

## Glossary of Cross Cultural Terms

**Acculturation Difficulty** - A problem stemming from an inability to appropriately adapt to a different culture or environment. The problem is not based on any coexisting mental disorder.

**Achieved Status** - Social status and prestige of an individual acquired as a result of individual accomplishments (cf. ascribed status).

**Adaptation** - is a process of reconciliation and of coming to terms with a changed socio-cultural environment by making "*adjustments*" in one's cultural identity. It is also a stage of intercultural sensitivity, which may allow the person to function in a bicultural capacity. In this stage, a person is able to take the perspective of another culture and operate successfully within that culture. The person should know enough about his or her own culture and a second culture to allow a mental shift into the value scheme of the other culture, and an evaluation of behaviour based on its norms, rather than the norms of the individual's culture of origin. This is referred to as "*cognitive adaptation*." The more advanced form of adaptation is "*behavioural adaptation*," in which the person can produce behaviours appropriate to the norms of the second culture. Adaptation may also refer to patterns of behavior which enable a culture to cope with its surroundings.

**Adaptation Level** - Individual standards of comparison for evaluating properties of physical and social environment such as crowding and noise.

**Advocacy View** - of applied anthropology is the belief that as anthropologists have acquired expertise on human problems and social change, and because they study, understand, and respect cultural values, they should be responsible for making policies affecting people.

**Affirmative Action** - "*Affirmative action*" refers to positive steps taken to increase the representation of minorities (racial, ethnic minorities and women in general) in areas of employment, education, and business from which they have been historically excluded.

**Age Discrimination** - is discrimination against a person or group on the basis of age. Age discrimination usually comes in one of two forms: discrimination against youth, and discrimination against the elderly.

**Age Set** - Group uniting all men or women born during a certain historical time span.

**Aggregate** - Any collection of individuals who do not interact with one another.

**Alternative Medicine** - Any form of medicine or healthcare practices which are not within the jurisdiction of the official health care delivery system nor legally sanctioned.

**Ambient Environment** - Changeable aspects of an individual's immediate surroundings, e.g., light, sounds, air quality, humidity, temperature etc.

**Ambient Stressors** - Factors in the environment that contributes to the experience of stress.

**Anchor** - A reference point for making judgments. In social judgment theory, anchor is the point corresponding to the centre of the latitude of acceptance.

**Animism** - Is the belief that souls inhabit all or most objects. Animism attributes personalized souls to animals, vegetables, and minerals in a manner that the material

object is also governed by the qualities which compose its particular soul. Animistic religions generally do not accept a sharp distinction between spirit and matter.

**Anthropology** - The study of the human species and its immediate ancestors.

Anthropology is the comparative study of past and contemporary cultures, focusing on the ways of life, and customs of all peoples of the world. Main sub-disciplines are physical anthropology, archaeology, linguistic anthropology, ethnology (which is also called social or cultural anthropology) and theoretical anthropology, and applied anthropology.

**Apartheid** - was a system of racial segregation used in South Africa from 1948 to the early 1990s. Though first used in 1917 by Jan Smuts, the future Prime Minister of South Africa, apartheid was simply an extension of the segregationist policies of previous white governments in South Africa. The term originates in Afrikaans or Dutch, where it means "*separateness*". Races, classified by law into White, Black, Indian, and Coloured groups, were separated, each with their own homelands and institutions. This prevented non-white people from having a vote or influence on the governance. Education, medical care and other public services available to non-white people were vastly inferior and non-whites were not allowed to run businesses or professional practices in those areas designated as '*White South Africa*'.

**Arbitration** - Third-party assistance to two or more groups for reaching an agreement, where the third party or arbitrary has the power to force everyone to accept a particular solution.

**Arranged Marriage** - Any marriage in which the selection of a spouse is outside the control of the bride and groom. Usually parents or their representatives select brides or grooms by trying to match compatibility rather than relying on romantic attraction.

**Ascribed Status** - Social status which is the re A concept that originated with the Maori of New Zealand, that focuses on culturally –appropriate health care services, as well as improving healthcare access, inequalities in health, unequal power relations, and the social, political, and historical context of care

**Assimilation** - is a process of consistent integration whereby members of an ethno-cultural group, typically immigrants, or other minority groups, are "*absorbed*" into an established larger community. If a child assimilates into a new culture, he/she gives up his/her cultural values and beliefs and adopts the new cultural values in their place.

Originates from a Piagetian (Swiss Developmental Psychologist JEAN PIAGET, 1896-1980) term describing a person's ability to comprehend and integrate new experiences.

**Assimilation Effects** - Shifts in judgments towards an anchor point in social judgment theory.

**Attachment Theory** - A theory of the formation and characterization of relationships based on the progress and outcome of an individual's experiences as an infant in relation to the primary caregiver.

**Attitude** - Evaluation of people, objects, or issues about which an individual has some knowledge.

**Availability Heuristic** - The tendency to be biased by events readily accessible in our memory.

## B

**Baak Gwai** - A derogatory term meaning "*White devil*" or "*white ghost*" used by the Chinese in Mainland China and Hong Kong to refer to Caucasians.

**Banana** - Derogatory term for an East Asian person who is "*yellow on the outside, white on the inside*" used by other Asian Americans to indicate someone who has lost touch with their cultural identity and have over-assimilated in white, American culture.

**Band** - Basic unit of social organization among foragers. A band includes fewer than 100 people; it often splits up seasonally.

**Belief System** - is the way in which a culture collectively constructs a model or framework for how it thinks about something. A religion is a particular kind of belief system. Other examples of general forms of belief systems are ideologies, paradigms and world-views also known by the German word *Weltanschauung*. In addition to governing almost all aspects of human activity, belief systems have a significant impact on what a culture deems worthy of passing down to following generations as its cultural heritage. This also influences how cultures view the cultural heritage of other cultures. Many people today recognize that there is no one correct belief system or way of thinking. This is known as relativism or conceptual relativism. This contrasts with objectivism and essentialism, both of which posit a reality that is independent of the way in which people conceptualize. A plurality of belief systems is a hallmark of *postmodernism*.

**Belief in a Just World** - The tendency of people to want to believe that the world is "*just*" so that when they witness an otherwise inexplicable injustice they will rationalize it by searching for things that the victim might have done to deserve it. Also called the just-world theory, just-world fallacy, just-world effect, or just-world hypothesis, Famous proponent is Melvin Lerner.

**Biculturalism** - The simultaneous identification with two cultures when an individual feels equally at home in both cultures and feels emotional attachment with both cultures. The term started appearing in the 1950s.

**Biethnic** - Of two ethnic groups: belonging or relating to two different ethnic groups. Usually, used in reference to a person. For example: if a person's father is French and mother English, she is biethnic though not biracial. See also *biracial*.

**Bilingual Education** - teaching a second language by relying heavily on the native language of the speaker. The background theory claims that a strong sense of one's one culture and language is necessary to acquire another language and culture.

**Bilateral Kinship Calculation** - is a system in which kinship ties are calculated equally through both sexes: mother and father, sister and brother, daughter and son, and so on.

