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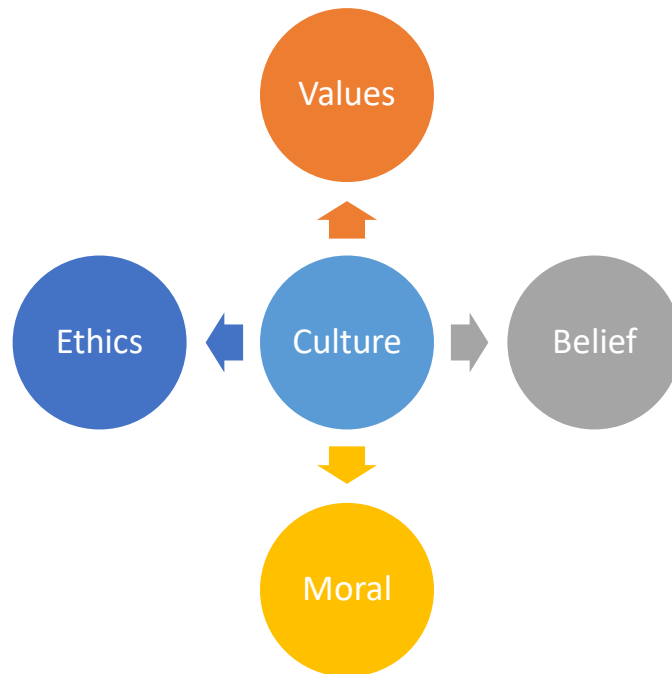
TOPIC – CULTURAL SENSITIVITY

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## Culture

When the group of people shares common idea it is called as culture. Deep, common experiences, values, norms and beliefs shared by a group of people.



## How does culture influence individuals?

- ✓ Delineates people
- ✓ Establishes patterns of behavior
- ✓ Influences interests, motives, priorities, communication, negotiation strategies

## Values and beliefs:

Values generate beliefs.

Example:

- Belief: Men and women are unequal.
- Value: Equality
- In the above example, we can see that underlying value can be derived from belief.

## ✚ Components of culture:

Culture is like iceberg. Most of the aspects are hidden and only some are visible.

## ✚ Visible aspect:



 Invisible aspect:

