



# E-LEARNING

Level 3



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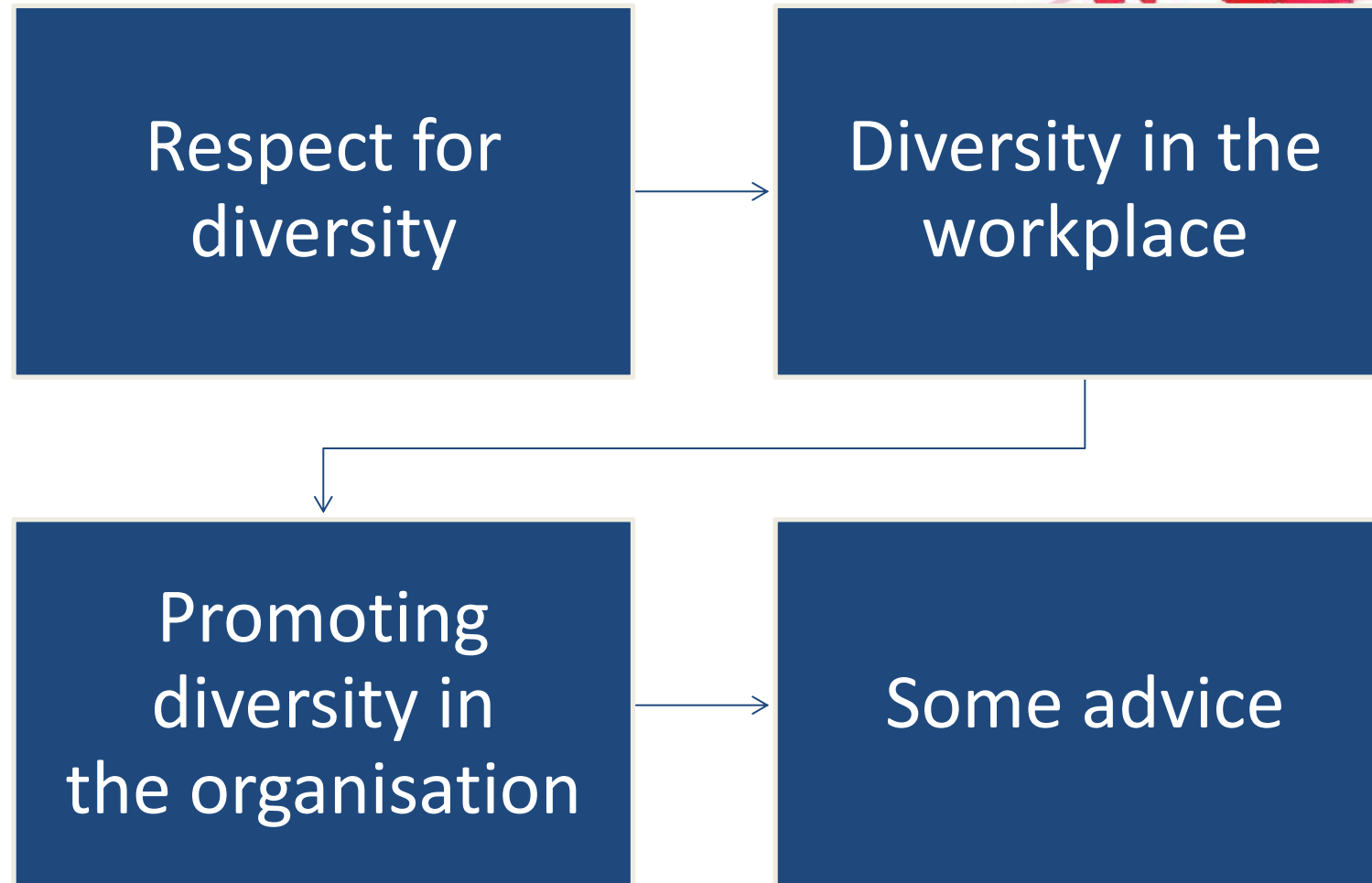
## WA12: Open-mindedness and willingness to change

### 3.23 Individual rights, culture and diversity awareness - Part B

LO3.64 Demonstrate knowledge and understanding of cultural and linguistic diversity. Be able to apply appropriate behavior to different target groups with with cultural and linguistic diversity.

