

# Moving beyond stereotypes

FSTML: The Forum

Howard Culbertson

# What do I do with Paul NWolfskill?

- He's got a big heart . . . .

BUT

- He's boisterous.
- He's loud.
- He wants to get things done NOW
- He even steps on the toes of fellow Americans

# Culture?

- Paul Wolfskill and many other people think of culture as classical music, art and the use of good grammar and syntax.

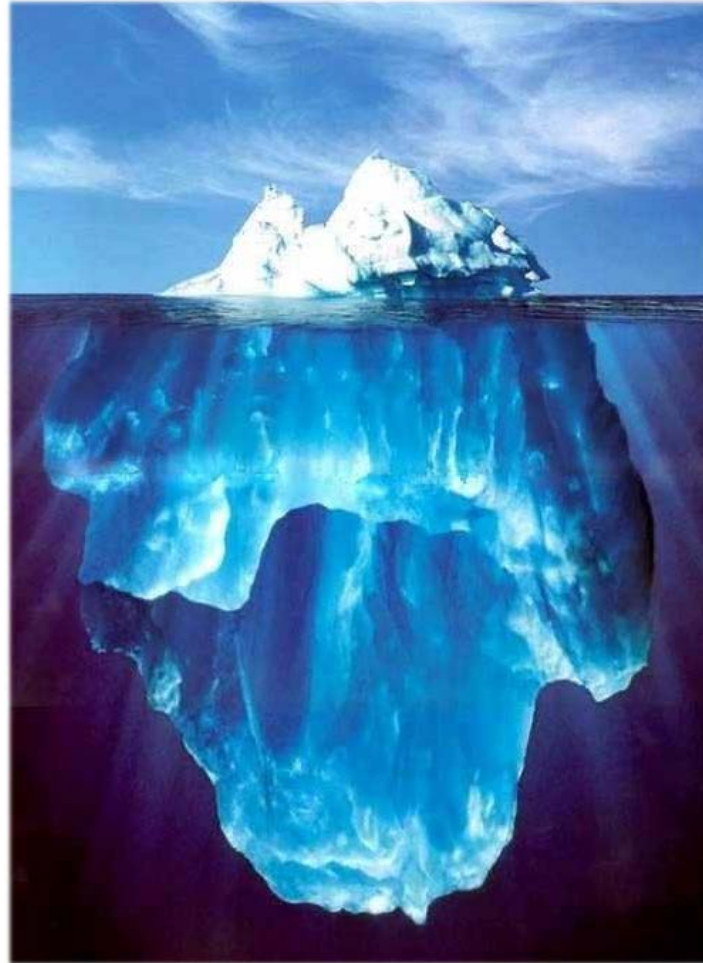
**“Culture is  
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you a stranger  
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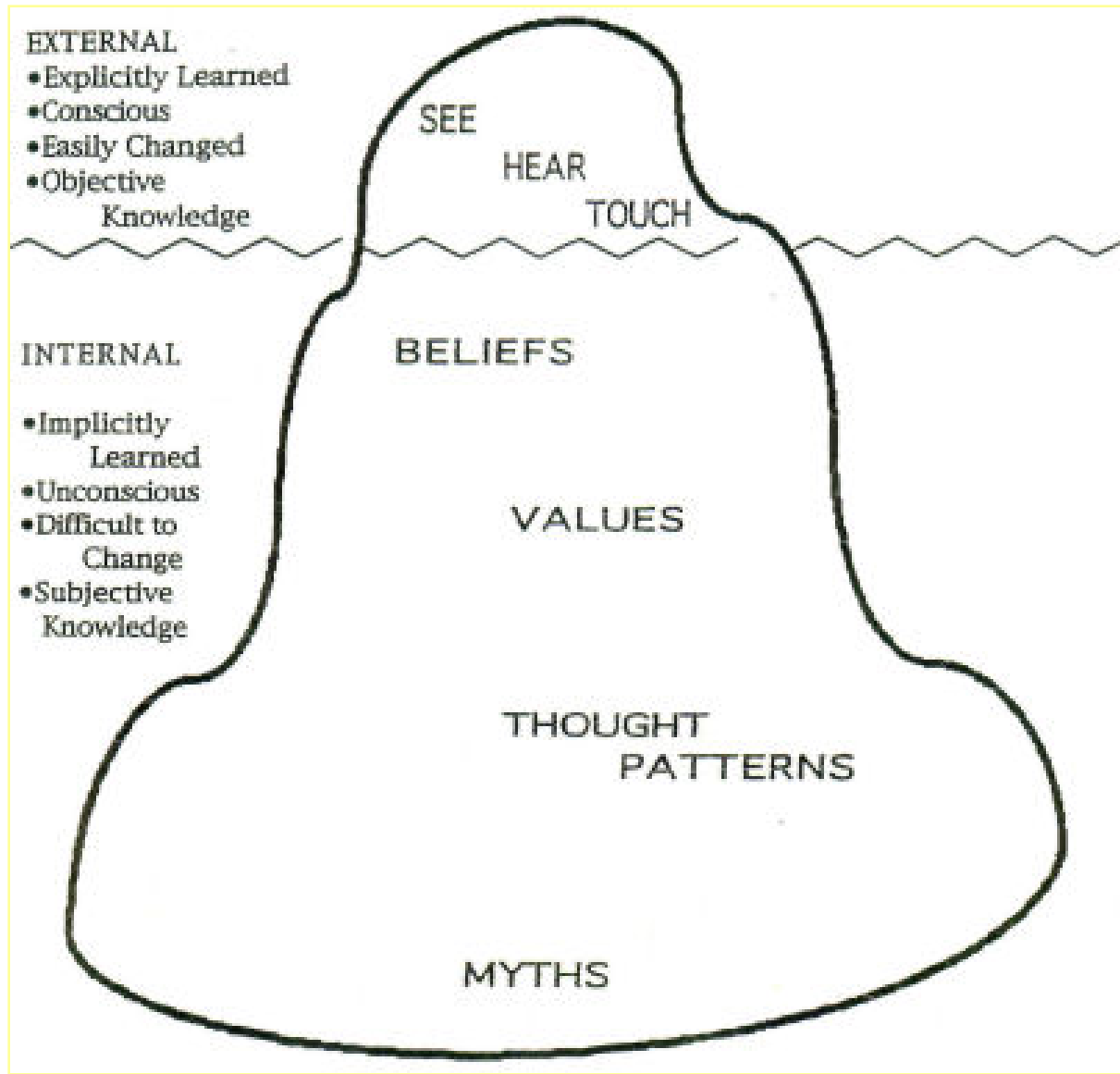
# Defining culture

