child raising
Family structures
& relationships

*The way you
view things*

Beliefs, values
Spirituality
Perceptions
Attitudes
Expectations

*The way you
communicate*

Meaning of language
Interaction pattern
Communications
Verbal & non-verbal

Nature of culture



Learned

Culture is acquired by learning
and experience

Shared

People as a member of a group,
organization, or society share
culture

Transgenerational

Culture is cumulative, passed
down from generation to
generation



Culture is basically...

the way of life of a people
passed down from one
generation to the next through
learning

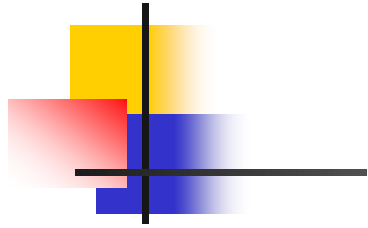


Culture is a key issue

Culture → a set of values and assumptions shared by any group of people

Hall's analogy →

Culture is to people what water is to fish



Humu'humu'nuku'nuku'a'pu'a'a

Water to the fish



2 concepts to remember...

- *Enculturation*: learning a primary culture
- *Acculturation*: learning a secondary culture



Emic & Etic Approaches

Emic: cultural specific - only in one culture

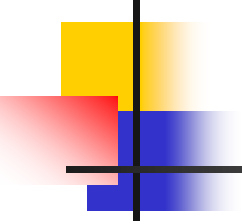
Etic: cultural general – in many cultures

(from psycholinguistics)



Emic vs Etic

- The **emic** approach investigates how local people think" (Kottak, 2006): How they perceive and categorize the world, their rules for behavior, what has meaning for them, and how they imagine and explain things.

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- "The **etic** (scientist-oriented) approach shifts the focus from local observations, categories, explanations, and interpretations to those of the anthropologist. The etic approach realizes that members of a culture often are too involved in what they are doing to interpret their cultures impartially. When using the etic approach, the ethnographer emphasizes what he or she considers important



Culture = Communication

- Culture is communication and communication is culture (Hall, 1959, in Hall, 1990:186)



a) 'culture is communication'

- Amongst other things, Hall is suggesting that there are no aspects of a person's behaviors, values, and ways of thinking which do not communicate sth about his/her cultural background(s), cultural identity(ies), and cultural-informed and influenced preferences and

'culture is communication' (cont')



- expectations –to other people with whom s/he comes into contact in some way. Whenever sb enacts an aspect of their cultural background and identity, and others respond to this enactment, regardless of what their behavior involved, the individual is communicating sth about their cultural “baggage” to others.



b) 'communication is culture'

- Similarly, because all of us have been socialized within a particular part or set of parts in a particular society at a particular time in its history, we have developed culturally-informed and influenced preferences and expectations. These include preferences and expectations about how to communicate.

'communication is culture' (cont)



- Thus, Hall is noting that there is no aspect of an individual's communicational performance which does not act as vehicle for their culturally-informed and influenced preferences and expectations about communication. (Fay, 2008)