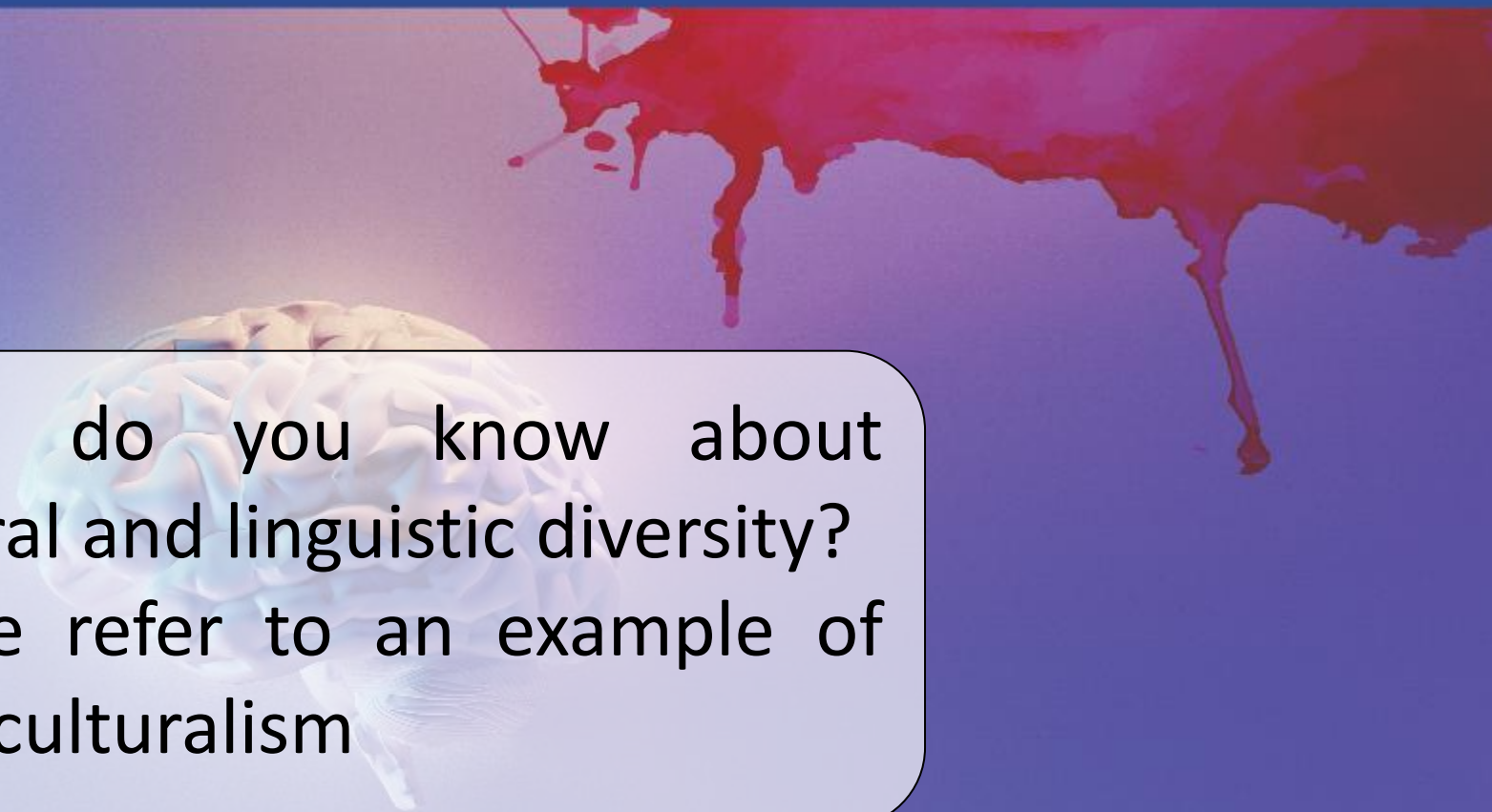


# Route Map





# Moodle forum discussion

- 
- What do you know about cultural and linguistic diversity?
  - Please refer to an example of Multiculturalism

# Definitions

## **Culture**

The set of values and assumptions that people learn as they grow up. These come from parents, relatives, their teachers, their books, newspapers, and television programs.

## **Values**

Include ideas about what is right and wrong, desirable and undesirable, normal and abnormal, proper and improper.

## **Assumptions**


Include unquestioned givens about people, life and the “way things are”

## **Cultural awareness**

Consciousness of one's personal cultural background



# Respect for diversity

- 
- The **concept of diversity** is based on individual acceptance and respect.
  - It is understanding that individuals are unique and different.