**Biological Determinists** - are those who argue that human behaviour and social organization are biologically determined and not learnt.

**Biracial** - Of two races. Usually, used to refer to people whose parents come from two different races, e.g., father is Chinese and mother English.

**Bottom-up Development** - Economic and social changes brought about by activities of individuals and social groups in society rather than by the state and its agents.

**Bride Price** - is the payment made by a man to the family from whom he takes a daughter in marriage.

## C

**Complementary Medicine** - Traditional or alternative health beliefs or practices which are brought into a healing practice to enhance the dominant healthcare modality.

**Corporate Culture** - The fundamental philosophy of an organization is determined by its corporate culture. The behavior and actions of individuals within a corporation illustrate the existing culture of that organization.

**Capital** - Wealth or resources invested in business, with the intent of producing a profit for the owner of the capital.

**Capitalist World Economy**- The single world system, committed to production for sale, with the object of maximizing profits rather than supplying domestic needs. The term was launched by the US historical social scientist, Immanuel Wallenstein.

**Capitalism** - Economic or socio-economic system in which production and distribution are designed to accumulate capital and create profit. A characteristic feature of the system is the separation of those who own the means of production and those who work for them. *The Communist Manifesto* by Karl Marx and Friedrich Engels first used the term *Kapitalist* in 1848. The first use of the word *capitalism* is by novelist William Thackeray in 1854.

**Caste System** - Hereditary system of stratification. Hierarchical social status is ascribed at birth and often dictated by religion or other social norms. Today, it is most commonly associated with the Indian caste system and the *Varna* in Hinduism.

**Charlie** - Non-derogatory slang term used by American troops during the Vietnam War as a shorthand term for Vietnamese guerrillas. Shortened from "*Victor Charlie*", the phonetic alphabet for Viet Cong, or VC. It was also a mildly derogatory term used by African Americans, in the 1960s and 1970s, for a white person (from James Baldwin's novel, *Blues for Mr. Charlie*).

**Chieftdom** - Kin-based form of sociopolitical organization between the tribe and the state. It comes with differential access to resources and a permanent political structure. The relations among villages as well as among individuals are unequal, with smaller villages under the authority of leaders in larger villages; it has a two-level settlement hierarchy.

**Clan** - Form of unilateral descent group based on stipulated descent. A clan is a group of people united by kinship and descent, which is defined by perceived descent from a common ancestor. As kinship based bonds can be merely symbolical in nature some clans share a "*stipulated*" common ancestor.

**Clash of Civilizations** - is a hotly debated theory publicized by Samuel P. Huntington with his 1996 book *The Clash of Civilizations and the Remaking of World Order*. He argues that the world has cultural fault lines similar to the physical ones that cause earthquakes and that people's cultural/religious identity will be the primary agent of conflict in the post-Cold War world. Bernard Lewis first used the term in an article in the September 1990 issue of *The Atlantic Monthly* called "*The Roots of Muslim Rage*."

**Collateral Household** - is a type of expanded family household including siblings and their spouses and children.

**Collectivism** - Individualism/Collectivism is one of the Hofstede dimensions in intercultural communication studies. "*Collectivism pertains to societies in which people from birth onwards are integrated into strong, cohesive in-groups, which throughout people's lifetime continue to protect them in exchange for unquestioning loyalty.*" (Hofstede, G. (1991).

**Colonialism** - The political, social, economic, and cultural domination of a territory and its people by a foreign power for an extended time.

**Communism** - A political theory of Karl Marx and Friedrich Engels. Communism is characterized by the common ownership of the means of production contra private ownership in capitalism. The Soviet Union was the first communist state and lasted from 1917 to 1991.

**Complex Societies** - are usually nation states; large and populous, with social stratification and centralized forms of governments.

**Consanguineal Kin** - A blood relative. An individual related by common descent from the same individual. In most societies of the world, kinship can be traced both by common descent and through marriage, although a distinction is usually made between the two categories. The degree of consanguinity between any two people can be calculated as the percentage of genes they share through common descent.

**Contact Zone** - The space in which *transculturation* takes place - where two different cultures meet and inform each other, often in highly asymmetrical ways.

**Core Values** - Basic, or central values that integrate a culture and help distinguish it from others.

**Cosmology** - Ideas and beliefs about the universe as an ordered system, its origin and the place of humans in the universe through which, people in that culture understand the makeup and the workings of all things.

**Counterculture** - is a sociological term used to describe a cultural or social group whose values and norms are at odds with those of the social mainstream. The term became popular during the youth rebellion and unrest in the USA and Western Europe in the 1960s as a reaction against the conservative social norms of the 1950s. The Russian term *Counterculture* has a different meaning and is used to define a cultural movement that promotes acting outside the usual conventions of Russian culture - using explicit language, graphical description of sex, violence and illicit activities. Counterculture in an Asian context as launched by Dr. Sebastian Kappen, an Indian Theologian very influential in the third world, means an approach for navigating between the two opposing cultural phenomena in modern Asian countries: (1) invasion by western capitalist culture and (2) the emergence of revivalist movements in reaction. Identification with the first requires losing own identity and with the second results in living in a world of obsolete myths and phantoms of the dead past. Thus discovering one's own cultural roots in a creative and yet critical fashion while being open to the positive facets of the other. (Adapted from <http://www.wikipedia.org>)

**Cross Cousins** - Children of a brother and a sister.

**Cross Cultural** - Interaction between individuals from different cultures. The term cross-cultural is generally used to describe comparative studies of cultures. Inter cultural is also used for the same meaning.

**Cross Cultural Awareness** - develops from cross-cultural knowledge as the learner understands and appreciates the deeper functioning of a culture. This may also be followed by changes in the learner's own behaviour and attitudes and a greater flexibility and openness becomes visible.

**Cross-Cultural Communication** - (also referred to as *Intercultural Communication*) is a field of study that looks at how people from differing cultural backgrounds try to communicate. As a science, Cross-cultural communication tries to bring together such seemingly unrelated disciplines as communication, information theory, learning theories and cultural anthropology. The aim is to produce increased understanding and some guidelines, which would help people from different cultures to better, communicate with each other.

**Cross-Cultural Communication Skills** - refers to the ability to recognize cultural differences and similarities when dealing with someone from another culture and also the ability to recognize features of own behaviour, which are affected by culture.

**Cross Cultural Competence** - is the final stage of cross-cultural learning and signals the individual's ability to work effectively across cultures. Cross cultural competency necessitates more than knowledge,

**Cross Cultural Knowledge** - refers to a surface level familiarization with cultural characteristics, values, beliefs and behaviours. It is vital to basic cross-cultural understanding and without it cross-cultural competence cannot develop.

**Cross Cultural Sensitivity** - refers to an individual's ability to read into situations, contexts and behaviours that are culturally rooted and consequently the individual is able to react to them suitably. A suitable response necessitates that the individual no longer carries his/her own culturally predetermined interpretations of the situation or behaviour (i.e. good/bad, right/wrong).

