

have a
dream



ERF:
CULTURAL AWARENESS AND EXPRESSION
**TOPIC NO. 1: Understanding the cultural expressions,
cultural heritage and cultural communications**

Project Partner Name

Have a dream

Duration: 7 hours



**Co-funded by
the European Union**

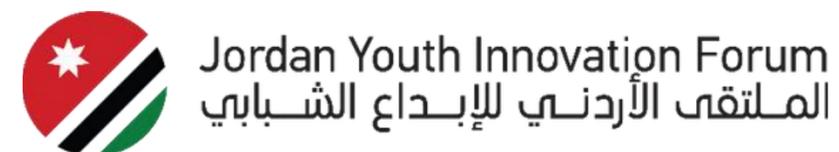
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Project Consortium

Coordinator:



Partners:



Project Details

Title: “Joint Development, Piloting, and Validation of Entrepreneurial Mindset and Key Skills Curricula and Training Materials for Third Countries”

Acronym: EMSA (Entrepreneurial Mindset and Skills for All)

Agreement Number: 101092477 – EMSA – ERASMUS-EDU-2022-CB-VET

Programme: Erasmus+ Capacity Building in the Field of Vocational Education and Training (VET)

Call for Proposals: ERASMUS-EDU-2022-CB-VET

Start Date: 01.01.2023

End Date: 31.12.2025

Training Aim

The aim of this workshop is to cultivate a deeper understanding about the significance of cultural awareness and expression. By exploring the definitions of cultural heritage, and the importance of preserving cultural traditions, participants will develop a heightened awareness of the value that diverse cultural backgrounds bring to society.

Intercultural communication will also be a focal point of the workshop, participants will learn about the barriers to intercultural dialogue and discover strategies to foster respectful and meaningful interactions across cultural boundaries.

By the end of the workshop, participants will have:

The ability to effectively interact with people from different backgrounds.

- A sense of agency and the confidence to contribute positively to a more inclusive world.
- A broader understanding of global issues and the interconnectedness of cultures.
- Practical communication skills for working effectively in intercultural environments.
- Needed skills to overcome common communication barriers, and practice conflict resolution strategies that can be applied in diverse cultural contexts.



Topic 1

Learning Outcomes

*In terms of **knowledge**:*

- *Define cultural diversity by identifying and explaining various cultural traditions and practices within different communities. Learning about a culture different from your own is the first step to eliminating judgment on someone or something you know nothing about.*

*In terms of **skills**:*

- *Employ effective intercultural communication by engaging in respectful and informed dialogues with individuals from diverse cultural backgrounds. Emphasizing the strong correlation between language and culture.*

*In terms of **competencies**:*

- *When you become culturally aware, you will begin to support cultural differences and adopt new ways of dealing with society. You will break all cultural barriers and connect respectfully with different communities.*

Training Route Map (*Competence Level*)

1

Understanding the diversity of cultural expressions and the importance of cultural heritage

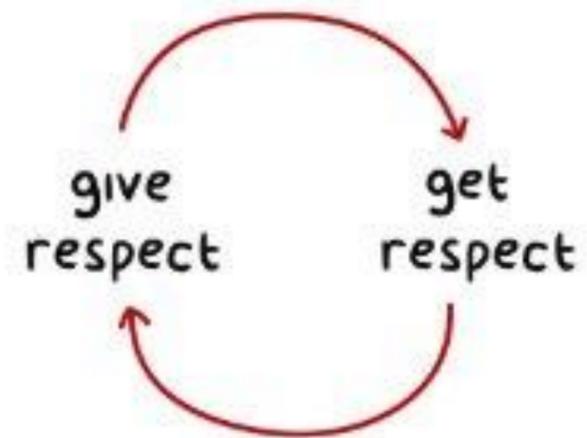
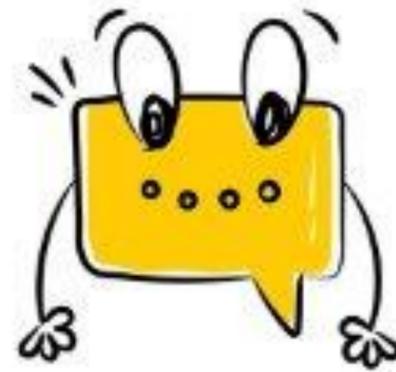
2

Cultural Diversity and How to ensure it

3

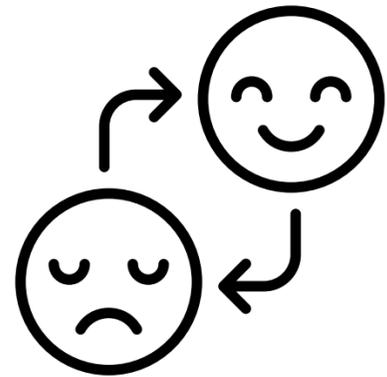
Effective communication skills in intercultural contexts

