

Cultural Sensitivity for Effective Communication

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Faculty

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Culture

- The sum of all “lived” experiences
 - What we know
 - Who we are
 - How we do things

Demographics: Factors that Influence Culture

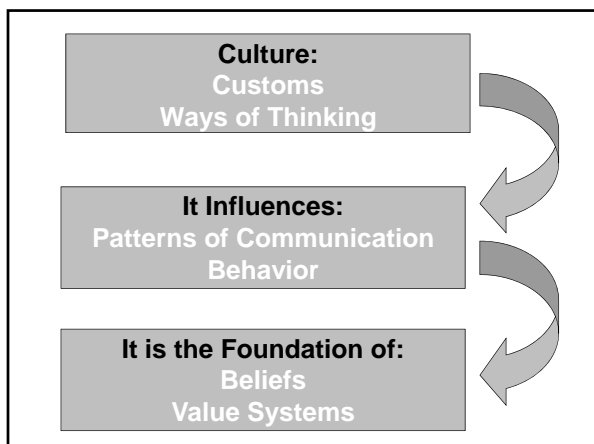


Culture Can Be Based On:

- Shared characteristics
 - Drug use
- Stage in life
 - Youth cultures
- Sexual orientation
- Gender
- Nationality

Culture Can Be Based On:

- Geographical/regional residency
- Social class/socioeconomic status
- Relationship status
- Religious beliefs
- HIV/AIDS status



Cultural Competency / Sensitivity

- The ability to respond respectfully and effectively to people of all cultures in a way that affirms and values cultural differences and protects/preserves the dignity of each individual

- Seattle King County Department of Public Health, 1994

Language

- Disseminates important information for personal and cultural survival
- Provides a sense of belonging by shared knowledge and reinforces group bonds

Cultural Sensitivity

- Conduct in which a person recognizes the existence of both shared commonalities and differences for improved communication
- Requires skills in observations, sensibility to behavior and speech
- Involves willingness to observe local codes and rules of behavior

Surface Culture and Deep Culture

- Some aspects of a culture are visible and others are hidden
- Surface culture may be tangible and recognizable of a group
- Deep culture may remain hidden but may rise to the surface in emotions and performing behavior

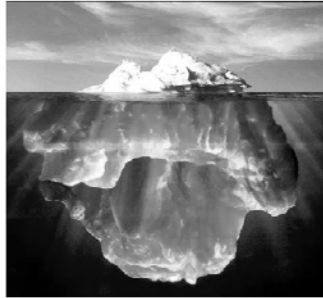
Surface Culture

What is visible when you meet someone

The image shows a large iceberg in the middle of the ocean. Only the sharp, jagged tip of the iceberg is visible above the water's surface. The vast majority of the iceberg's mass is submerged below the water, illustrating the concept of surface culture being only a small, visible part of a much larger, hidden deep culture.

Deep Culture

What cannot be seen and requires the use of dynamic interaction to elicit more of



Elements of Surface Culture

- **Food**
 - Food and culinary contributions
- **Holidays**
 - Patriotic holidays, religious observances, and personal rites and celebrations

Elements of Surface Culture

- **Arts**
 - Traditional and contemporary music, visual, and performing arts, and drama
- **Folklore**
 - Folk tales, legends, and oral history

Elements of Surface Culture

- **History**
 - Historical and humanitarian contributions and social and political movements
- **Personalities**
 - Historical, contemporary, and local figures

Elements of Deep Culture

- **Ceremony**
- **Concepts of time**
- **Courtship and marriage**
- **Ethics**
- **Family ties**
- **Health and medicine**
- **Folk myths**

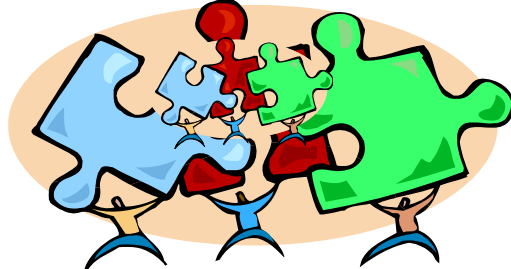
Elements of Deep Culture

- **Grooming and presence**
- **Ownership**
- **Rewards and privileges**
- **Rights and duties**
- **Religion**
- **Sex roles**
- **Space and proximity**

Elements of Deep Culture

- Subsistence
- Taboos
- Values

Being Part of the Puzzle Can Help Build Healthy Relationships!!



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