**Cultural Alienation** - is the process of devaluing or abandoning one's own culture or cultural background in favour of another.

**Cultural Anthropology** - The study of contemporary and recent historical cultures among humans all over the world. The focus is on social organization, culture change, economic and political systems and religion. Cultural anthropologists argue that culture is "*human nature*," and that all people have a capacity to classify experiences, encode classifications symbolically and teach such abstractions to others. They believe that humans acquire culture through learning and people living in different places or different circumstances may develop different cultures because it is through culture that people can adapt to their environment in non-genetic ways. Cultural anthropology is also referred to as social or socio-cultural anthropology. Key theorists: Franz Boas, Emile Durkheim, Clifford Geertz, Marvin Harris, Claude Levi-Strauss, Karl Marx.

**Cultural Boundaries** - Cultural Boundaries can be defined as those invisible lines, which divide territories, cultures, traditions, practices, and worldviews. Typically they are not aligned with the physical boundaries of political entities such as nation states.

**Cultural Components** - Attributes that vary from culture to culture, including religion, language, architecture, cuisine, technology, music, dance, sports, medicine, dress, gender roles, laws, education, government, agriculture, economy, grooming, values, work ethic, etiquette, courtship, recreation, and gestures.

**Culturally Competent Healthcare** - Healthcare practice which recognizes the importance of cultural beliefs and practices in restoration and maintenance of health, and thus adapts, modifies and reorients perceptions and practices within a bio-medical setting in response to the cultural background of the patient.

**Cultural Competency** - The ability to respond respectfully and effectively to people of all cultures, classes, ethnic background and religions in a manner that recognizes and values cultural differences and similarities.

**Cultural Construct** - the idea that the characteristics people attribute to social categories such as gender, illness, death, status of women, and status of men is culturally defined.

**Cultural Convergence** - is an idea that increased communication among the peoples of the world via the Internet will lead to the differences among national cultures becoming smaller over time, eventually resulting in the formation of a single global culture. One outcome of this process is that unique national identities will disappear, replaced by a single transnational identity. Henry Jenkins, a professor at the Massachusetts Institute of Technology, USA coined the term in 1998.

**Cultural Cringe** - refers to an internalized inferiority complex of an entire culture. This leads people of that culture to dismiss their own culture as inferior to the cultures of other countries. In 1950 the Melbourne critic A.A.Philips coined the term *Cultural cringe* to show how Australians widely assumed that anything produced by local artists, dramatists, actors, musicians and writers was inferior to the works of the British and European counterparts. The term cultural cringe is very close to "*cultural alienation*" or the process of devaluing or abandoning one's own culture or cultural background in favour of another.

**Cultural Determinists** - are those who relate behaviour and social organization to cultural or environmental factors. The focus is on variation rather than on universals and stresses learning and the role of culture in human adaptation.

**Cultural Diffusion** - The spreading of a cultural trait (e.g., material object, idea, or behaviour pattern) from one society to another.

**Cultural Dissonance** - Elements of discord or lack of agreement within a culture.

**Cultural Diversity** - Differences in race, ethnicity, language, nationality or religion. Cultural diversity refers to the variety or multiformity of human social structures, belief systems, and strategies for adapting to situations in different parts of the world.

**Cultural Evolution** - Theories that have developed since the mid-19th century, which attempt to explain processes and patterns of cultural change. Often such theories have presented such change as "*progress*," from "*earlier*" forms ("*primitive*", "*less developed*," "*less advanced*" etc.) to "*later*" forms ("*more developed*," "*more advanced*"). These schemes usually have reflected the ethnocentrism of the theorists, as they frequently put their own societies at the pinnacle of "progress."

**Cultural Identity** - is the identity of a group or culture, or of an individual as her/his belonging to a group or culture affects her/his view of her/him. People who feel they belong to the same culture share a common set of norms.

**Cultural Imperialism** - is the rapid spread or advance of one culture at the expense of others, or its imposition on other cultures, which it modifies, replaces, or destroys- usually due to economic or political reasons.

**Cultural Landscape**- The natural landscape as modified by human activities and bearing the imprint of a culture group or society including buildings, shrines, signage, sports and recreational facilities, economic and agricultural structures, transportation systems, etc.

**Cultural Materialism** - Is a theoretical approach in Cultural Anthropology that explores and examines culture as a reflection or product of material conditions in a society. Cultural materialism is a variation on basic materialist approaches to understanding culture. The Anthropologist Marvin Harris is a famous representative.

**Cultural Norms** - are behaviour patterns that are typical of specific groups, which have distinct identities, based on culture, language, ethnicity or race separating them from other groups. Such behaviours are learned early in life from parents, teachers, peers and other human interaction. Norms are the unwritten rules that govern individual behaviour. Norms assume importance especially when broken or when an individual finds him/herself in a foreign environment dealing with an unfamiliar culture where the norms are different.

**Cultural Relativism** - The position that the values, beliefs and customs of cultures differ and deserve recognition and acceptance. This principle was established by the German anthropologist Franz Boas (1858-1942) in the first few decades of the 20th century. Cultural relativism as a movement was in part a response to Western ethnocentrism. Between World War I and World War II, "*Cultural relativism*" was the central tool for American anthropologists in their refusal of Western claims to universality.

**Cultural Resource Management (CRM)** - is the branch of applied archaeology which aims to preserve archeological sites threatened by prospective dams, highways, and other projects.

**Cultural Rights** - is the idea that certain rights are vested not in individuals but in larger identifiable groups, such as religious and ethnic minorities and indigenous societies. Cultural rights include a group's ability to preserve its culture, to raise its children in the ways of its ancestors, to continue practicing its language, and not to be deprived of its economic base by the nation-state or large political entity in which it is located.

**Cultural Safety** - A concept that originated with the Maori of New Zealand, that focuses on culturally –appropriate health care services, as well as improving healthcare access, inequalities in health, unequal power relations, and the social, political, and historical context of care

**Cultural Sensitivity** - is a necessary component of cultural competence, meaning that we make an effort to be aware of the potential and actual cultural factors that affect our interactions with others.

**Cultural Traits** - Distinguishing features of a culture such as language, dress, religion, values, and an emphasis on family; these traits are shared throughout that culture.



**Cultural Universality**- General cultural traits and features found in all societies of the world. Some examples are organization of family life; roles of males, females, children and elders; division of labour; religious beliefs and practices; birth and death rituals; stories of creation and myths for explaining the unknown; "*rights*" and "*wrongs*" of behaviour etc.

**Cultural Universalism** - Cultural Universalism is the assertion that there exist values, which transcend cultural and national differences. Universalism claims that more "primitive" cultures will eventually evolve to have the same system of law and rights as Western cultures. Cultural relativists on the other hand hold an opposite viewpoint, that a traditional culture is unchangeable. In universalism, an individual is a social unit, possessing inalienable rights, and driven by the pursuit of self-interest. In the cultural relativist model, a community is the basic social unit where concepts such as individualism, freedom of choice, and equality are absent.