Training Rules

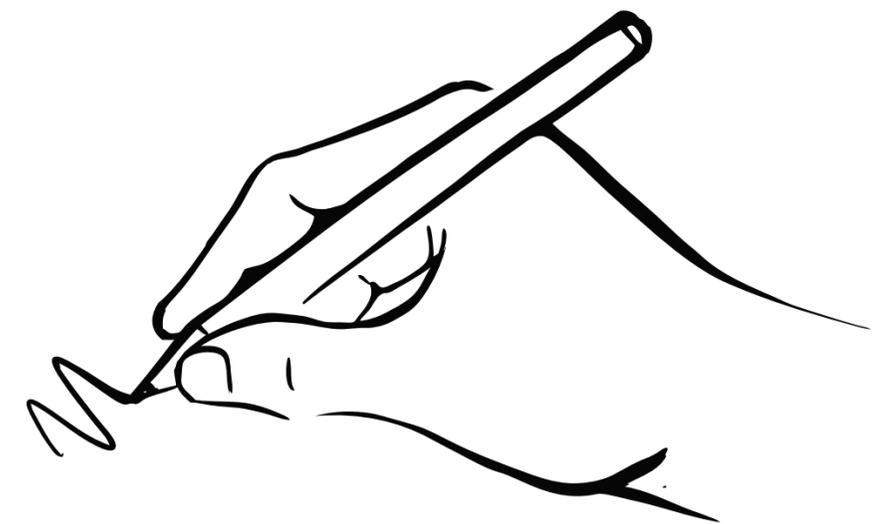


BREAK TIME

Energizer Activity



Draw your mood today!
Use as much creativity you
can, you have 5 min.

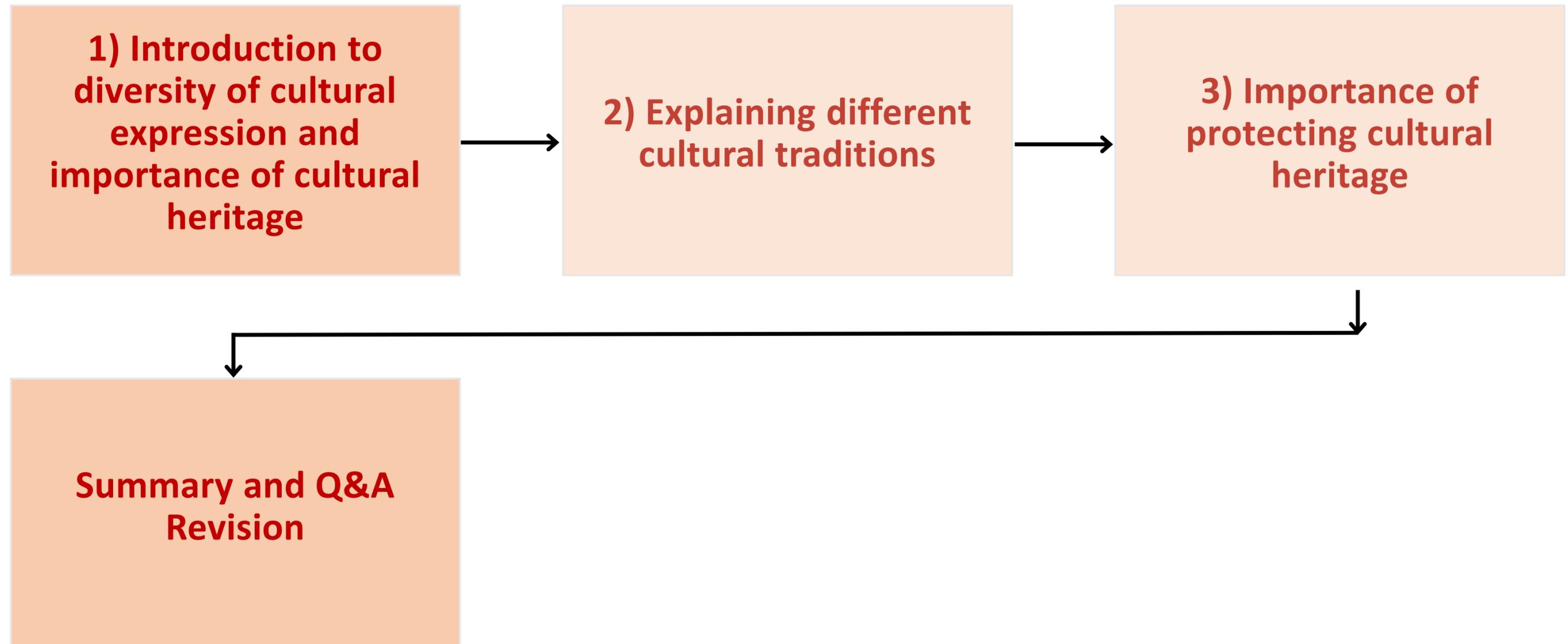


“

“Strength lies in differences, not in similarities”
Stephen R. Covey.

”

Training Route Map



Introduction to the Diversity of Cultural Expressions and the Importance of Cultural Heritage

What is Cultural Expression?

Cultural expression refers to the myriad ways in which individuals and communities showcase their **identities, beliefs, values, and traditions**. This can be seen in language, music, art, dance..etc.

The **diversity of these cultural expressions** is essential to the vibrancy and dynamism of our world, as it brings together different perspectives, encourages creativity, and fosters mutual understanding.



Expression and Heritage

In an increasingly globalized world, protecting this diversity is crucial to ensuring that unique cultures and traditions are not lost, but continue to thrive through intercultural dialogue and exchange.

Cultural heritage plays a key role in this preservation, as it connects present and future generations with their shared history, offering a sense of identity and belonging.





The story of Riace, Italy

*"What I hope from this story is to spread a message of humanity, hope and anti-racism to the world,"
says Lucano,*

The hilltop medieval village of Riace on Italy's south coast was almost a ghost town 15 years ago. It was in danger of becoming extinct as residents disappeared to northern Italy, and abroad, for jobs during the economic boom.

