Work Area 17 Business Environment

3.33 Understand Cultural and Diversity Awareness

- LO98 – 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.

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Module Details

Work Area Code:	17
Work area title:	Business Environment
Unit Code:	3.33
Unit Title:	Understand Cultural and Diversity Awareness
Learning Outcomes Nos:	98
Learning Outcomes titles:	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.
Recommended Duration:	2 hour
Trainer:	

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– What do you know about cultural and linguistic diversity?

– Please refer to an example of Multiculturalism

Group discussion

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- **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**

  is consciousness of one's personal cultural background.

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

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- **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.

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- **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

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Diversity in the workplace, advantages

- Brings in new ideas and opens up the world
- Larger variety of restaurants with different foods
- 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

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- **Segregation:**
  - Sometimes some groups can form their own groups and become isolated from the wider community

- **Sometimes and unfortunately, racism occurs**

- **Miscommunication issues**

- **Conflict**

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<u>working in a multicultural company...</u>

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

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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

MULTICULTURALISM

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

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2. It is important to recognize that people from different cultures have are different in a variety of ways, including

– different ways of looking at things

– different ways of dressing

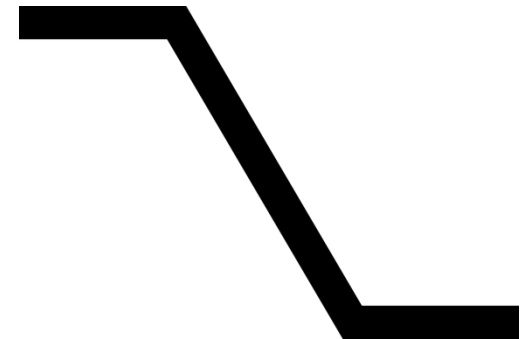– different ways of expressing personality/goodness

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3. High Context vs Low Context

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

- In a low context culture, more responsibility is placed on the listener to keep up their knowledge base and remain plugged into informal networks.

- **Implications**

- Interactions between high and low context peoples 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.
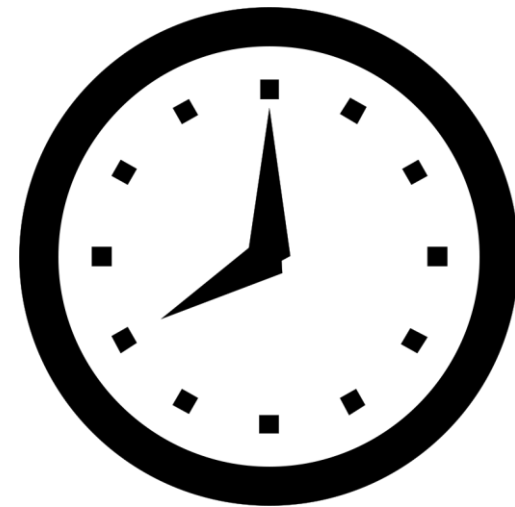
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4. Monochronic vs Polychronic

- 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.

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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.

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Methodological tool

Handle cultural differences

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- ## Review Question 1

  – What are the differences between high and low context cultures?

- ## Review Question 2

  – Define:

    - Culture

    - Cultural awareness

    - Cultural diversity

Critical Time

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- # 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 this unit