**Cultural values:** The individual's desirable or preferred way of acting or knowing something that is sustained over time and that governs actions

**Culture** - The shared values, norms, traditions, customs, arts, history, folklore and institutions of a group of people. "*Integrated pattern of human knowledge, belief, and behaviour that is both a result of an integral to the human capacity for learning and transmitting knowledge to succeeding generations.*" The etymological root of the word is from the Latin '*colere*' which means to cultivate, from which is derived '*cultus*', that which is cultivated or fashioned. In comparison of words such as "*Kultur*" and "*Zivilisation*" in German, "culture" and "civilization" in English, and "culture" and "civilization" in French the concepts reveal very different perspectives. The meaning of these concepts is however, converging across languages as a result of international contacts, cultural exchanges and other information processes.

Quotation from source <http://www.britannica.com>

**Culture Shock** - A state of distress and tension with possible physical symptoms after a person relocates to an unfamiliar cultural environment. This term was used by social scientists in the 1950s to describe, the difficulties of a person moving from the country to a big city but now the meaning has changed to mean relocating to a different culture or country. One of the first recorded uses of the term was in 1954 by the anthropologist Dr. Kalervo Oberg who was born to Finnish parents in British Columbia, Canada. While giving a talk to the Women's Club of Rio de Janeiro, August 3, 1954, he identified four stages of culture shock-the honeymoon of being a newcomer and guest, the hostility and aggressiveness of coming to grips with different way of life, working through feelings of superiority and gaining ability to operate in the culture by learning the language and finally acceptance of another way of living and worldview. (Source: *American Anthropologist* June, 1974 Vol.76 (2): 357-359.

## D

**Daughter Languages** - are languages developing out of the same parent language; for example, French and Spanish are daughter languages of Latin or Bengali and Hindi are daughter languages of Sanskrit.

**Debriefing** - Open discussion at the end of a study or experiment when the researcher reveals the complete procedure and background to the subject and explains the reasons for any possible deceptions that may have taken place and were necessary for the success.

**Demarginalization** - The process which facilitates a marginal or stigmatized space becoming '*normalized*' so that its population is incorporated into the mainstream.

**Descent Group** - is a permanent social unit whose members claim common ancestry. Usually this is fundamental to tribal society.

**Differential Access** - refers to unequal access to resources, which is the basic attribute of different social structures from chiefdoms and states.

**Diffuse** - Diffuse/Specific is one of the value dimensions proposed by Trompenaars & Hampden-Turner (1997). It shows "*how far we choose to get involved*". In a very diffuse culture, a large part of the life is regarded as "private", where other persons without explicit consent have no access.

**Diffusion** - is the borrowing of cultural traits between societies, either directly or through intermediaries.

**Dimensions of Diversity** - Dimensions of diversity in humans includes, but is not limited to: culture, gender, age, ethnicity, nationality, geography, lifestyle, education, income, health, physical appearance, pigmentation, language, personality, beliefs, faith, dreams, interests, aspirations, skills, professions, perceptions, and experiences.

**Discrimination** - Treatment or consideration based on class or category defined by prejudicial attitudes and beliefs rather than individual merit. The denial of equal treatment, civil liberties and opportunities to education, accommodation, health care, employment and access. In many countries discrimination by law consists of making unjust distinctions based on:

- Religion, political affiliation, marital or family status
- Age, sexual orientation, gender, race, colour, nationality
- Physical, developmental or mental disability

**Diversity** - The concept of diversity means understanding that each individual is unique, and recognizing individual differences along the dimensions of race, ethnicity, gender, sexual orientation, socio-economic status, age, physical abilities, religious beliefs, political beliefs, or other ideologies. Primary dimensions are those that cannot be changed e.g., age, ethnicity, gender, physical abilities/qualities, race and sexual orientation. Secondary dimensions of diversity are those that can be changed, e.g., educational background, geographic location, income, marital status, parental status, religious beliefs, and work role/experiences. Diversity or diversity management includes, therefore, knowing how to relate to those qualities and conditions that are different from our own and outside the groups to which we belong.

¶ **Diversity Initiative** - Sets of policy, definitions, action-plans and steps to map out, support and protect diversity in different dimensions such as age, gender ethnicity etc in any organization, society or area.

**Dominant Culture** - There is usually one "dominant" culture in each area that forms the basis for defining that culture. This is determined by power and control in cultural institutions (church, government, education, mass media, monetary systems, and

economics). Often, those in the dominant culture do not see the privilege that accrues to them by being dominant "norm" and do not identify themselves as being the dominant culture. Rather, they believe that their cultural norm.

**Dowry** - A marital exchange in which the wife's family provides substantial gifts of money, goods or property to the husband's family. The opposite direction, property given to the bride by the groom, is called dower.

## E

**Egalitarianism** - Affirming, promoting, or characterized by belief in equal political, economic, social, and civil rights for all people. One of the seven fundamental value dimensions of Shalom Schwartz measuring how other people are recognized as moral equals.

**Embeddedness** - One of the seven fundamental value dimensions of Shalom Schwartz describing people as part of a collective.

**Enculturation** - is the process whereby an established culture teaches an individual its accepted norms and values, by establishing a context of boundaries and correctness that dictates what is and is not permissible within that society's framework. Enculturation is learned through communication by way of speech, words, action and gestures. The six components of culture learnt are: *technological, economic, political, interactive, and ideological and world-view*. It is also called *socialization*. (Conrad Phillip Kottack, *Cultural Anthropology*)

**Endogamy** - is the practice of marrying within one's own social group. Cultures that practice endogamy require marriage between specified social groups, classes, or ethnicities. Strictly endogamous communities like the *Jews*, the *Parsees* of India and the *Yazidi* of Iraq claim that endogamy helps minorities to survive over a long time in societies with other practices and beliefs. The opposite practice is *exogamy*.

**Equity, Increased** - is a reduction in absolute poverty and a fairer or more even distribution of wealth in a particular society or nation state.

**Ethnic Competence** - The capacity to function effectively in more than one culture, requiring the ability to appreciate and understand features of other ethnic groups and further to interact with people of ethnic groups other than one's own.

**Ethnic Group** - Group characterized by cultural similarities (shared among members of that group) and differences (between that group and others). Members of an ethnic group share beliefs, values, habits, customs, norms, a common language, religion, history, geography, kinship, and/or race.

**Ethnic Slur** - Is a term used to insult someone on the basis of ethnicity, race or nationality. Some derogatory examples are Flip (Western derogatory term used for Filipinos), **Ginzo** in US (for Italian Americans), **Gweilo** ("*Foreign devil*" or "*white ghost*", term used by the Chinese to refer to Westerners), **Paki** (UK for a South Asian) etc.

**Ethnicity** - Belonging to a common group with shared heritage, often linked by race, nationality and language.

**Ethnocentrism** - Belief in the superiority of one's own ethnic group. Seeing the world through the lenses of one's own people or culture so that own culture always looks best and becomes the pattern everyone else should fit into.

**Ethnography** - A research methodology associated with anthropology and sociology that systematically tries to describe the culture of a group of people by trying to understand the natives'/insiders' view of their own world (an emic view of the world).