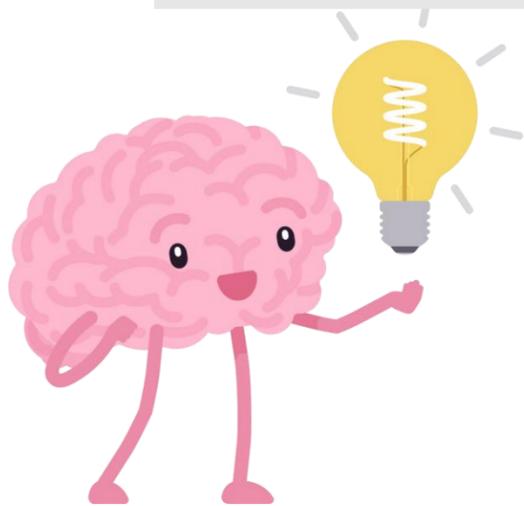
Since the early 2000s Riace has seen a change in its destiny, by openly welcoming a controlled number of migrants, who live and work as part of the community.





Group Discussion

- What is the best practice you see here?
- Do you think this can be applied worldwide?
- If yes, how? If no, why?
- Do you know any other example?
- Do you know a city in your country that would benefit from this policy?



1. Introduction to diversity of cultural expression and importance of cultural heritage

1.1 Definition of cultural heritage (tangible and in-tangible)

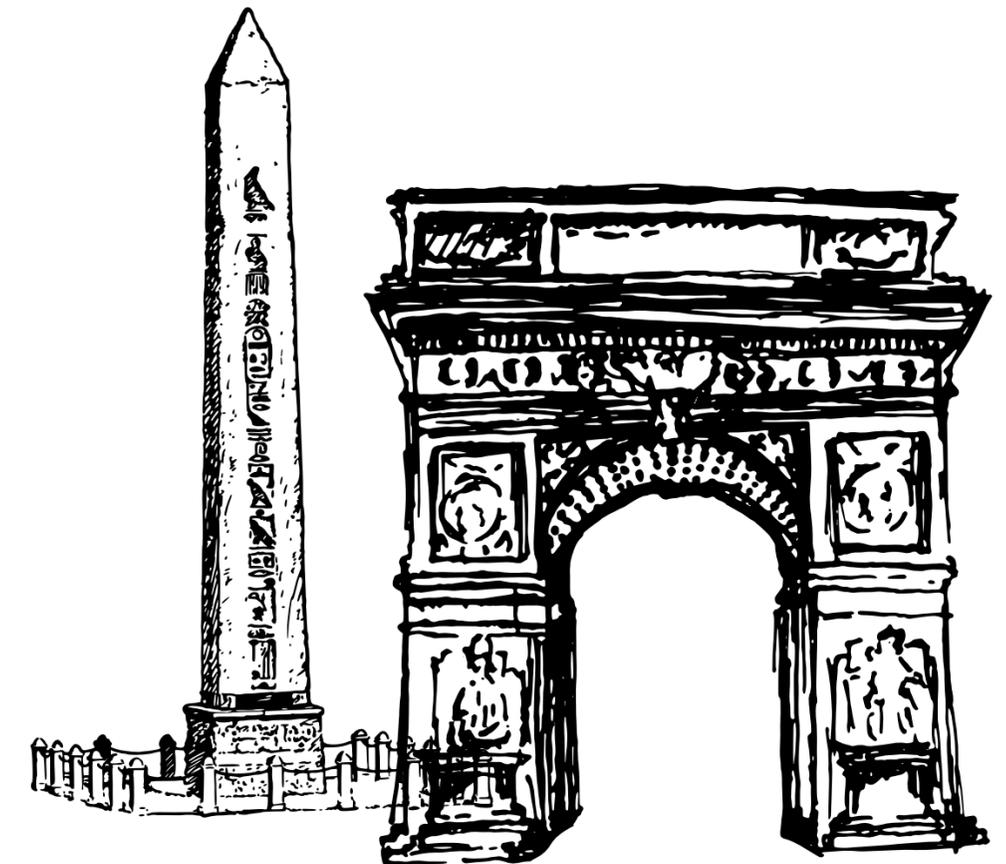
1.2 Importance of protecting cultural heritage

1.3 The importance of cultural heritage preservation

Cultural Heritage

“**Cultural heritage** includes artefacts, monuments, a group of buildings and sites, and museums that have a diversity of values of various significance.

It includes **tangible heritage** (movable, immobile and underwater), **intangible cultural heritage** (ICH) embedded into cultural, and natural heritage artefacts, sites or monuments. The definition excludes ICH related to other cultural domains such as festivals, celebration etc.



Tangible or Intangible?

Tangible cultural heritage refers to things that we can store or physically touch.

Objects are important to the study of human history because they provide a concrete basis for ideas, and can validate them.

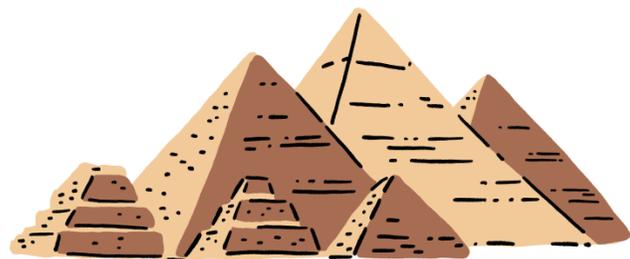
Their preservation demonstrates recognition of the necessity of the past and of the things that tell its story.