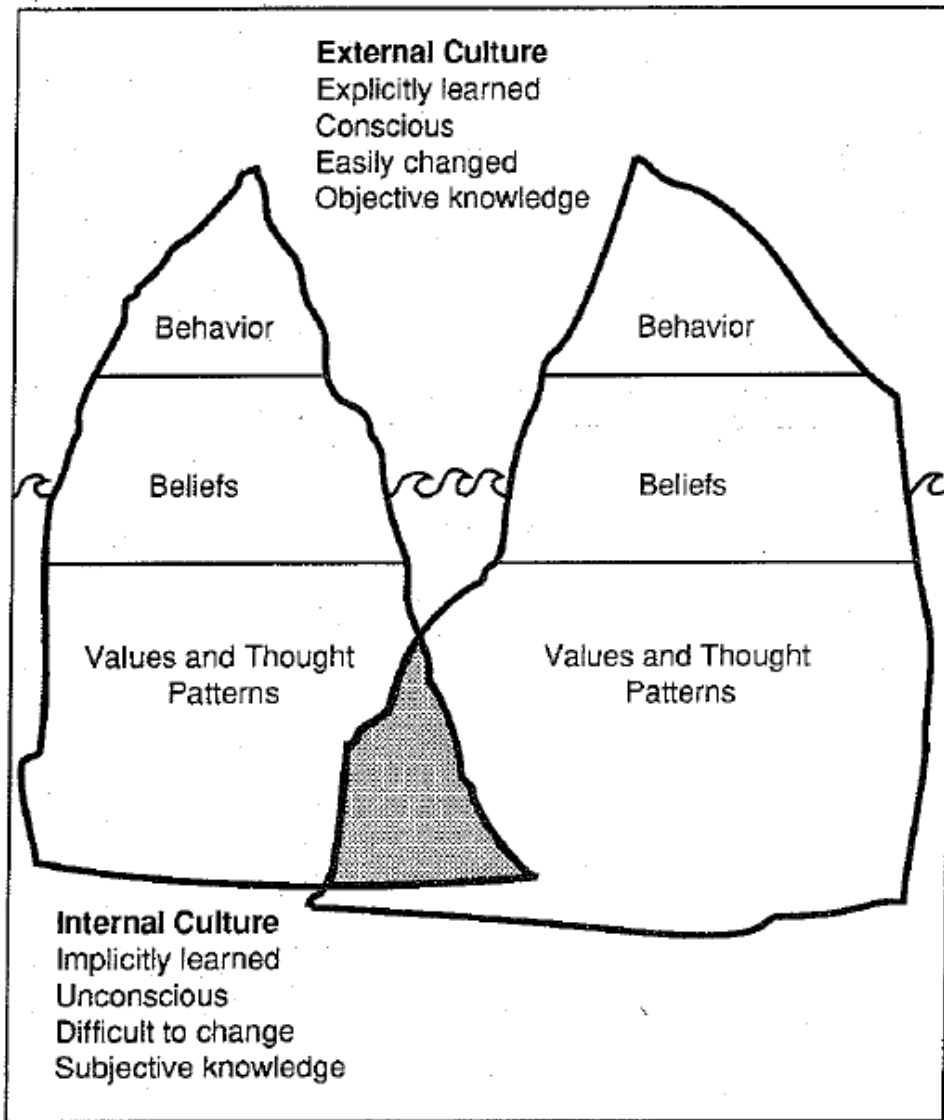
Different Levels of

- organizational culture
- occupational culture
- group culture
- religious/ethnic culture
- regional/local culture
- national culture