**Ethnology** - Cross-cultural comparison or the comparative study of ethnographic data, of society and of culture

**Ethnomusicology** - is the comparative study of the music's of different places of the world and of music as a central aspect of culture and society.

**Ethnosemantics** - is the study of meaning attached to specific terms used by members of a group. Ethnosemantics concentrates on the meaning of categories of reality and folk taxonomies to the people who use them. (Source: Cultural Anthropology.

A.R.N.Srivastava. Prentice-Hall)

**Exogamy** - is the custom of marrying outside a specific group to which one belongs. Some experts hold that the custom of exogamy originated from a scarcity of women, which forced men to seek wives from other groups, e.g., marriage by capture. Another viewpoint ascribes the origin of exogamy to totemism, and claim that a religious respect for the blood of a totemic clan, led to exogamy. The opposite of exogamy is *endogamy*.

**Expatriate** - Someone who has left his or her home country to live and work in another country. When we go to another country to live, we become expatriates or expats for short.

**Extended Family** - The relatives of an individual, both by blood and by marriage, other than its immediate family, such as aunts, uncles, grandparents and cousins, who live in close proximity and often under one roof. Extended families are very common in collectivistic cultures. This is the opposite of the nuclear family.

**Family of Orientation** - Nuclear family in which one is born and grows up.

**Family of Procreation** - Nuclear family established when one marries and has children.

**Femininity** - Masculinity/Femininity is one of the Hofstede dimensions. Hofstede defines this dimension as follows: "*femininity pertains to societies in which social agenda roles overlap (i.e., men and women are supposed be modest, tender, and concerned with the quality of life).*" (Hofstede, 1991, p. 83)

**Feudalism** - Hierarchical social and political system common in Europe during the medieval period. The majority of the population was engaged in subsistence agriculture while simultaneously having an obligation to fulfill certain duties for the landholder. At the same time the landholder owed various obligations called fealty to his overlord.

**First Nation** - The indigenous population of Canada, excepting the Inuit or **Métis** people. The term came into common usage in the 1980s to refer mostly to Canada's aboriginal people, most of who live around Ontario and British Columbia.

**Flip** - Is a Western derogatory term used for Filipinos.

**Folk** - means '*Of the people*', originally coined for European peasants. It refers to the art, music, and lore of ordinary people, as contrasted with the "*high*" art or "*classic*" art of the European elites.

## G

**Gender Discrimination** - Gender discrimination is any action that allows or denies opportunities, privileges or rewards to a person on the basis of their gender alone. The term 'glass ceiling' describes the process by which women are barred from promotion by means of an invisible barrier. In the United States, the Glass Ceiling Commission has stated that women represent 1.1 per cent of inside directors (those drawn from top management of the company) on the boards of Fortune 500 companies.

**Gender Roles** - The tasks and activities that a culture assigns to each sex.

**Gender Stereotypes** - are oversimplified but strongly held ideas about the characteristics, roles and behaviour models of males and females.

**Gender Stratification** - Unequal distribution of rewards (socially valued resources, power, prestige, and personal freedom) between men and women, depending on their different positions in a social hierarchy.

**Generalized Reciprocity** - is the principle that characterizes exchanges between closely related individuals. As social distance increases, reciprocity becomes balanced and finally negative.

**Genetic Marker** - Is a known DNA sequence of the human DNA. Genetic markers can be used to study the relationship between an inherited disease and its likely genetic cause.

**Genitor** - Biological father of a child.

**Ginzo** - Is a US derogatory term to refer to Italian Americans.

**Global Culture** - One world culture. The earth's inhabitants will lose their individual cultural diversity and one culture will remain for all the people.

**Globalization** - A disputed term relating to transformation in the relationship between space, economy and society. The International Monetary Fund defines globalization as "*the growing economic interdependence of countries worldwide through increasing volume and variety of cross-border transactions in goods and services, free international capital flows, and more rapid and widespread diffusion of technology*". Meanwhile, The International Forum on Globalization defines it as "*the present worldwide drive toward a globalized economic system dominated by supranational corporate trade and banking institutions that are not accountable to democratic processes or national governments.*"

**Gweilo** - A derogatory term meaning "*Foreign devil*" or "*white ghost*" used by the Chinese in South of Mainland China and Hong Kong to refer to Westerners.

## H

**Helping Behaviour** - Prosocial behaviour that benefits others more than the person. Different from prosocial cooperation, in which mutual benefit is gained.

**Hierarchy** - One of the seven fundamental value dimensions of Shalom Schwartz measuring the unequal distribution of power in a culture.

**High Context and Low Context Cultures** - According to E.T. Hall (1981), all communication (verbal as well as nonverbal) is contextually bound. What we do or do not

pay attention to is largely dictated by cultural contexting. In low-context cultures, the majority of the information is explicitly communicated in the verbal message. In high-context cultures the information is embedded in the context. High- and low-context cultures also differ in their definition of social and power hierarchies, relationships, work ethics, business practices, time management. Low-context cultures tend to emphasize the individual while high-context cultures places more importance on the collective.

**Historical Linguistics** - also called diachronic linguistics, is the study of how and why languages change.

**Holistic** - Emphasizing the importance of the whole and the interdependence of its parts. Interested in the whole of the human condition: past, present, and future; biology, society, language, and culture.

**Holocultural Analysis** - A paradigm of research for testing hypotheses "*by means of correlations found in a worldwide, comparative study whose units of study are entire societies or cultures, and whose sampling universe is either (a) all known cultures... or (b) all known primitive tribes*" (Naroll, Michik, & Naroll, 1976).

**Human Rights** - Human rights refers to the basic rights and freedoms to which all humans irrespective of countries, cultures, politics, languages, skin colour and religions are entitled. Examples of human rights are the right to life and liberty, freedom of expression, and equality before the law, the right to participate in culture, the right to work, the right to hold religious beliefs without persecution, and to not be enslaved, or imprisoned without charge and the right to education.

**Hybridity** - Refers to groups as a mixture of local and non-local influences; their character and cultural attributes is a product of contact with the world beyond a local place. The term originates from agriculture and has for a long time been strongly related to pejorative concepts of racism and racial purity from western colonial history.

**Hyperdescent** - is the practice of determining the lineage of a child of mixed race ancestry by assigning the child the race of his more socially dominant parent (opposite of **Hypodescent**).

**Hypodescent** - A social rule that automatically places the children of a union or mating between members of different socioeconomic groups in the less-privileged group. In its most extreme form in the United States, hypodescent came to be known as the "*one drop rule*," meaning that if a person had one drop of black blood, he was considered black. The opposite of hypodescent is **hyperdescent**.

## I

**Imaginary Geographies** - The ideas and representations that divide the world into spaces and areas with specific meanings and associations. These can exist on different scales e.g. the imaginaries that divide the world into a developed core and less developed peripheries or the imagined divide between the deprived inner city and the affluent suburbs. (Sibley)

**Imperialism** - A policy of extending the rule of a nation or empire over foreign nations or of taking and holding foreign colonies by forceful conquest.