Example

Tangible Cultural Heritage

Pyramids of Giza (Egypt)



The Great Wall of China



Intangible Cultural Heritage

Flamenco (Spain)



Yoga (India)



UNESCO preserving cultural heritage

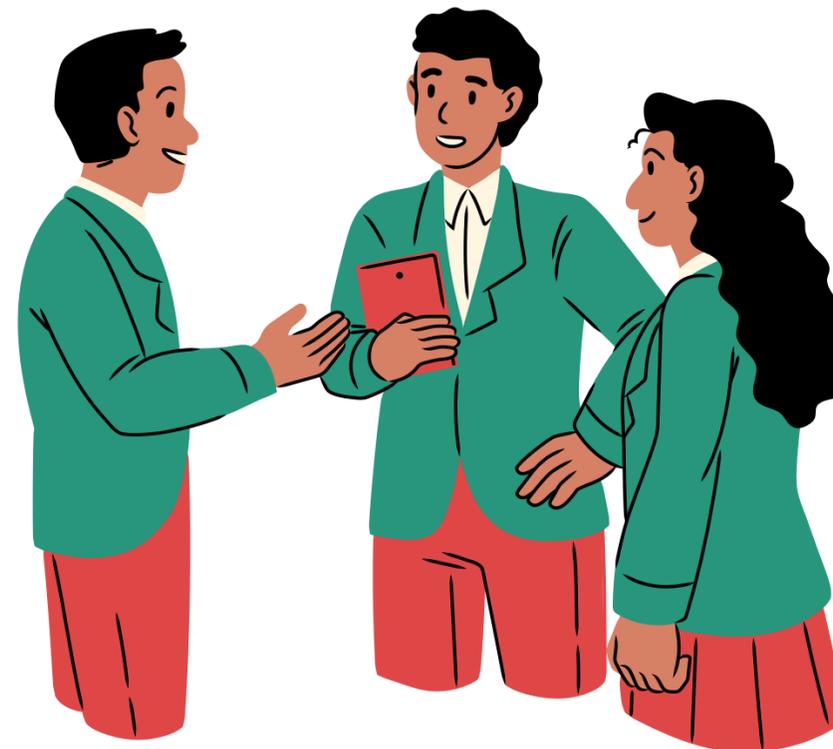
ABU SIMBEL – EGYPT Example

- Inside Abu Simbel temple, every February and October at 6:29 am, the light of the rising sun pierces through the narrow entrance **illuminating the statue of the man who built the temple during the 13th century BC, Pharaoh Ramses II.**
- Over a century later, it was **threatened with underwater oblivion** and destruction by the rising waters of the Nile following the construction of the Aswan High Dam.
- Experts from 50 nations started working together under the coordination of UNESCO to preserve it for future generations.



Group Discussion

Do you have examples of tangible and intangible cultural heritage from your own country or worldwide?



Experimental workshop

- In 10 minutes, choose music and images of paintings and sculptures, on the internet or create something in the time that express your culture.
- Try to unite everything to create your own work of art that reflects how you interpret your cultural heritage.



Why Protecting Cultural Heritage is Important?

Cultural heritage defines **identity and gives a sense of belonging**.

Cultural heritage **preserves historical narratives**, allowing one to learn from the past, avoid repeating mistakes, and appreciating the progress made as a society.

Cultural heritage sites and traditions **attract tourists, stimulating economic growth** and creating jobs in the tourism industry.

Cultural heritage is a testament to **the richness of human diversity**. It reminds ones of the importance of respecting different cultures and traditions.

Preserving Cultural Heritage

Cultural heritage is essential for

- maintaining cultural diversity,
- fostering a sense of identity, and
- passing down knowledge to future generations.

While challenges persist, individuals, governments, and international organizations must work together to ensure **the treasures of the past continue to inspire and enrich the present and the future.**



Strategies for Preserving Cultural Heritage

Documentation	Conservation	Education and awareness	Legal protection	International cooperation
<p>Proper documentation of cultural artifacts, traditions, and historical sites is essential for their preservation.</p>	<p>Conservation efforts aim to protect physical heritage such as historic buildings, monuments, and artworks from deterioration.</p>	<p>Promoting awareness and understanding of cultural heritage is crucial. Education programs, museums, and cultural events help raise public consciousness about the importance of preservation.</p>	<p>Laws and regulations at the national and international levels are essential for safeguarding cultural heritage. These laws may restrict activities that could harm cultural sites or artifacts and promote responsible tourism.</p>	<p>Cultural heritage often transcends national boundaries, making international cooperation vital.</p>

Research Activity

- What happened to Tutankhamun's mask while preservation in 2014?
- Find examples of similar incidents where artifacts were damaged or mishandled in museums or restoration centers?
- In your example, what alternative actions could help preserve such cultural heritage?



2. Explaining Different Cultural Traditions

- 2.1 Definition of cultural tradition and how it shapes social values*
- 2.2 Significance of different cultural tradition*
- 2.3 Respect to different cultures awareness*

Cultural Tradition

Cultural tradition refers to the practices, expressions, knowledge, and skills **passed down through generations** within communities, encompassing both tangible and intangible aspects.

It has a significant impact on society:

- It **shapes our institutions, laws**, and governance systems.
- It **influences our economic activities**.
- It also **impacts our social structures and relationships**, influencing the way we form families, communities, and other social groups.



What Culture Shapes?

- **Culture shapes our values:**

Our values are the things that we believe are important in life. They guide our decisions and our actions.

- **Culture shapes our beliefs.**

Our beliefs are our understanding of the world around us. They influence how we interpret events and how we make decisions.

- **Culture shapes our norms.**

Our norms are the rules that govern our behaviour in society. They tell us what is considered acceptable and unacceptable behaviour.

Therefore, **Culture is a complex and dynamic force** that shapes our lives in many ways. By understanding the role of culture, we can better understand ourselves and the world around us.

