



Culturally Competent Communication

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Create the possibilities to live in the
world you want to live in



Talk the talk

- People talk about culture and communication all the time but what exactly do those words mean?



Lets get right to it ...

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- What is Culture?
 - What is Communication?



Culture is ...

- The learned shared behavior of members of the society.
- A social blueprint, a guide for living, the way of life of a society
 - Fulcher and scott (1999)



Culture (continued)

- By culture sociologists mean the beliefs of the society and their symbolic representation through its creative activities ...
- Culture can best be discussed between beliefs, which are the content of the culture, and creative activities, which express this content in actions or objects.


-J. Farley

Communication is ...

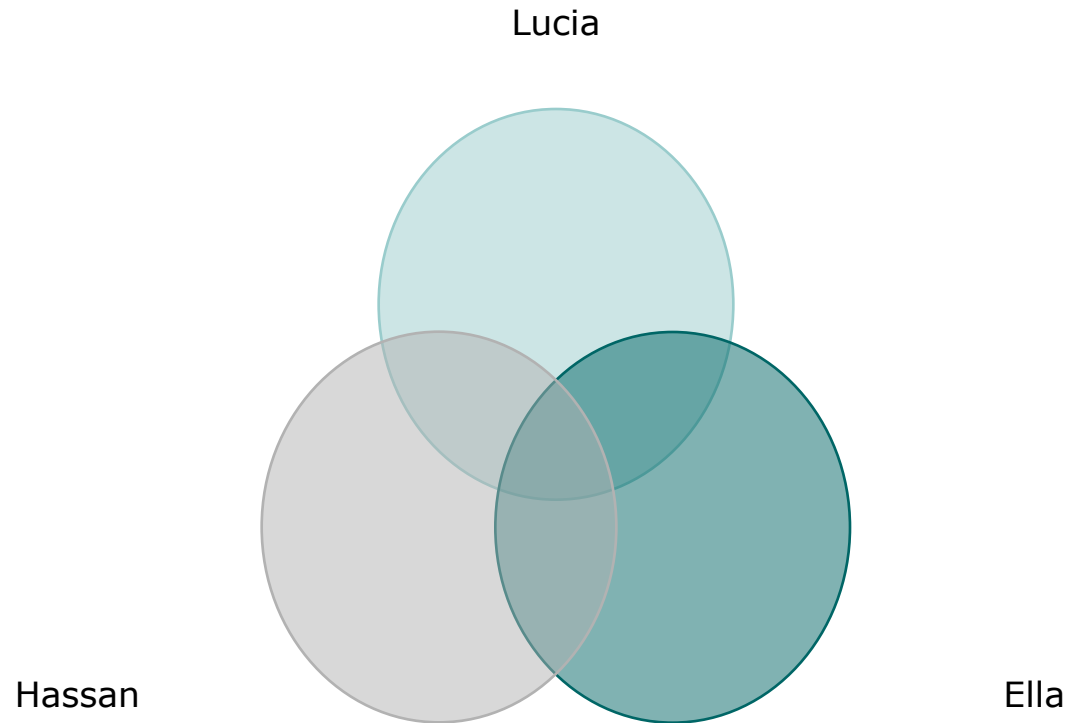
- Everyday interaction depends on subtle relationships between what we convey with our faces and bodies and what we express in words.
- In many social interactions, we engage in unfocused interaction with others.

Unfocused interaction - takes place whenever individuals exhibit mutual awareness of one another's presence.

Focused interaction - occurs when individuals directly attend to what others say or do.

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- In order to survive, an infant must learn the skills, knowledge and accepted ways of behaving of the society into which it was born. It must learn a way of life; in sociological terminology, it must learn the culture of its society.

Walk the walk ...





Communicating

- How was this experience for you?
- What did you learn?
- What did you expect to happen that didn't?



Sacrifice your comfort ...


Make your way in a
foreign land ...

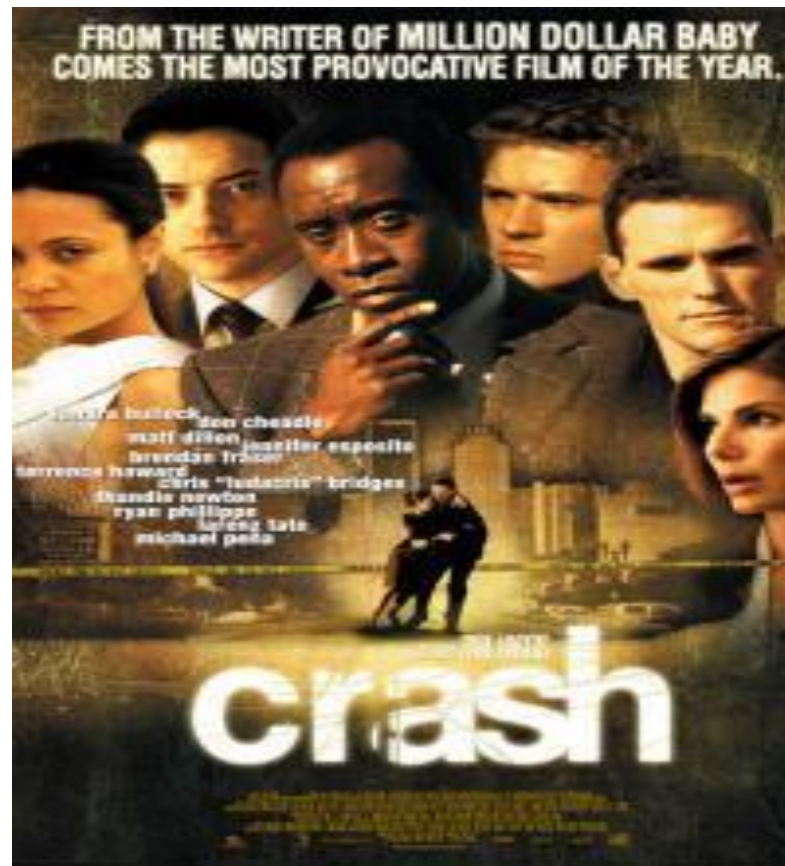
Wrestle with your darkness ...



The “other”

- Family
- Peers
- Media/Television
- Message to the youth ...


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- Limited exposure ...
 - <http://www.youtube.com/watch?v=ESSI8AGH8Vk>





From the Film CRASH

- **Shereen**: They think we're Arab.
When did Persian become Arab?


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-
- It's just black people demeaning other black people, using that word over and over. You ever hear white people callin' each other "honky" all the time? "Hey, honky, how's work?" "Not bad, cracker, we're diversifying!"



Start by ...

Accepting, knowing, understanding your

- **ISMS**
- racism
- Sexism
- heterosexism
 - able-ism
 - Class-ism



Be the Change you wish to see in
the world.

- Gandhi



Cultural Competent Communication begins with you.

- What do your thoughts sound like?
- What does your language/actions sound/look like?
- What does your surrounding look like?



The Office

- Training/Orientation
- Brochures
- Magazines
- Language
- In take forms
- Posters
- Behind closed doors ...



Films that make you go hmmmm...

- Crash
- My Life in Pink
- Brokeback Mountain
- Real Women have Curves
- Beautiful Thing
- Kandahar
- Strangers in Good Company
- Solas
- Four Little Girls
- Faat-Kine



And in one word

Compassion