opposite of the rational, modern, developed 'Western me'. This creates a requirement for inadequate cultural authenticity and inadequate worldview, which reproduces colonial thinking. The solution is not difficult - it is important to present the diversity of a culture or a group. For example, a picture of a man from a Zimbabwean village, wearing traditional clothing, can be put side by side with a picture of civil initiatives participants, people walking on the street, farmers, or family's daily life.

Who Speaks? For who? And How? --> Voices of Local People

The words that we choose to describe a certain cultural practice, what epithets we use, how we construct the text could change how we see and perceive the described culture. To ensure that our descriptions of other cultures do not become only reflections of our own cultures, we should include the voices of local people as much as it is possible. Of course, there will always be the question of translation accuracy and other issues connected to language, but by presenting stories about cultural practices told by local people we will give the opportunity for local people to represent themselves. Therefore, our goal should be to not talk 'for' but 'with' the other culture and seek to reveal multiple and diverse voices of cultural groups.

(Original text is in Lithuanian. This is draft translation made by "Anthropos")