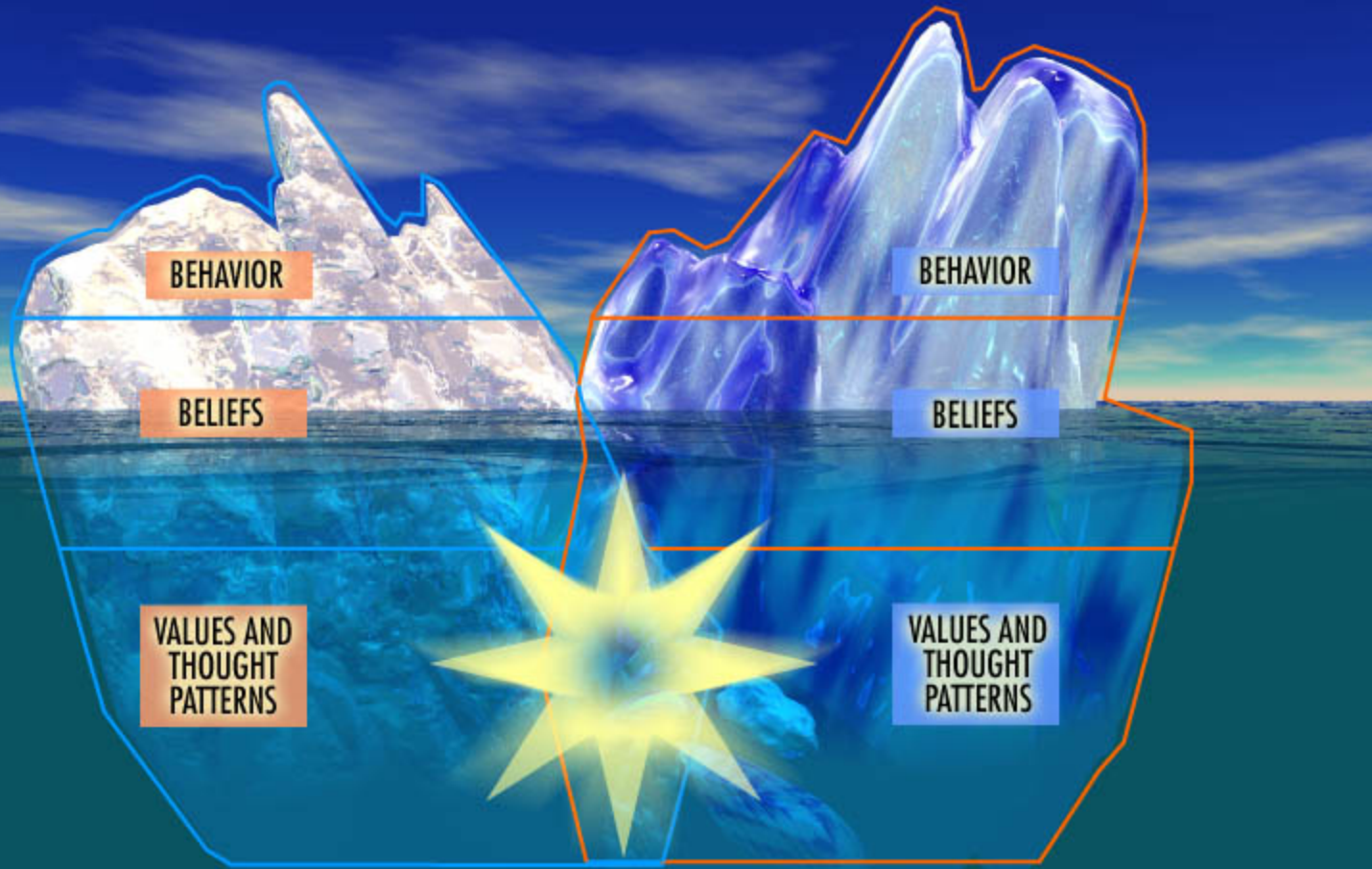
The iceberg analogy

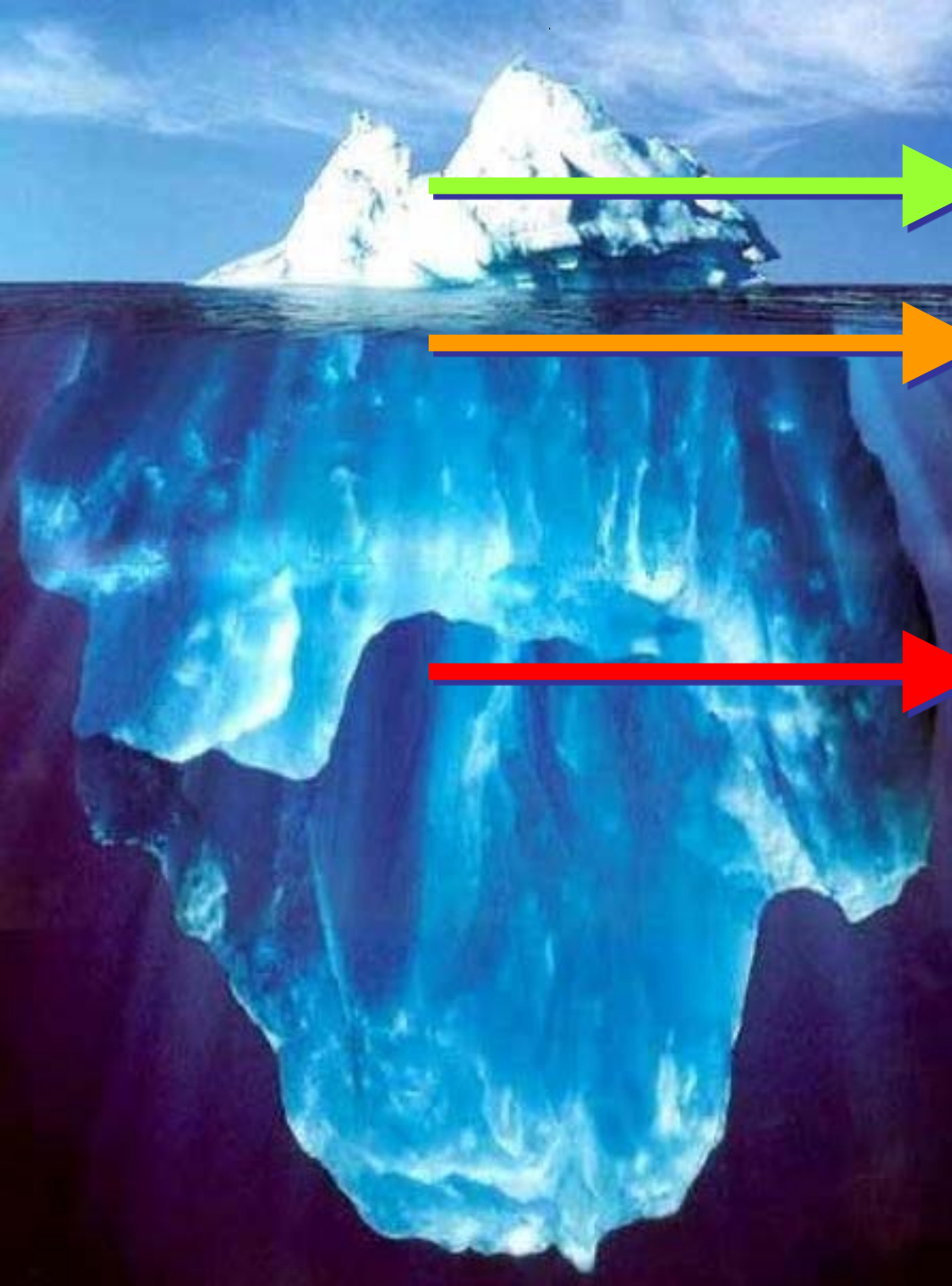
- “surface elements” of culture: the more visible aspects of culture – artifacts, objects and behaviors
- “deep under the surface elements”: less visible manifestations of culture – values, beliefs systems, societal rules.