- **Cultural diversity** is the quality of diverse or different cultures, as opposed to monoculture, the global monoculture, or a homogenization of cultures akin to cultural decay. The phrase cultural diversity can also refer to having different cultures respect each other's differences.
- **Cultural diversity** acknowledges the existence of broad cultural groups with different culture.





How diversity can help an organization keep a competitive human resources advantage

- Improves corporate culture
- Improves employee morale
- Easier recruitment of employees
- Increases creativity
- Access to other markets
- Decreased interpersonal conflict among employees
- Improves productivity
- Maximize brand identity responsive service delivery and enhanced staff skills





Diversity impacts workplace communication in positive ways:

It can strengthen a company's relationships with specific customer groups by making communication more effective.

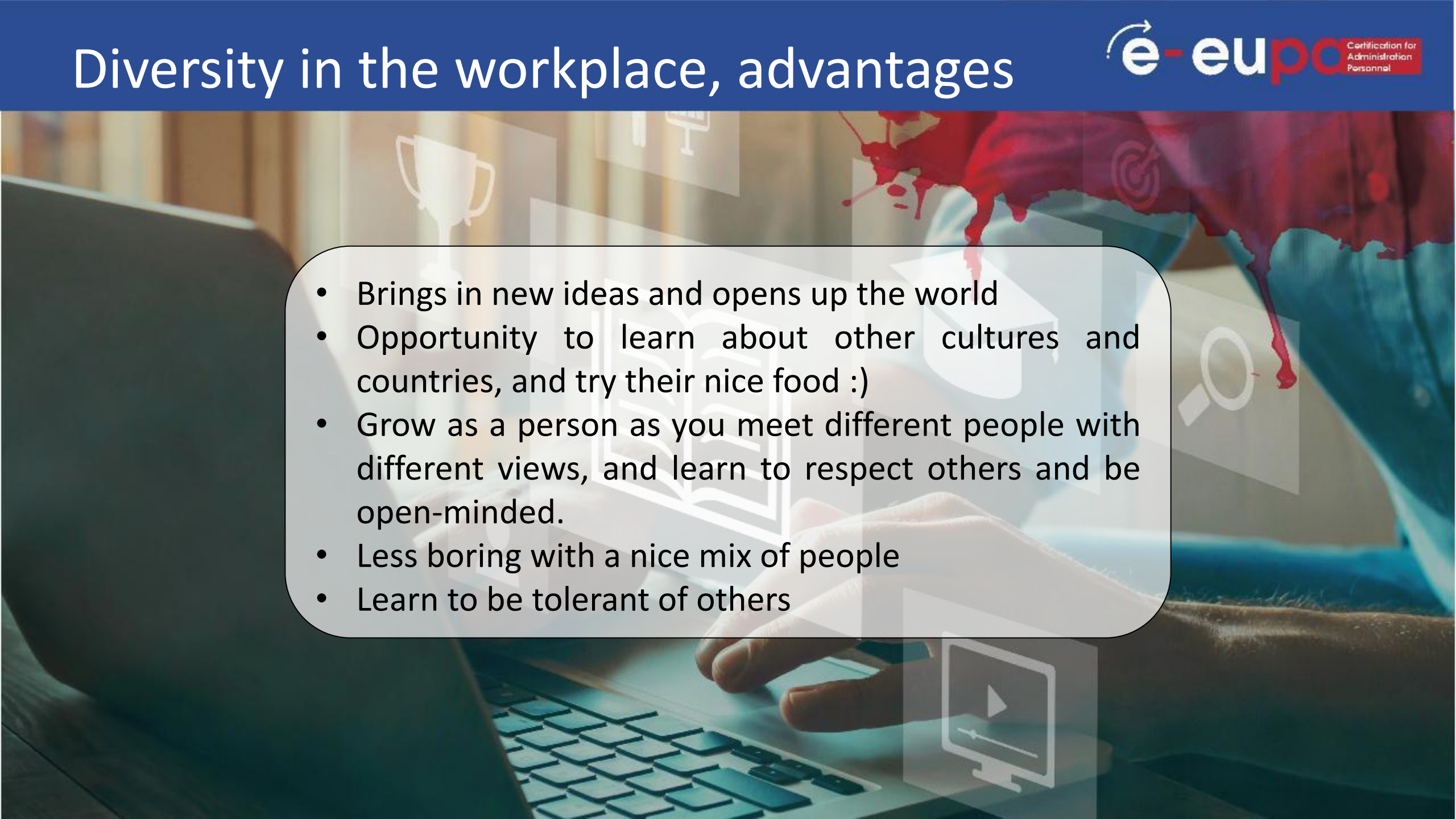
And negative ways:

Between co-workers, diversity can be a barrier to effective communication, because of differences in:

- Time
- Space
- Other cultural differences




# Diversity in the workplace, advantages

- 
- Brings in new ideas and opens up the world
  - Opportunity to learn about other cultures and countries, and try their nice food :)
  - Grow as a person as you meet different people with different views, and learn to respect others and be open-minded.
  - Less boring with a nice mix of people
  - Learn to be tolerant of others



# Diversity in the workplace, disadvantages

- 
- **Segregation:**  
Sometimes some groups can form their own groups and become isolated from the wider community
  - **Sometimes, and unfortunately, racism occurs**
  - **Miscommunication issues**
  - **Conflict**

# Diversity in the workplace

## Working in a multicultural company...

- increases the value to employers
- You can learn about other cultures and customs
- You gain insights and creativity thrive
- Gives you the experience of moving internationally
- Exposure to other languages
- Plenty of holiday destination ideas



# Promoting diversity in the organisation

1. Create a sense of belonging
2. Define nationalism in civic, not ethnic terms
3. Think common law, not common culture
4. Treat all people equally
5. Educate citizens
6. See immigration as an opportunity to redefine national identity
7. Adapt power structures to reflect diversity



# Some advice...

- 
1. DON'T FORGET: EACH PERSON IS UNIQUE! BEWARE OF GENERALISATION AND STEREOTYPING!



# Some advice...

2. It is important to recognize that people from different cultures are different in a variety of ways, including:
- different ways of looking at things
  - different ways of dressing
  - different ways of expressing personality/goodness



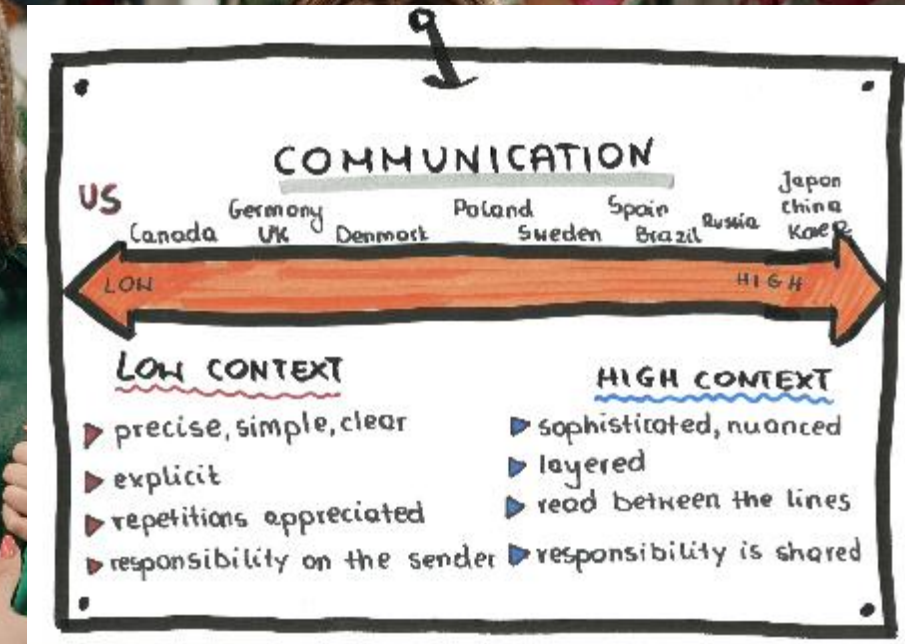
# Some advice...

## 3. High Context vs Low Context

- A low context culture is one in which things are fully (though concisely) spelled out.
- A high context culture is one in which things are implicit and indirect.

### Implications

- Interactions between high and low context people can be problematic.
- Low context cultures are vulnerable to communication breakdowns when they assume more shared understanding than there really is.
- Low context cultures are not known for their ability to tolerate or understand diversity, and tend to be more insular.

