

What Is Culture



What Is Culture

- Ethnocentrism & xenophobia
- Definition
- Cultural display
- What's normal
- Culture shock



Ethnocentrism & Xenophobia

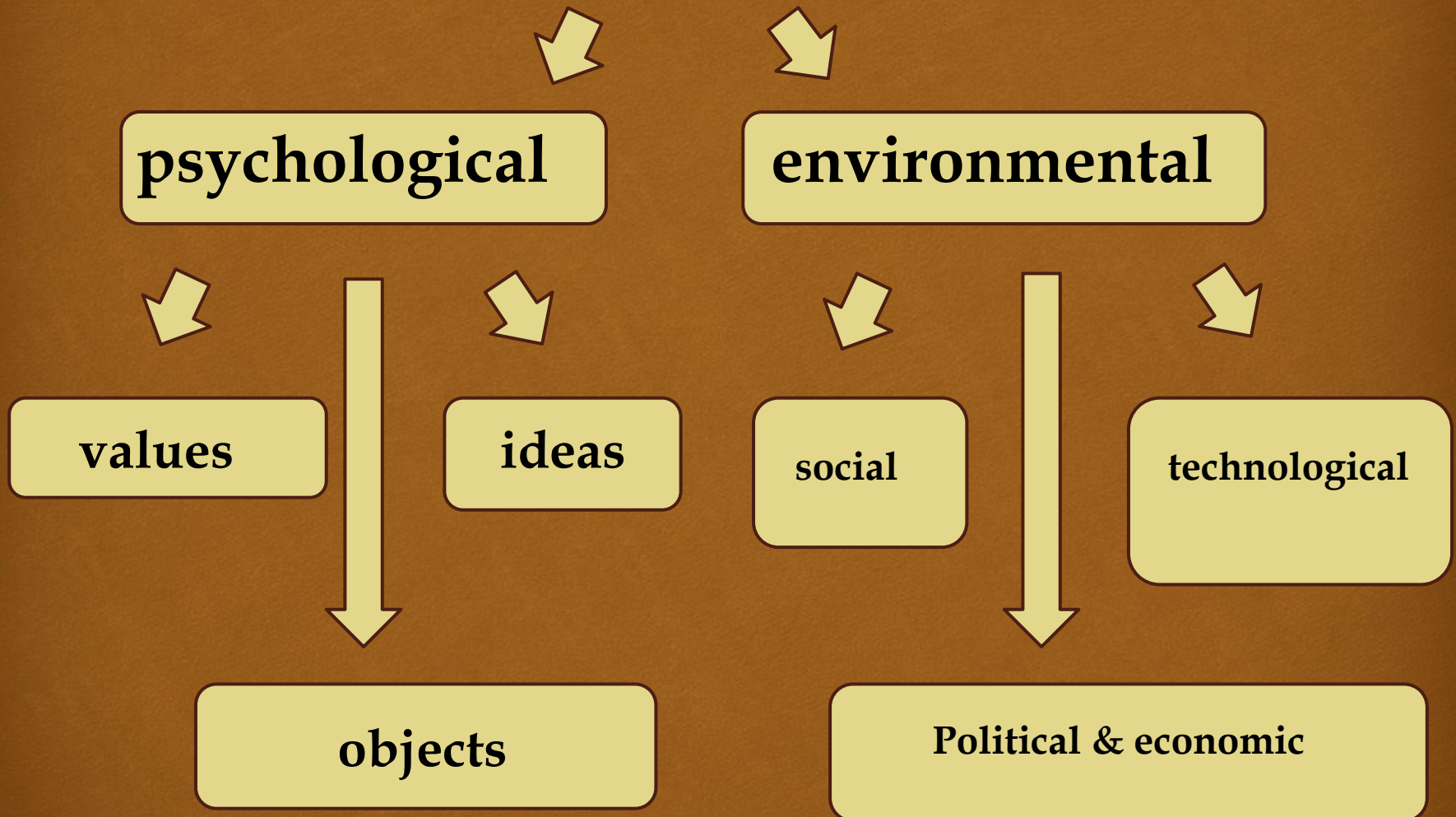
Definition

- **Culture – collective programming of the mind that distinguishes members of one category of people from another.**