When we enter another culture is like two icebergs colliding, the real clash takes place beneath the water, where **values** and **thought patterns** conflict.

The "Iceberg Analogy" of Culture





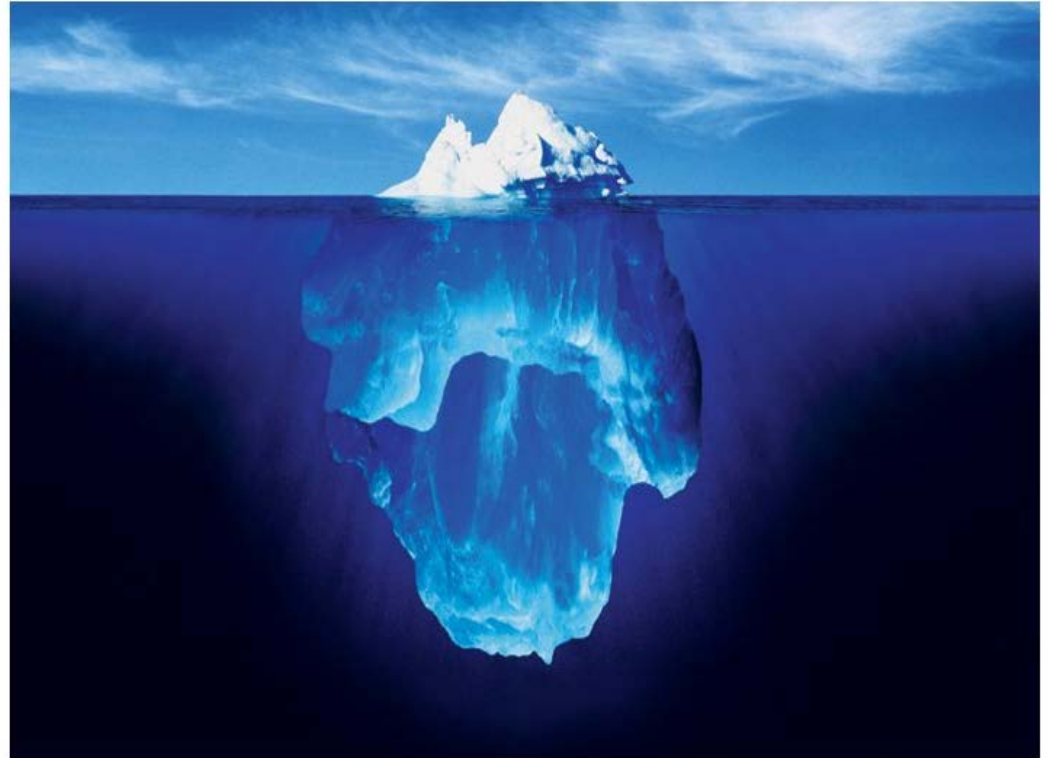
BEHAVIOR

BELIEFS

**VALUES AND
THOUGHT
PATTERNS**

Where would you place these items?

- Clothing
- Views on equality
- Religious beliefs
- Personal distance
- Works of art
- Methods of worship
- Time management
- Tipping customs
- Gestures
- Concept of beauty
- Rules of politeness
- Relationship with nature
- Attitudes toward sexuality
- Degree of eye contact
- Food





Clothing

Gestures

Food

Works of art

Personal distance

Methods of worship

Tipping customs

Degree of eye contact

Time management
Views on equality
Religious beliefs

Concept of beauty
Rules of politeness
Relationship with nature
Attitudes toward sexuality



What is cultural briefing?

The process of finding out about another culture, especially in preparation for a period of residence, a business trip or a holiday (Utley, 2004)



Flight to Rubovia

You are on your first flight to Rubovia. You board the flight and cabin crew and passengers are all speaking Rubovian. You don't understand a word. A Rubovian business person sits next to you and wishes you 'good afternoon' in excellent English. Over the next few hours you have a wonderful opportunity to find out about Rubovian culture. What questions will you ask the passenger.



Conclusion

“Culture is more often a source of conflict than of synergy. Cultural differences are a nuisance at best and often a disaster. But if we really want to globalize, there is no way around them so we better take them for what they are.”

Geert Hofstede