1. Philip Bock – What makes you a stranger when you're away from home
2. Ruth Benedict – learned patterns
3. Charles Kraft – Complex, integrated coping mechanism
4. Bob Sjogren -- What makes us "us" and them "them"

# An iceberg as an analogy of culture



From Gary Weaver in *Culture, Communication and Conflict: Readings in Intercultural Relations*



# Developing Cultural Intelligence (or CQ = cultural quotient)

- Too much / too little?
- Limited time for cultural orientation
  - Anthropologist George Murdock's 70 “cultural universals”



age-grading  
athletic sports  
bodily adornment  
calendar  
cleanliness training  
community  
organization  
cooking  
co-operative labor  
cosmology  
courtship  
dancing  
decorative art  
divination  
division of labor  
dream interpretation  
education  
eschatology

ethics  
ethno-botany  
etiquette  
faith healing  
family  
feasting  
fire-making  
folklore  
food taboos  
funeral rites  
games  
gestures  
gift-giving  
government  
greetings  
hair styles  
hospitality

housing  
hygiene  
incest taboos  
inheritance rules  
joking  
kin groups  
kinship  
nomenclature  
language  
law  
luck / superstitions  
magic  
marriage  
mealtimes  
medicine  
obstetrics  
penal sanctions  
personal names

population policy  
postnatal care  
pregnancy usages  
property rights  
propitiation of  
supernatural beings  
puberty customs  
religious ritual  
residence rules  
sexual restrictions  
soul concepts  
status differentiation  
surgery  
tool-making  
trade  
visiting  
weather control  
weaving