**Independent Invention** - Appearance of the same cultural trait or pattern in separate cultures as a result of comparable needs and circumstances.

**Indigenized** - Adapted or modified to fit the local culture.

**Indigenous Peoples** - Those peoples native to a particular territory that was later colonized, particularly by Europeans. Other terms for indigenous peoples include aborigines, native peoples, first peoples, Fourth World, first nations and autochthonous (this last term having a derivation from Greek, meaning "*sprung from the earth*"). The UN Permanent Forum on Indigenous Issues estimates range from 300 million to 350 million as of the start of the 21st century or just fewer than 6 per cent of the total world population. This includes at least 5000 distinct peoples in over 72 countries.

**Individualism** - Individualism/Collectivism is one of the Hofstede dimensions in intercultural communication studies. He defines this dimension as: "*individualism pertains to societies in which the ties between individuals are loose: everyone is expected to look after himself or herself and his or her immediate family.*" (Hofstede, 1991, p.51)

**International Culture** - Cultural traditions that extend beyond the boundaries of nation states.

**Integration** - The bringing of people of different racial or ethnic groups into unrestricted and equal association, as in society or an organization; desegregation. An individual integrates when s/he becomes a part of the existing society.

**Interpretive Approach in Cultural Anthropology** - Regards culture as "*texts,*" to be read and translated for their "*thick*" meaning. Clifford Geertz is an example of those who represents this approach.

**Islamophobia** - Fear and dread of Islam, which has been increasing particularly since September 11th 2001. The Runnymede Trust in 1997 identified '*closed*' and '*open*' views of Islam. Closed views see Islam as static and unchanging, as primitive, sexist, aggressive, and threatening. Closed views of Islam see hostility towards Muslims as 'normal' and are used to justify discrimination because no common values with other religions are admitted. Central to closed views, or 'Islamophobia', and propagated by the Western media, is the assumption that all Muslims support all actions taken in the name of Islam. Terrorists are called '*Islamic Fundamentalists*' although Muslims see them as breaking Islamic law and they suffer from being associated with terrorists and murderers. Open views see Islam as a diverse and progressive faith with internal differences, debates and developments. Recognizing shared values with other faiths and cultures Islam is perceived to be equally worthy of respect. Criticisms by the West are considered and differences and disagreements do not diminish efforts to combat discrimination while care is taken that critical views of Islam are not unfair and inaccurate.

## J

**Jati** - A local subcastes in Hindu India.

**Joint Family Household** - Is a complex family unit formed through polygyny or polyandry or through the decision of married siblings to live together with or without their parents.

**Jook Sing** - A Chinese term used to refer to "*American Born Chinese*" of either U.S. or Canadian birth. Meaning "*hollow bamboo*" in Cantonese, it suggests that the target of the remark may be Chinese on the outside, but lacks the cultural beliefs and values that would make them "*truly*" Chinese.

## K

**Kinesics** - The study of non-linguistic bodily movements, such as gestures, stances and facial expressions as a systematic mode of communication.

**Kinship Calculation** - The system by which people in a particular society reckon kin relationships.

**Kike or Kyke** - Derogatory term in the U.S. for a Jew. From *kikel*, in Yiddish for "*circle*". Probably came from the practice that early immigrant Jews signed legal documents with an "O" (rather than an "X")

## L

**Language** - is the primary means of communication for humans. It may be spoken or written and features productivity and displacement and is culturally transmitted.

**Levirate** - Custom by which a widow marries the brother of her deceased husband.

**Life Expectancy** - is the length of time that a person can, on the average, expect to live.

**Life History** - provides a personal cultural portrait of existence or change in a culture.

**Liminality** - The critically important marginal or in-between phase of a rite of passage.

**Lineage** - Unilineal descent group based on demonstrated descent.

**Lineal Relative** - Any of ego's or principal subject's ancestors or descendants (e.g., parents, grandparents, children, grandchildren) on the direct line of descent that leads to and from ego.

**Linguistic Anthropology** - The descriptive, comparative, and historical study of language and of linguistic similarities and differences in time, space, and society.

## M

**Magic** - Use of supernatural techniques to accomplish specific aims. Common in many societies. Example: Folk magic, Witchcraft or Voodoo.

**Mana** - Sacred impersonal force in Melanesian and Polynesian religions.

**Masculinity** - One of the Hofstede dimensions. Hofstede defines this dimension as follows: "*masculinity pertains to societies in which social roles are clearly distinct (i.e., men are supposed to be assertive, tough and focused on material success whereas women are supposed to be more modest, tender and concerned with the quality of life).*"

(Hofstede, 1991, p. 83)

**Mater** - Socially recognized mother of a child.

**Matriarchy** - A society ruled by women. There is consensus among modern anthropologists and sociologists that a strictly matriarchal society never existed, but there



are examples of matrifocal societies. There exist many matriarchal animal societies including bees, elephants, and killer whales. The word matriarchy is coined as the opposite of Patriarchy.

**Matrifocal** - Mother-centered society. It often refers to a household with no resident husband-father.

**Matrilineage** - Line of descent as traced through women on the maternal side of a family. In some cultures, membership of a specific group is inherited matrilineally. For example one is a Jew if one's mother (rather than one's father) is a Jew. The *Nairs* of Kerala, India are also matrilineal.

**Matrilocality** - Customary residence with the wife's relatives after marriage, so that children grow up in their mother's community. The Nair community in Kerala in South India and the Mosuo of Yunnan and Sichuan in southwestern China are contemporary examples.

**Meritocracy** - A system of government based on rule by ability or merit rather than by wealth, race or other determinants of social position. Nowadays this term refers to openly competitive societies like the USA where large inequalities of income and wealth accrued by merit rather than birth is accepted. In contrast egalitarian societies like the Scandinavian countries aim to reduce such disparities of wealth.

**Mestizo** - A term used to refer to people of partly Native American descent. From Spanish.

**Minority Group** - A group that occupies a subordinate position in a society. Minorities may be separated by physical or cultural traits disapproved of by the dominant group and as a result often experience discrimination. Minorities may not always be defined along social, ethnic, religious or sexual lines but could be broad based e.g. non-citizens or foreigners.

**Monoethnic** - Belonging to the same ethnic group.

**Monotheism** - Worship of an eternal, omniscient, omnipotent, and omnipresent supreme being. Judaism and Islam are examples.

**Morphology** - The study of form. It is used in linguistics (the study of morphemes and word construction).

**Monochronic** - E.T.Hall introduced the concept of Polychronic/Monochronic cultures. According to him, in monochronic cultures, people try to sequence actions on the "*one thing at a time*" principle. Interpersonal relations are subordinate to time schedules and deadlines.

**Mulato** - A term used for people of partly African descent. Originates from Spanish.

**Multiculturalism** - A belief or policy that endorses the principle of cultural diversity of different cultural and ethnic groups so that they retain distinctive cultural identities. The United States is understood as a "*mosaic*" of various and diverse cultures, as opposed to the single monolithic culture that results from the "*melting pot*" or assimilation model. Pluralism tends to focus on differences within the whole, while multiculturalism emphasizes the individual groups that make up the whole. The term multiculturalism is also used to refer to strategies and measures intended to promote diversity. According to

Wikipedia, the word was first used in 1957 to describe Switzerland, but came into common currency in Canada in the late 1960s.