Examples

- **Culture shapes our values:**

Some cultures prioritize family, emphasizing close relationships, while others value independence, focusing on personal freedom and autonomy.

- **Culture shapes our beliefs.**

Cultural norms shape social interactions. Avoiding eye contact with strangers is polite, while in others, it's a sign of respect. Greetings also vary; some prefer handshakes, while others prefer bows or cheek kisses.

- **Culture shapes our norms.**

Beliefs about the supernatural vary by culture. Some see it as a powerful force, prompting rituals for protection or luck, while others reject it, favoring a scientific or rational worldview.

Significance of Different Cultural Traditions

- Provide us with a **sense of identity, community, and belonging.**
- **Ensure a sense of belonging.** They help create a shared identity within a group or community.
- help to **promote acceptance and understanding** between different cultures and communities.
- Learning about and participating in other cultures' customs fosters tolerance, understanding, and mutual respect for our differences.



Cultural Identity

Cultural identity is the **shared beliefs, norms, values, and practices** that characterize a specific group of individuals.

These groups are often bound by common factors such as ethnicity, nationality, or religion.



Cultural Identity

- Cultural identity **shapes the way individuals see themselves** and their connection to the world around them,
- **Influences their behaviours**, attitudes, and interactions.
- **Provides a sense of belonging** and frames how individuals within a group relate to others outside their group.



Cultural Identities Examples

- **Zulu Identity:**

The Zulu cultural identity is deeply rooted in a rich oral history, traditional music, and dance forms, such as 'Indlamu.'

This distinctive ethno-cultural identity plays a significant role within South African society, highlighting the importance of preserving cultural traditions through expressive practices like storytelling and performance.



Cultural Identities Examples

- **Japanese Identity:**

The cultural identity of Japan is marked by a strong emphasis on harmony, hierarchy, and the fusion of ancient traditions with modern advancements.

Japanese culture reflects a deep respect for these values, influencing how individuals interact with each other and how society functions.



Understanding Cultural Norms

Cultural Norms is like the unit that shapes the societies

Cultural norms are the **shared expectations and rules** that guide behavior within a group of people.

- Culture norms **offer behavioural framework** to the community, they promote cohesion and stability within the one society.
- They **guide behaviour and facilitate interactions** within the cultural context. Whether it's the food we consume or the holidays we observe.

Understanding Cultural Norms

Examples of different cultural norms

- Greetings in Japan is bowing as a sign of respect.
- In France greeting is with a kiss on both cheeks.
- Timing in Spain has a concept of "mañana," where things are often not rushed and scheduled flexibly.
- In Switzerland Punctuality is highly valued and being late is considered rude.
- Communication in Germany are direct and straightforward communication.
- In Mexico, they emphasize politeness and often using indirect language.



Cultural Awareness

Cultural awareness can be defined as **being aware and respecting the impacts and influences of different cultures.**

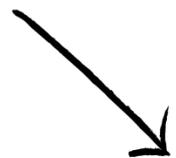
Many of the situations where we blame people from a different background for being difficult or lazy or unprofessional could be attributed to a general lack of awareness about our own culturally influenced expectations about the 'right way' to do things. Therefore, being culturally aware will reflect on different sides. **BUT HOW TO BE CULTURALLY AWARE?**



How to be Culturally Aware?

Promotes understanding:

- By learning about and understanding different cultures, people can break down stereotypes and reduce prejudices. **This fosters a more inclusive and accepting society.**
- A mutual understanding can be built by cooperative learning where group tasks rely on each member's contribution **help diminish prejudice by focusing on individual strengths rather than stereotypes.**



This understanding helps individuals to connect on a deeper level and communicate more effectively.

How to be Culturally Aware?

Improve Communication:

- **Ask Clarifying questions:** to ensure you fully understand their message.
- **Paraphrase and Reflect:** repeat what the other person said in your own words to confirm your understanding.
- **Summarize Key Points**

A black arrow pointing from the top left towards the text below.

Those steps are that can build effective communication between people in business or social contexts.

How to be Culturally Aware?

Foster Inclusivity:

Inclusive environments encourage participation from all individuals, leading to richer and more diverse ideas and solutions.

There 3 steps to follow to ensure you contribute to the inclusivity around you:

Diagnostic Phase	Gap analysis	Act
Assess the current state of diversity and inclusion within the surrounding environment.	Analyse the differences between the current state and the desired state of diversity and inclusion.	Start raising the awareness about what you found out and act accordingly. Your actions can include your friends, family, teammates.

How to be Culturally Aware?

Boosts your Adaptability:

To be have this adaptability to understand the differences in the cultures, you need to get your culture better. To truly 'know others', we must first 'know ourselves'. Specifically, you need to:

1. **identify and examine the variety of cultural factors**
2. **build a clear awareness** of our core values, attitudes, assumptions, and behaviors;
3. learn to **notice our cultural "red flags"**—the labels we may assign to individuals from other cultures
4. become **aware of our personal and emotional responses** to situations of ambiguity and uncertainty.

How to be Culturally Aware?

After you know your culture, you can educate yourself about different cultures, their values, beliefs, and practices. Put all into practice by:

1

Cultivate empathy by putting yourself in others' shoes and being open to different perspectives.

2

Engage in active listening by paying full attention to the speaker,

3

Seek feedback from peers and mentors about your cultural interactions to identify areas for improvement.



A woman with dark hair, wearing a dark red dress with a white lace collar and large ornate earrings, is shown in profile eating a large, round, golden-brown fried food item with chopsticks. The background is a blurred indoor setting with warm lighting.

