

Lecture notes
Intercultural Awareness Raising

Introduction

2 Paradigms

Essentialist view of culture

Non-essentialist view of culture

Geert Hofstede -Background

Pyramid (Three levels of uniqueness in human mental programming)

Manifestations of Culture (seen through practices)

Symbols

Heroes

Rituals

Unobservable aspect of culture

Values

The IBM study of countries' values

Countries

People

5 categories of values according to Hofstede

Power Distance Index (PDI)

Individualism vs collectivism (IC)

Masculinity and Femininity (MAS)

Uncertainty Avoidance Index (UAI)

Long Term Orientation (LTO)

Problems with these values: Individualism vs Collectivism

Adrian Holliday's Paradigm

Introduction

Micro Culture

Essentialist

Critique of Essentialist cultural descriptions

Culture according to Holliday

Values of UK universities

What students think

What teachers think students are thinking

This classroom culture is ...