**Multiracial** - The terms multiracial and mixed-race describe people whose parents are not the same race. Multiracial is more commonly used to describe a society or group of people from more than one racial or ethnic group. *Mulato* (for people of partly African descent) and *mestizo* (people of partly Native American descent) in Spanish and *métis* in Canadian French (for people of mixed white and original inhabitants of Canada descent) are also used in English.

**Myth** - Story told in one's culture to explain things like the creation of the world, and the behaviour of its inhabitants.

## N

**Nation** - Earlier a synonym for "*ethnic group*," designating a single culture sharing a language, religion, history, territory, ancestry, and kinship. Now usually a synonym for state or nation-state.

**National Culture** - Cultural experiences, beliefs, learned behavior patterns, and values shared by citizens of the same nation.

**Nationalities** - Ethnic groups that have, once had, or wish to have or regain, autonomous political status (their own country).

**Nation-State** - A symbolic system of institutions claiming sovereignty over a bounded territory. The Oxford English Dictionary defines "*nation-state*": *a sovereign state of which most of the citizens or subjects are united also by factors which define a nation, such as language or common descent. Japan and Iceland could be two examples of near ideal nation-states.*

**Négritude** - Black association and identity. It is an idea developed by dark-skinned intellectuals in Francophone (French-speaking) West Africa and the Caribbean.

**Negro** - Negro usually refers to people of Black African ancestry. Originates from Spanish negro meaning black. The term Negro is considered offensive nowadays. Modern synonyms in common use: "*Black*", "*Dark-skinned*", "*African*", "*African American*" in the US.

**Neolocality** - Postmarital residence pattern in which a couple establishes a new place of residence rather than living with or near either set of parents.

**Nigga** - Term used in African American vernacular English to refer to a person of **Black African ancestry** living in the US. The use of the term by persons not of African descent is still widely viewed as unacceptable and hostile even if there is no intention to slander.

**Nigger** - Extremely offensive term to refer to people of Black African ancestry in the USA.

**Nigrew** - In the U.S. it is a derogatory term for a Jew of African-American descent (shortened version of Nigger and Jew.)

**Nuclear Family** - is a household consisting of two heterosexual parents and their children as distinct from the *extended* family. Nuclear families are typical in societies where people must be relatively mobile e.g., hunter-gatherers and industrial societies.

## O

**One-World Culture** - A belief that the future will bring development of a single homogeneous world culture through advances and links created by modern communication, transportation and trade.

**Open Class System** - Stratification system that facilitates social mobility, with individual achievement and personal merit determining social rank.

**Oreo Cookies** - US racial slur to refer to a person perceived as black on the outside and white on the inside, hinted by the appearance of an Oreo cookie.

**Osenbei (Senbei)** - Derogatory term in the US and the UK used to refer to a half Asian, half Caucasian person. It means "*rice cracker*" in Japanese. Its use derives from the US slang "*cracker*" for a white person, and "*rice*" to refer to an Asian.

**Overinnovation** - Characteristic of projects that require major changes in the daily lives of the natives in the target community, especially ones that interfere with customary subsistence pursuits.

## P

**Paradigm** - is the set of fundamental assumptions that influence how people think and how they perceive the world.

**Paradigmatic view** - is an approach to science, developed by Thomas Kuhn, which holds that science develops from a set of assumptions (paradigm) and that revolutionary science ends with the acceptance of a new paradigm which ushers in a period of normal science.

**Parallel Cousins** - Children of two brothers or two sisters.

**Particularity** - Distinctive or unique culture trait, pattern, or integration.

**Participant Observation** - Technique for cross-cultural adjustment. This entails keeping a detailed record of your observations, interactions and interviews while living in a culture that is not your own. Participant observation is also a fundamental method of research used in cultural anthropology. A researcher lives within a given culture for an extended period of time, to take part in its daily life in all its richness and diversity. The anthropologist in this approach tries to experience a culture "*from within,*" as a person native to that culture is presumed to.

**Participative competence** - The ability to interact on equal terms in multicultural environments so that knowledge is shared and the learning experience is professionally enhancing for all involved. Even when using a second language, people with high participative competence are able to contribute equitably to the common task under discussion and can also share knowledge, communicate experience, and stimulate group learning to benefit all parties. (Adapted from source: Holden, Nigel 2001, *Cross-Cultural Management: a Knowledge Management Perspective*) Financial Times Management

**Particularism** - One of the value dimensions as proposed by Trompenaars & Hampden-Turner (1997). It reflects the preference for rules over relationships (or vice versa).

Particularist societies tend to be more flexible with rules, and acknowledge the unique circumstances around a particular rule.

**Pater** - Socially recognized father of a child though not necessarily the genitor or biological father.

**Patriarchy** - Political system ruled by men in which women have inferior social and political status, including basic human rights.

**Patrilineage** - Line of descent as traced through men on the paternal side of a family each of whom is related to the common ancestor through males. Synonym is *agnation* and opposite is *matrilineage*.

**Patrilocality** - Customary residence with the husband's relatives after marriage, so that children grow up in their father's community.

**Peers Pressure** - the influences that people of the same rank, age or group have on each other. Under peer pressure a group norm of attitudes and/or behaviours may override individual moral inhibitions, sexual personal habits or individual attitudes or behavioural patterns.

**Periphery** - is the weakest structural position in the world system.

**Personal Space** - Humans desire to have a pocket of space around them and into which they tend to resent others intruding. Personal space is highly variable. Those who live in a densely populated environment tend to have smaller personal space requirements. Thus a resident of a city in India or China may have a smaller personal space than someone who lives in Northern Lapland. See also *Proxemics*.

**Phonetics** - The study of speech sounds in general; what people actually say in various languages.

**Phylogenetic tree** - is a graphic representation of evolutionary relationships among animal species.

**Plural Society** - A society that combines ethnic contrasts and economic interdependence of the ethnic groups.

**Polyandry** - A variety of plural marriage in which a woman has more than one husband. Tibet is the well-documented cultural domain within which polyandry is practiced, though it has recently been outlawed.

**Polytheism** - Belief in several deities who control aspects of nature. The ancient Greeks believed that their gods were independent deities who weren't aspects of a great deity.

**Polychronic** - The concept of Polychronic/Monochronic cultures was introduced by E.T. Hall. He suggested that in Polychronic cultures, multiple tasks are handled at the same time, and time is subordinate to interpersonal relations.

**Postcolonial** - Refers to interactions between European nations and the societies they colonized (mainly after 1800). "*Postcolonial*" may be used to signify a position against imperialism and Eurocentrism

**Postmodern** - Describes the blurring and breakdown of established canons (rules, standards), categories, distinctions, and boundaries.

**Postmodernity** - Refers to the condition of a world in flux, with people on the move, in which established groups, boundaries, identities, contrasts, and standards are breaking down.