Racist Dolce & Gabbana?

Case Study Discussion

Do you agree on the controversiality of this campaign?

Based on this case study, do you know any other campaign that has raised the same issues with cultural identity?



3. Intercultural communication

3.1 Intercultural communication

3.2 Cultural Sensitivity

3.3 How to Emphasize active listening and use inclusive language in fostering respectful dialogue

3.4 Active listening exercise

Intercultural Communication Definition

Intercultural communication refers to the process by which people from different cultural backgrounds exchange information, ideas, and meanings.

Research in intercultural communication emphasizes:

- The **importance of cultural sensitivity**, empathy, and adaptability.
- Being **aware of one's own cultural biases and practices is key**, as this self-awareness helps to navigate cross-cultural interactions more effectively.
- **Emotional Intelligence and patience play vital roles in managing misunderstandings** that often arise due to cultural differences.



One foundational model in this field is developed by **Edward T. Hall**, who introduced concepts such as "**high-context**" and "**low-context**" cultures.

In addition to **fostering better personal and professional relationships, effective intercultural communication helps in conflict resolution,** promotes collaboration, and enables a deeper appreciation of cultural diversity in increasingly globalized communities.



The Importance in a Globalized World

Globalization has accelerated the need for intercultural communication, as people from different cultural backgrounds increasingly interact in various spheres of life.



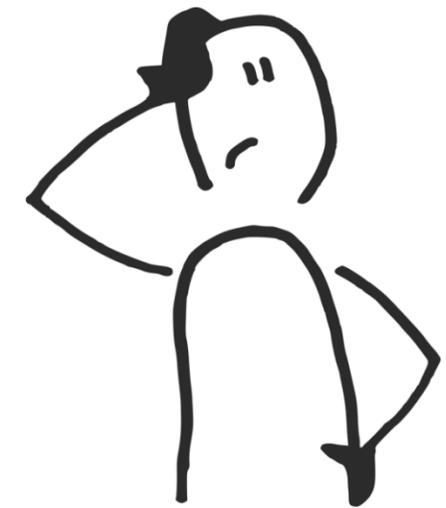
In today's interconnected world, the ability to communicate across cultural boundaries is **more important than ever**.

It **facilitates communication across linguistic and cultural boundaries, leading to more tolerance, acceptance**, and, ultimately, stronger relationships amongst people of diverse backgrounds.

Barrier to Effective Intercultural Dialogue

Barriers to intercultural communication include:

- **Language differences,**
- **Cultural stereotypes,** and
- **Nonverbal cues misunderstanding,**
- **Hindering effective interaction** and understanding between individuals from diverse cultural backgrounds.



Overcoming these barriers requires cultural sensitivity, active listening, and a willingness to learn and adapt to diverse communication styles.

Barrier to Effective Intercultural Dialogue

- **Nonverbal cues:** A nod in one culture might signify agreement, while in another, it could simply mean the listener is following along.
- **Work environment norms:** People from different cultures might have diverse expectations regarding punctuality or hierarchy.
- **Individual and collective values:** Some societies emphasize the goals of the group, while others prioritize individual achievements.





QUEUE
HERE!

Have your
ticket and
passport
ready

FLEXI CHECK

Cultural Sensitivity

Cultural sensitivity refers to **the awareness, understanding, and respect for differences between cultures, particularly in behavior, communication, values, and beliefs.**

This sensitivity is crucial for fostering **mutual respect, improving cross-cultural communication,** and ensuring that interactions are meaningful and respectful of all parties involved.



Cultural Sensitivity

Cultural sensitivity often requires individuals to

- **reflect on their own cultural biases** and assumptions and
- learn how to **adapt their behaviors** in different cultural contexts.

It helps **avoid misunderstandings and conflicts** that can arise when people are unaware of cultural norms or etiquette.



But what does that really mean

Essentially, it means that,

- As you go about your daily life, you start to **see our differences as a positive thing**, and don't consider one culture better or worse, right or wrong.
- Having cultural sensitivity doesn't mean that you must be an expert in each culture's values. It simply means that you're willing to ask honest questions, seek understanding, and **demonstrate empathy rather than judging** those around you.



The Developmental Model of Intercultural Sensitivity

By Milton Bennett.

This model serves as **a guide** for individuals to develop greater intercultural competence

Ethnocentric

- where cultures are viewed as equally valid

Ethnorelative

- where one's own culture is seen as central

It outlines six stages of increasing sensitivity to intercultural differences, moving from an **ethnocentric stages** to an **ethnorelative stages**.

Ethnocentric Stages



Denial of Difference

In this stage, individuals are often unaware of cultural differences. They may see **their culture as the only real or "normal" way of living.**



Defense against Difference:

Here, individuals recognize cultural differences but see them as a threat. They may adopt a **"us vs. them"** mentality, viewing their culture as superior and other cultures as inferior.



