

# 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.

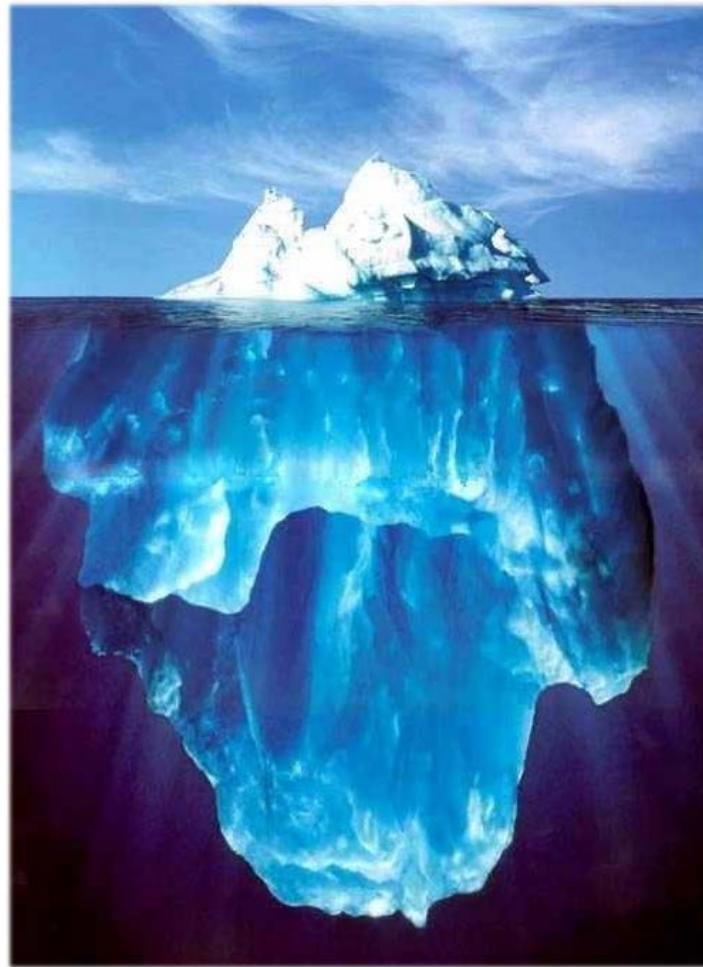
**“Culture is  
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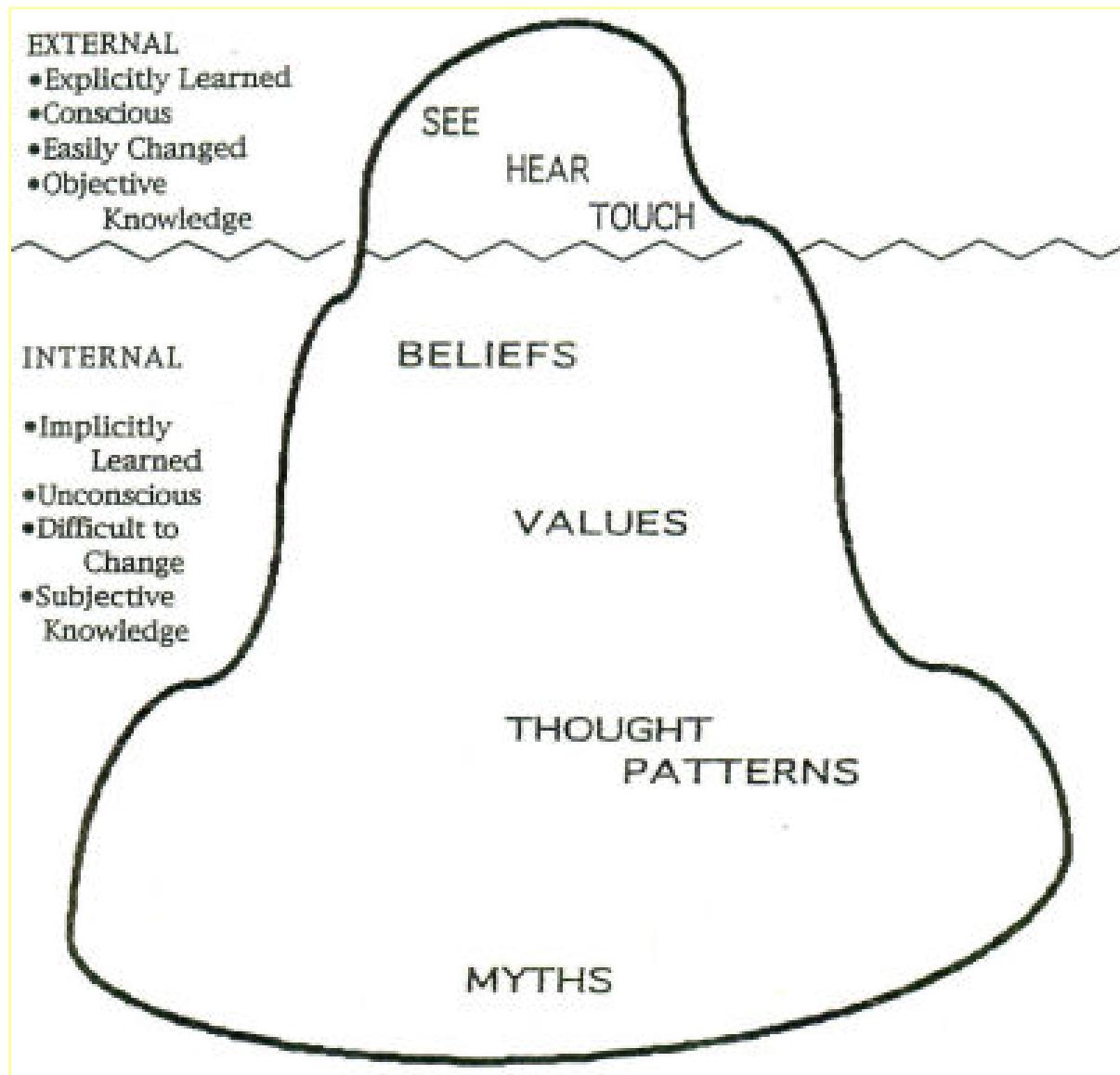
# Defining culture

