



# What is Culture?

The characteristics and knowledge of a particular group of people, encompassing language, religion, cuisine, social habits, music and arts

There are two main aspects of culture:-

- **1. Non-Material** the values and beliefs, language and communication, and practices that are shared in common by a group of people
- 2. Material the physical aspects of culture, including architecture and artefacts, the things that humans make and use

# Why is Culture Important?

Culture plays a crucial role in our lives. It is important for shaping social relationships and social order, determining how we make sense of the world and our place in it, and in shaping our everyday actions and experiences in society.

# **Cross-Cultural Communication**

With increasing global mobility, there is a greater need for effective cross-cultural communication. This can be best achieved, not necessarily by language acquisition, but by checking meanings, taking turns and seeking feedback. Self-awareness leads to better cross-cultural communication. Also, by developing a larger world view, children see the importance of non-verbal communication. Positivity and pleasantness, through an open posture and a smile, are not usually misinterpreted!

#### Why is it a World Issue?

Cultures evolve continuously, as people interact with one another, producing an intermingling of values, and material ways of life. Contact between societies remains the most important factor influencing culture and, over time, this contact has greatly increased, largely due to development in the areas of transport and technology. Our communities are becoming increasingly diverse, creating a fusion of people of many religions, languages, economic and cultural groups. An understanding and appreciation of other cultures and establishing relationships with people from cultures is vital in building and maintaining successful communities.

An appreciation of cultural diversity goes hand-in-hand with a just and equitable society and helps to overcome and prevent racial and ethnic divisions.

Children need to learn how culture affects perception, influences behaviour and shapes personalities. As they explore different cultures, it's also important to remember how much we have in common. People see the world very differently, but we are all human beings. We all love, want to learn, have hopes, dreams and fears.

At the same time, we can't pretend our cultures and differences don't matter, and we can't pretend that discrimination doesn't exist.

#### **World Issue Link**

Communication Conflict



