

# EXEMPLAR

## Young Migrant Integration Leaders

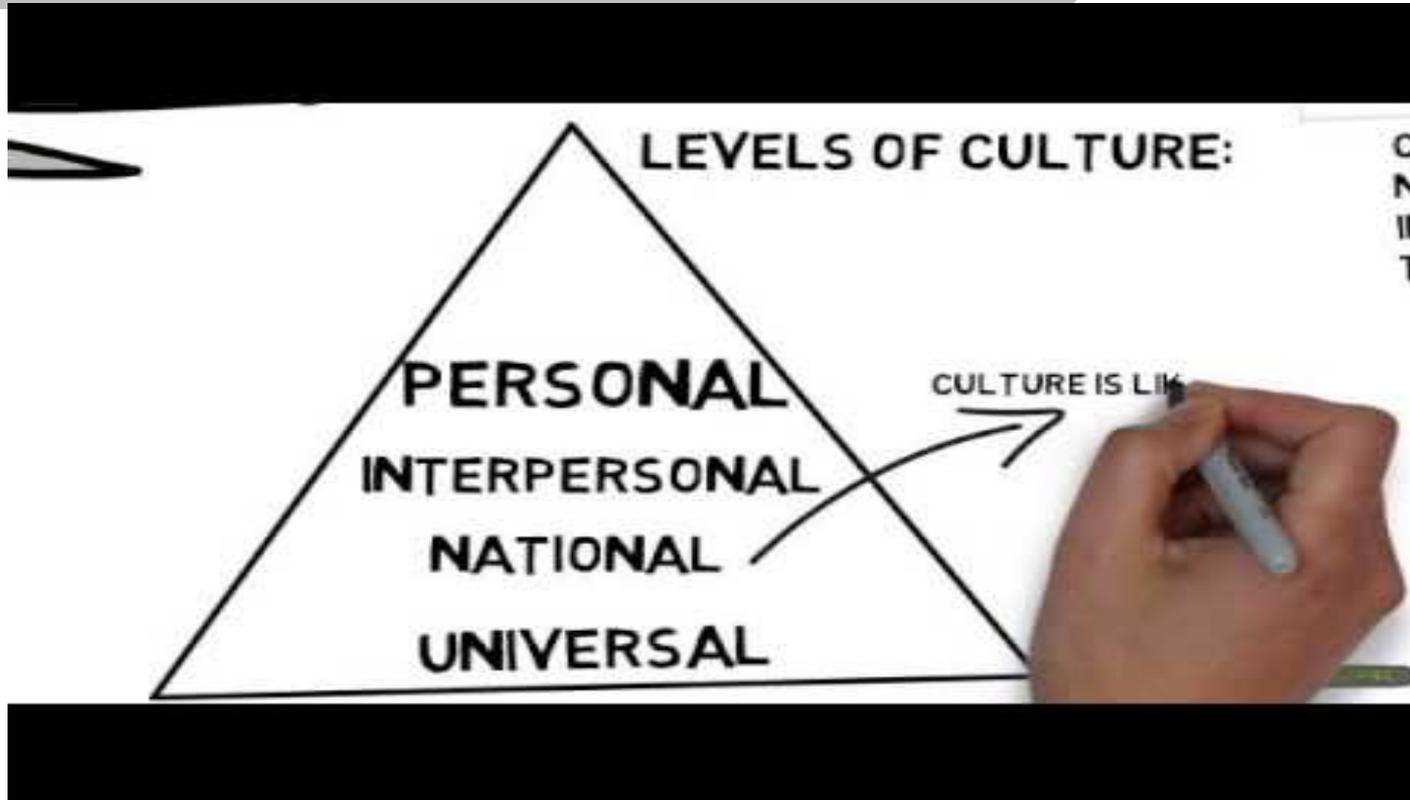
# Module 2: Intercultural Awareness and Competence

## Cultural Perception and Identity

# Brainstorming

- Think about what defines culture for you
- Take out your mobile phones and log in to <https://answergarden.ch/925930>
- Insert your definitions of 'What is culture?'

# What is culture?



# What defines culture?

Language and non-verbal communication

Cuisine and Clothing

And ...?

Arts and Music

Rituals and Symbols

Beliefs about hierarchy

Beliefs about ,right'  
and ,wrong'

And ...?

Communication styles

Basic rules, values, norms

# What defines culture?

- 1) Objective visible artefacts such as rituals, superstitions, myths, symbols, taboos.
- 2) Basic truths about identity and relationships, time and space.
- 3) Ways of thinking/learning/working/organising and ways of communicating.

## What defines culture?

- 4) Ideals shared by group members to which strong emotions are attached.
- 5) The 'right' and 'wrong' ways of doing things.  
Rules people live by in practice.
- 6) Includes language, religion, cuisine, social norms & customs.