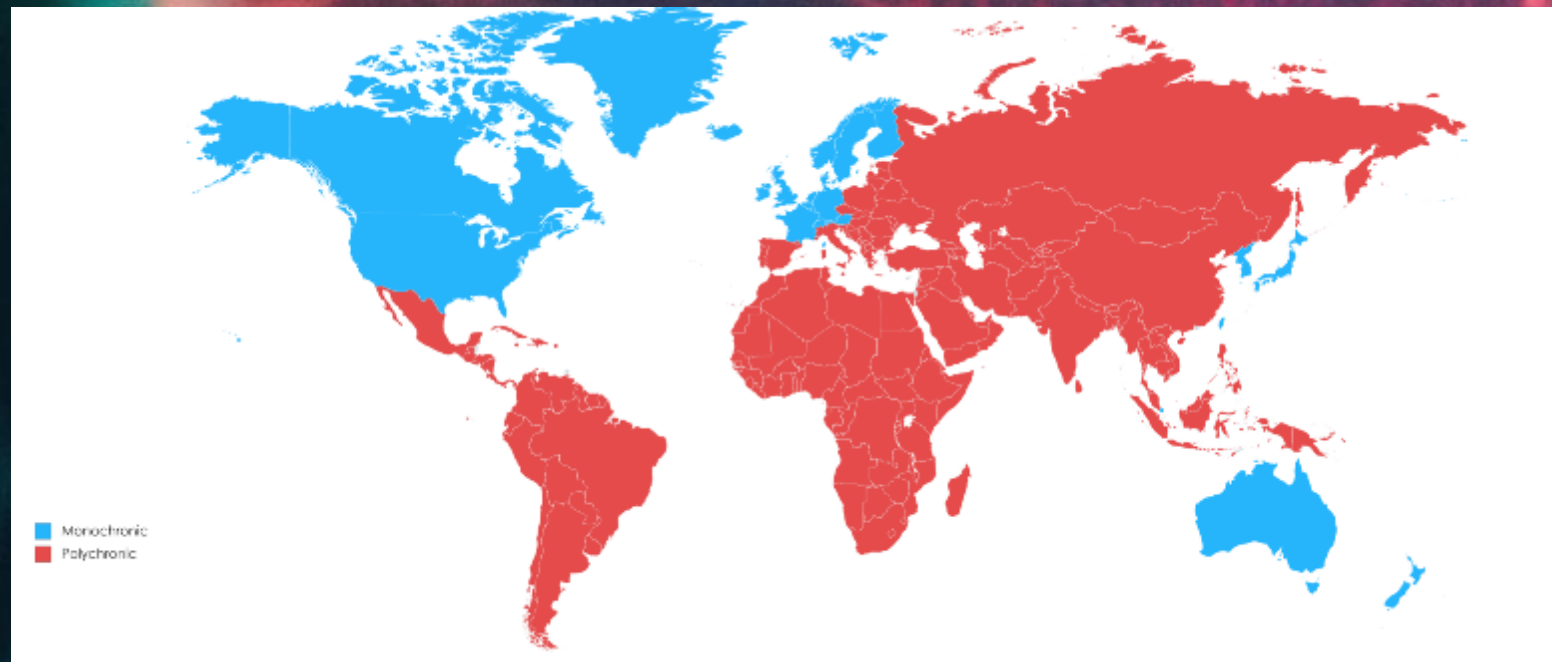




# Some advice...

## 5. Monochronic vs Polychronic

- Monochronic cultures like to do just one thing at a time.
- Polychronic cultures like to do multiple things at the same time.
- **Implications**
- Interactions between types can be problematic.



# Some advice...

## 5. Power Distance

- The extent to which people accept differences in power and allow this to shape many aspects of life.

### Implications

- In high power distance countries, bypassing a superior is insubordination.
- In low power distance countries, bypassing is not usually a big deal.



# Methodological Tool I



**Explaining cultural differences**

**E-EUPA\_LO\_3.64\_M\_001**



# Revision Questions

- **Question 1**

What are the differences between high and low context cultures?

- **Question 2**

Define:

- Culture
- Cultural awareness
- Cultural diversity



# Key points

- **Key Point 1**

Culture is the set of values and assumptions that people learn as they grow up. These come from parents, relatives, their teachers, their books, newspapers, and television programs.

- **Key Point 2**

Cultural awareness is consciousness of one's personal cultural background.

- **Key Point 3**

Cultural diversity is the quality of diverse or different cultures, as opposed to monoculture

- **Key Point 4**

The main differences you should pay attention to include:

High vs. low context

Monochronic vs. Polychronic

Power distance



**WELL DONE!**

**You have completed Unit 3.23 - Part B**



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