Minimization of Difference

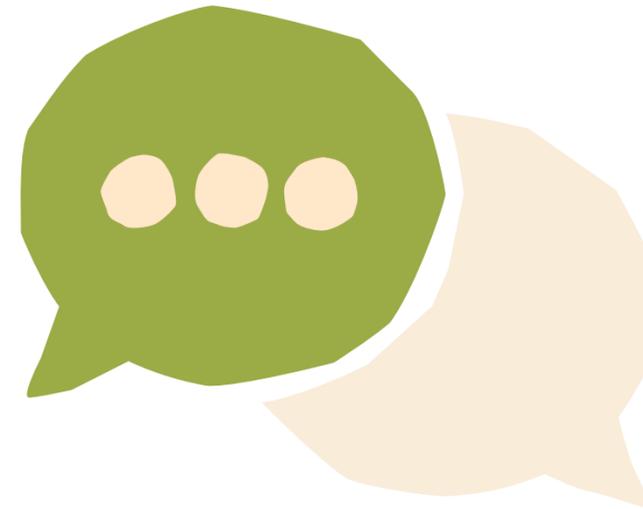
At this stage, individuals acknowledge some cultural differences but assume that deep down, **all people are essentially the same.**

Ethnorelative Stages



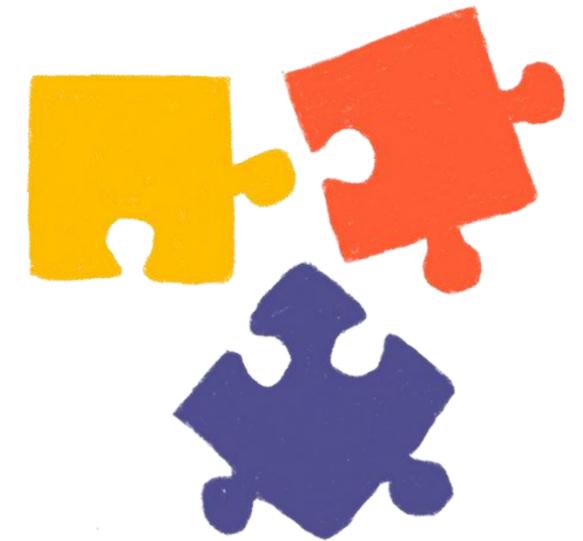
Acceptance of Difference:

In this stage, people **recognize and appreciate deep cultural differences** in values, norms, and behaviours. They don't necessarily agree with all cultural practices but accept that they are valid in their cultural context **(No judgements)**.



Adaptation to Difference

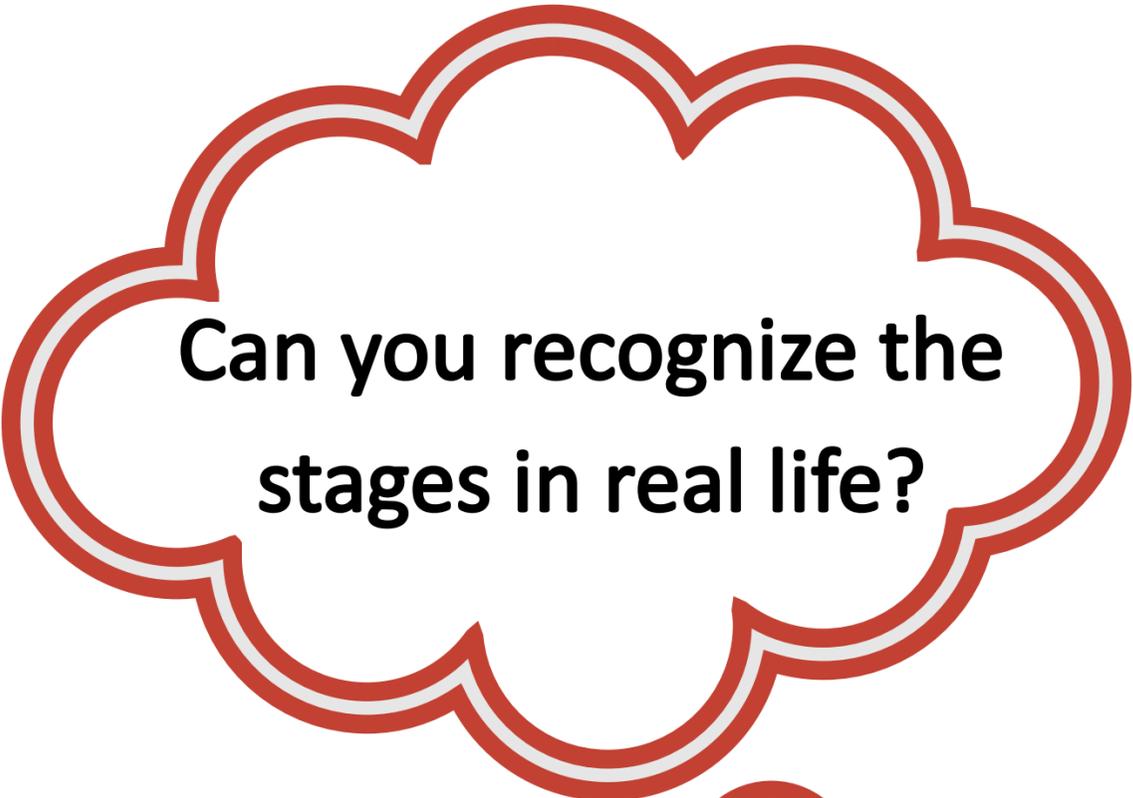
At this stage, individuals develop the ability to shift their behavior and communication style to fit different cultural contexts. **They can communicate more effectively across cultures.**



Integration of Difference

The final stage involves individuals who have moved beyond their own cultural identity and can easily shift perspectives and adapt to various cultural contexts. **These people often see themselves as global citizens.**

**Are you Culturally
Sensitive?**

A large, irregular thought bubble with a double-line border in red and white. It contains the text "Can you recognize the stages in real life?".

**Can you recognize the
stages in real life?**



The Benefits of Cultural Sensitivity

- **Enhanced Relationships:**

Respect for cultural diversity fosters trust and positive relationships

- **Effective Problem-Solving:**

Collaborative solutions are more likely to emerge when diverse perspectives are considered and respected.