## What defines culture?

- Which definition is the most fitting?
- On your handout circle the one you think is correct.
- **ALL of them are correct!**

# Types of culture

- Material culture
- Non-material culture
- Real culture
- Ideal culture

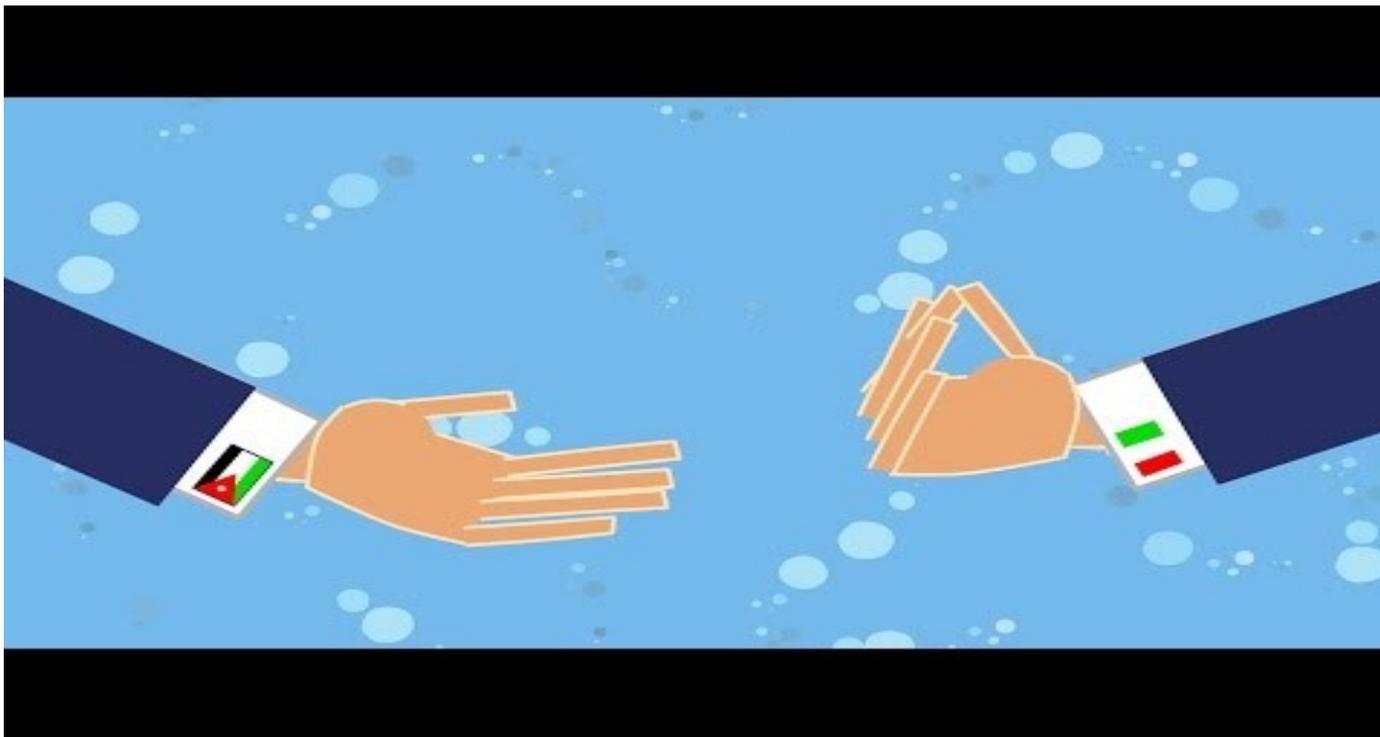
# Material culture

- Physical objects
- Visible, materialistic things
  - ▷ Vehicles, houses, books, clothing...

# Non-material culture

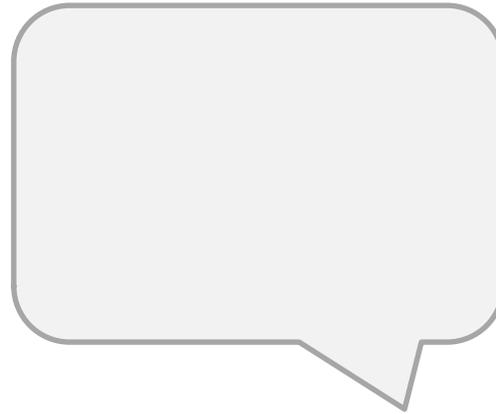
- Religion
- Languages
- Attitudes
- Value system
- Knowledge

# Real culture



# Ideal Culture

- Goal of society – imagined, but never reached



# Characteristics of culture

- Culture is learned

- Culture is shared

- Culture is transmitted

- Culture is changing

# Components of culture

## ■ Social norms

a) Folkways

b) **Mores** – special customs with moral and ethical significance

c) Laws

# Components of culture

▀ **Ideas**

▀ **Beliefs**  
a person's  
conviction  
about a  
certain idea

▀ **Values**

# Components of culture

## ■ Material culture

- ▷ objects

## ■ Symbols

- ▷ gesture, sound, color, design ...

# Different perspectives on culture

■ **Cultural  
relativism**

■ **Culture shock**  
The feeling of  
anxiety when  
operating within  
a different  
culture.

■ **Ethnocentrism**

# Different perspectives on culture

- **Xenocentrism**
- **Noble savage mentality**
- **Subculture**

# Different perspectives on culture

- **Counterculture/Contra culture**

- **Culture lag**  
The difference in the rate of change between two parts of a culture (material/non-material)



exemplar



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