# The “why” of Cultural Intelligence

- *“Missionaries will learn new things every day including new foods and new customs that they are not used to. When they come back, they will be able to teach others what to do and not to do in that country so they will not upset anyone.”* – student in introductory missiology class

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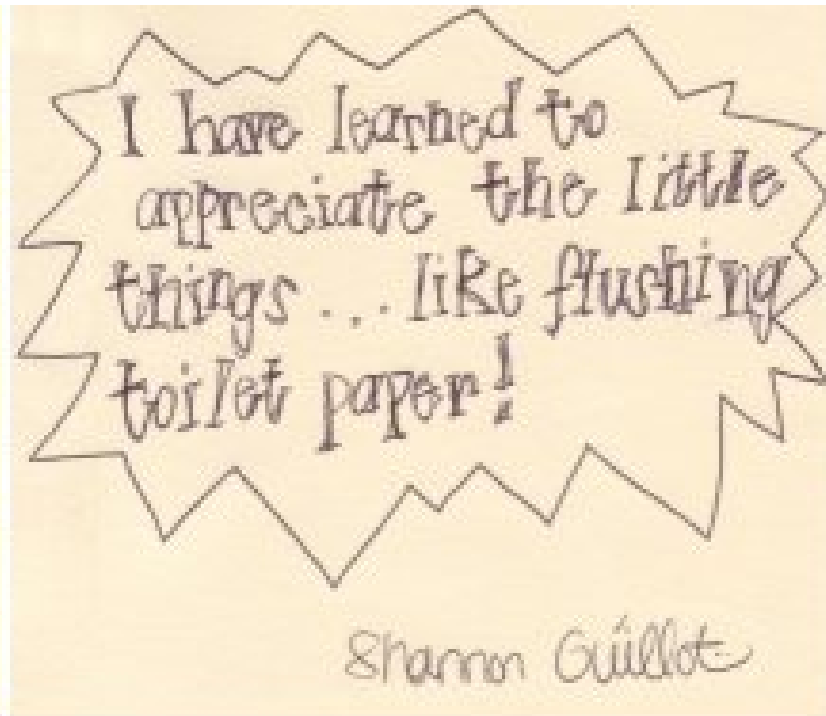
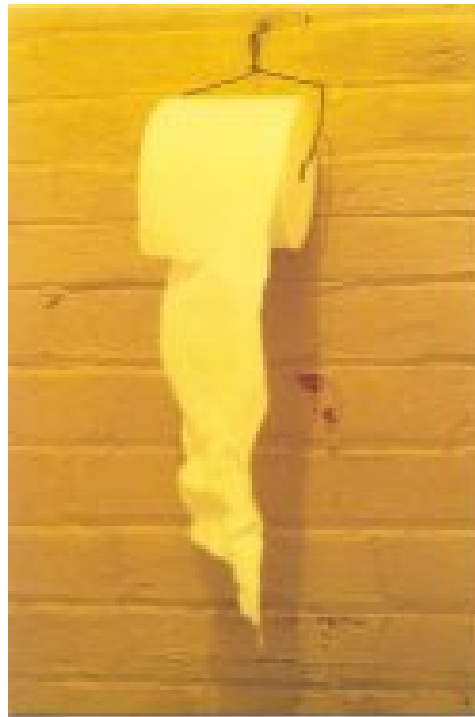
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- Goal: Embrace (rather than simply staying out of trouble)
  - Focus on attitude more than actions
  - Key words
    - Aware
    - Curious
    - Sensitive