- **Conflict Resolution:**

It promotes understanding, reducing the potential for misunderstanding that can escalate into conflicts.



The Benefits of Cultural Sensitivity

- **Personal Growth:**

Engaging with diverse cultures broadens perspectives cultivating open-mindedness.

- **Global Citizenship:**

Cultivating cultural sensitivity is an essential trait of responsible global citizens who contribute positively to the world.



3 How to Emphasize Active Listening and Use Inclusive Language in Fostering Respectful Dialogue

1

Be CLEAR

2

Choose the BEST time

3

Use APPROPRIATE language





Get feedback



**Develop your cultural
competence**



Check your body language



**Avoid giving too much
information**



Practice active listening skills



Monitor your Emotions



Open-mindedness for Cultural Competence

Open-mindedness involves being **receptive to new ideas and perspectives**, and not judging other cultural practices and beliefs.

Open-mindedness also involves **recognizing that your own cultural perspective is just one of many.**



Open-mindedness for Cultural Competence

In order to ensure an open-mind in cultural context, try following those tips;

- **Engage Actively in Cultural Immersion.**
- **Keep the Interactions.**
- **Avoid first thoughts of Stereotypes.**



Active Listening Exercise

You will be provided with a list of open-ended questions related to diverse topics (e.g., culture, personal experiences, beliefs) and will take turns asking questions and practicing active listening skills without interrupting.



1. Please tell me a story about yourself or your childhood that helps explain who you are, where you came from, or what your culture is?
2. What is your definition of “culture?”
3. How do you define “family?”
4. Do you have any eating habits/rituals that are specific to your culture?
5. How can you apply intercultural communication skills in the workplace or daily life?





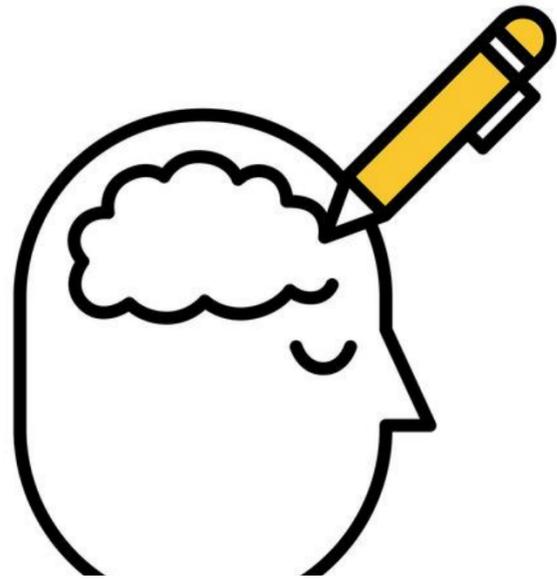
Revision-Summary and Q&A



- 1. How do you think cultural heritage, both tangible and intangible, shapes the identity and values of a community?**
- 2. In what ways can workshops on cultural fusion help individuals appreciate and engage with diverse cultural expressions?**
- 3. How do you think cultural traditions influence social values and community norms in different societies?**
- 4. What role does respect and awareness of other cultures play in fostering intercultural understanding and cooperation?**
- 5. How does intercultural communication contribute to creating a more connected and empathetic global community?**
- 6. What strategies do you think are most effective for promoting cultural sensitivity and inclusive dialogue in diverse settings?**



Do you have any questions?



What will you keep from today's training?

Training Evaluation



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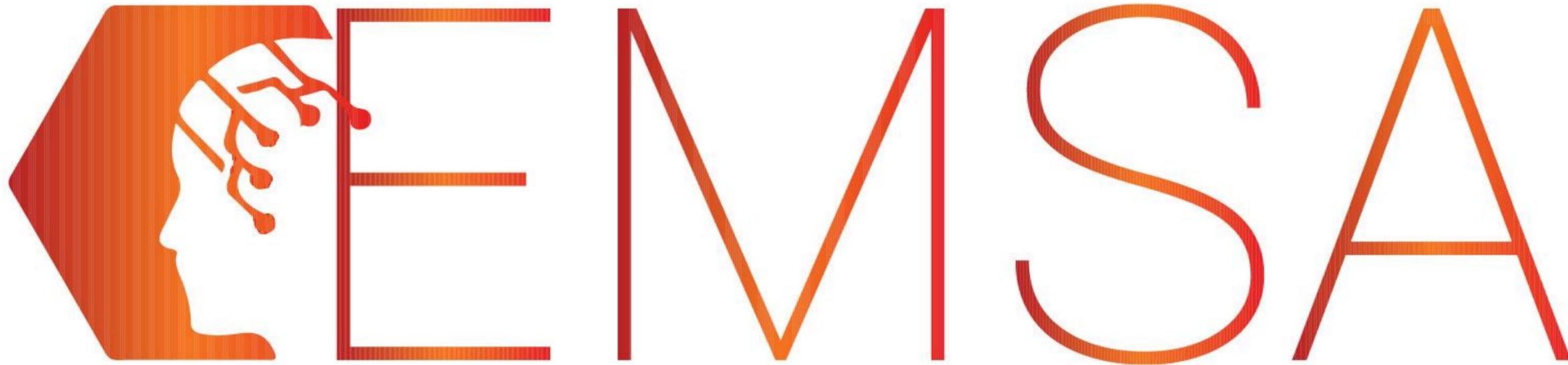
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Resources for Self-Directed Learning

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Entrepreneurial Mindset and Key Skills for All

Thank you!



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