**Ashwani kumar Pandey**

**CULTURAL SENSITIVITY**

**What is culture?**

* Deep, common experiences, values, norms and beliefs shared by a group of people
* Within a society, organization or institution
* Culture delineates people, establishes patterns of behavior, influences interests, motives, priorities, communication, negotiation, decision making and thought process
* Culture is mostly a set of learned behaviors.

**What are components of culture?**

* **Ethics** is a set of rules we follow.
* Something which we can quote becomes **moral**.
* **Belief** is when somebody tells you something, without asking anything and just accepting it. Can be good or bad.
* **Values** are basic principles of life. Principles or standards about what is good, evil, what is right, etc. Values generate beliefs
* **Norms** are set of rules.

**Co relation between Value and belief:**  Values generate belief

**Value:** equality

**Belief:** Men and women are equal

**Value:** Knowledge

**Belief:** Knowledge is more important than wealth

**Aspects of culture**

Generally we are only aware about few cultural aspects of a society but it is just like a tip of an iceberg. A huge part of cultural aspect is invisible and we need to get acquainted with it .Culture provides context for social interaction among people. People communicate their culture without knowing, and culture forms the backdrop against which actions are judged.

**Visible aspect of culture:**

* Style of dress
* Ways of greeting people
* Literature
* Gesture to show you understand what has been told you
* Holiday customs, tradition and celebrations, music, dancing, food, lifestyle, art
* Facial expressions and hand gesture, religious rituals.

**Invisible aspect of culture:**

* Beliefs about hospitality
* Importance of time
* Beliefs about child raising,
* Attitude about personal space
* Beliefs about responsibility of child and teens
* Concept of fairness
* Ideas about modesty
* Nature of friendship
* Work ethics
* Religious beliefs
* Rules of polite behavior
* Attitude towards age
* Role of family