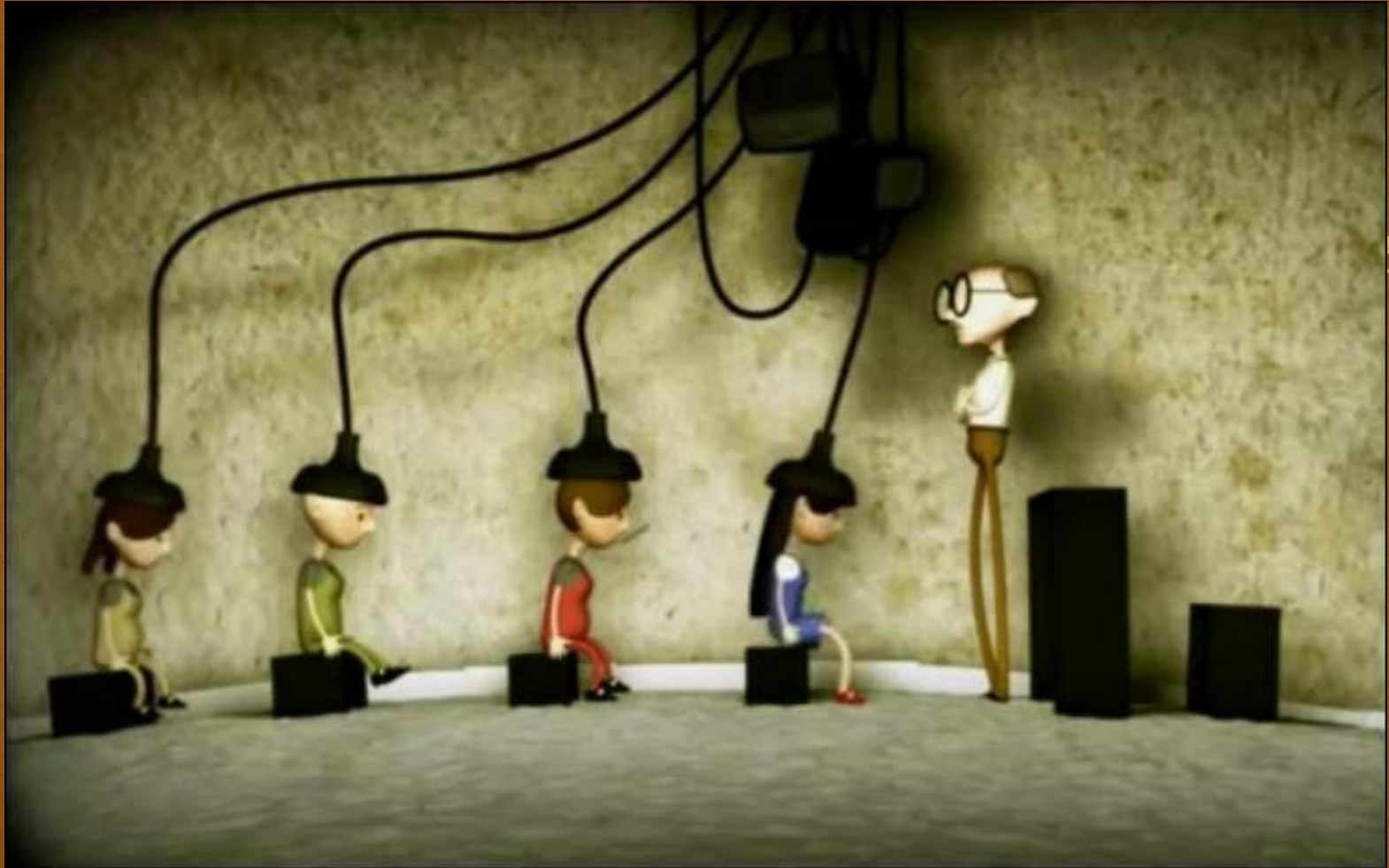
Definition

- **Culture represents a number of values, ideas, objects, and other symbols that help people to communicate, to interpret and understand the environment.**

Culture



Culture & Individual



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Cultural Display



Cultural Display

FRIENDLY CULTURE

Semi-acceptance  adaptation  conciliation
 empathy  assimilation 


ALIEN CULTURE

Resistance  defense  deadlock

Culture Shock

- Constant strain
- Acute homesickness
- Anger
- Feeling helpless and totally lonely



Culture Shock

- Anxiety
- Frustration
- Resistance
- Recovery
- Adaptation





**THANK YOU FOR
YOUR ATTENTION!**

ANY QUESTIONS?

**NO? GREAT!
BYE.**