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	ethics	housing	population policy
athletic sports	ethno-botany	hygiene	postnatal care
bodily adornment	etiquette	incest taboos	pregnancy usages
calendar	faith healing	inheritance rules	property rights
cleanliness training	family	joking	propitiation of supernatural beings
community organization	feasting	kin groups	puberty customs
cooking	fire-making	kinship	religious ritual
co-operative labor	folklore	nomenclature	residence rules
cosmology	food taboos	language	sexual restrictions
courtship	funeral rites	law	soul concepts
dancing	games	luck / superstitions	status differentiation
decorative art	gestures	magic	surgery
divination	gift-giving	marriage	tool-making
division of labor	government	mealtimes	trade
dream interpretation	greetings	medicine	visiting
education	hair styles	obstetrics	weather control
eschatology	hospitality	penal sanctions	
		personal names	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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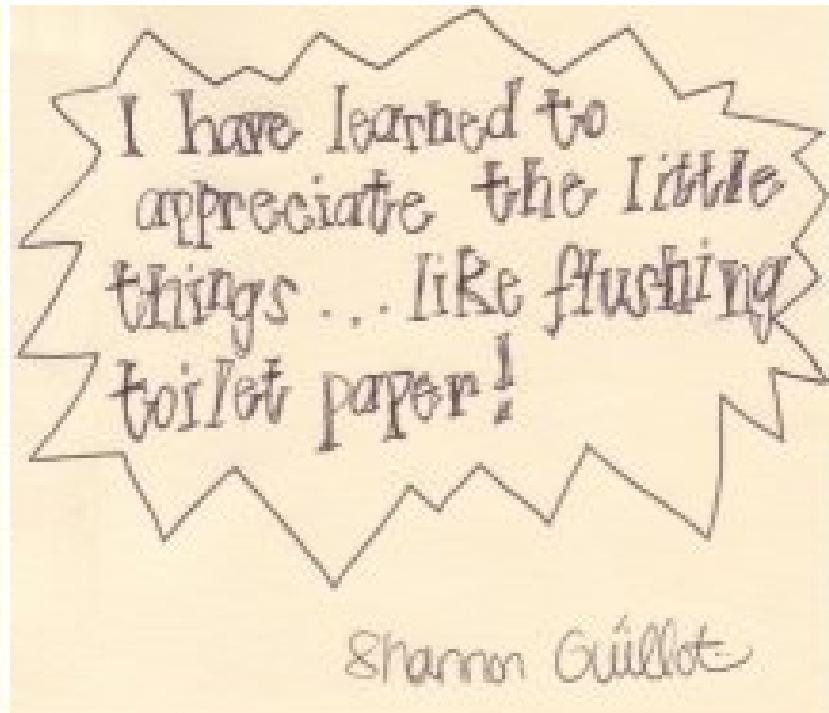
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- Goal: Embrace (rather than simply staying out of trouble)
  - Focus on attitude more than actions
  - Key words
    - Aware
    - Curious
    - Sensitive