**Post-Partum Sex Taboo** - is the prohibition of a woman from having sexual intercourse for a specified period of time following the birth of a child.

**Power Distance** - One of the Hofstede dimensions of national cultures. "*The extent to which the less powerful members of institutions and organizations within a country expect and accept that power is distributed unequally*" (Hofstede, 1991 p.27)

**Power Geometry** - The notion of *Power Geometry* is a product of globalization and refers to the ways that different groups of individuals interact at different scales, linking local development to national, international, and global processes.

**Prejudice** - Over-generalized, oversimplified or exaggerated beliefs associated with a category or group of people. These beliefs are not easily changed, even in the face of contrary evidence. Example: A French woman is in an elevator alone. She grabs her purse tight when an African young man enters. Prejudice can also be devaluing (looking down on) a group because of its assumed behavior, values, capabilities, attitudes, or other attributes.

**Progeny Price** - A gift from the husband and his kin to the wife and her kin before, at, or after marriage. It legitimizes children born to the woman as members of the husband's descent group.

**Protoculture** - is the simplest or beginning aspects of culture as seen in some nonhuman primates.

**Proto-language** - refers to a language ancestral to several daughter languages. Example: Latin or Sanskrit.

**Proxemics** - is the study of human "*perception and use of space*" (Hall 1959). Proxemics tries to identify the distance and the way the space around persons are "*organized*". In some cultures, people are comfortable with being very close, or even touching each other as a normal sign of friendship. In other cultures, touching and sitting/standing very close can cause considerable discomfort.

**Purdah** - is the Muslim or Hindu practice of keeping women hidden from men outside their own family; or, a curtain, veil, or the like used for such a purpose.

## Q

**Qualitative Research** - Qualitative research involves the gathering of data through methods that involve observing forms of behaviour e.g. conversations, non-verbal communication, rituals, displays of emotion, which cannot easily be expressed in terms of quantities or numbers.

**Quantitative Research** - Quantitative research is the systematic scientific investigation of quantitative or measurable properties and phenomena and interrelationships. Quantitative research aims to develop and employ hypotheses, theories and models, which can be verified scientifically.

**Questionnaire** - Survey research technique in which the researcher supplies written questions to the subject, who gives written answers to the questions asked.

## R

**Racism** - Theories, attitudes and practices that display dislike or antagonism towards people seen as belonging to particular ethnic groups. Social or political significance is attached to culturally constructed ideas of difference.

**Ranked Society** - A society in which there is an unequal division of status and power between its members, where such divisions are based primarily on such factors as family and inherited social position. This is in contrast with *egalitarian society*, which aims to minimize such unequal divisions.

**Reciprocity** - One of the three principles of exchange. It governs exchange between social equals and is a major exchange mode in band and tribal societies. Since virtually all humans live in some kind of society and have at least a few possessions, reciprocity is common to every culture. Reciprocity is the basis of most non-market economies.

**Religious Discrimination** - Religious discrimination is treating someone differently because of what they do or don't believe. Religious discrimination is closely related to racism, but there are differences in how it is expressed and how it is treated in law. An example of religious discrimination by the state is non-Muslims being discriminated against in some Islamic states. In many countries legislation specifically prohibits employers from discriminating against individuals because of their religion in relation to hiring, firing and other terms and conditions of employment. Today, many western states forbid discrimination based on religion, though this is not always enforced. For example, since the terrorist attacks of September 11, 2001 in the United States of America, research conducted by the Level Playing Field Institute and the Center for Survey Research and Analysis at the University of Connecticut revealed that Muslims were rated very low relative to other racial, ethnic, and religious groups in terms of their fit in the American workplace. Adapted from source: <http://en.wikipedia.org>

**Relativism** - A willingness to consider other persons' or groups' theories and values as equally reasonable as one's own.

**Rites of Passage** - Culturally defined activities (rituals) that mark a person's transition from one stage of life to another. These aim to help participants move into new social roles, positions or statuses. Puberty, wedding, childbirth are examples.

**Ritual** - Behaviour that is formal, stylized, repetitive, and stereotyped. A ritual is performed earnestly as a social act. Rituals are held at set times and places and have liturgical orders.

## S

**Sample** - A smaller study group chosen to represent a larger population.

**Sapir** - Sapir–Whorf hypothesis (SWH) (also known as the "*linguistic relativity hypothesis*") is a theory that different languages produce different ways of thinking. It postulates a systematic relationship between the grammatical categories of the language a person speaks and how that person both understands the world and behaves in it.

**Scapegoating** - The directing of hostility towards less powerful groups when the actual source of frustration or anger cannot be attacked or is unavailable.

**Schema** - An organized pattern of knowledge, acquired from past experience, humans use to interpret current experience.

**Script** - A conceptual representation of a stereotyped sequence of events.

**Self-awareness** - A psychological state in which individuals focus their attention on and evaluate different aspects of their self-concepts. These can vary from physical experiences to differences between "Ideal" self and "Real" self.

**Self-categorization** - The process of an individual spontaneously including herself or himself as a member of a group.

**Self-schema** - Cognitive generalizations about own self. These guide and organize the processing of self-related information.

**Semantic differential technique** - A method of measuring attitude in which test subjects rate a concept on a series of bipolar scales of adjectives.

**Sexism** - Discrimination or prejudice against some people because of their gender.

**Sexual Orientation** - A person's habitual sexual attraction to, and activities with: persons of the opposite sex, **heterosexuality**; the same sex, **homosexuality**; or both sexes, **bisexuality**.

**Sexual Orientation Discrimination** - Sexual orientation discrimination is discrimination against individuals, couples or groups based on sexual orientation or perceived sexual orientation. Usually, this means the discrimination of a person who has a same-sex sexual orientation, whether or not they identify as gay, lesbian or bisexual. Acceptability of sexual orientation varies greatly from society to society. The Republic of South Africa is the first nation on earth to integrate freedom from discrimination based on sexual orientation into its constitution.

**Simulation** - A research method that tries to imitate crucial aspects some real-world situation in order to understand the underlying mechanism of that situation.

**Slavery** - is the most extreme, coercive, abusive, and inhumane form of legalized inequality where people are treated as things or someone's property.

**Social Distance** - The degree of physical, social or psychological closeness or intimacy to members of a group like ethnic, racial or religious groups.

**Social Exclusion** - The various ways in which people are excluded from the accepted norms within a society. Exclusion can be economic, social, religious or political.

**Social Inhibition** - Happens when the presence of other people causes a decline in a person's performance. Also called Social Impairment.

**Social Judgment Theory** - A theory of attitude change which emphasizes the individual's perception and judgment of a persuasive communication. Central concepts in this theory are anchors, assimilation and contrast effects, and latitudes of acceptance, rejection and noncommitment.

**Social Learning Theory** - A theory that proposes that social behaviour develops as a result of observing others and of being reinforced for certain behaviours.

**Social Race** - A group assumed to have a biological basis but actually perceived and defined in a social context, by a particular culture rather than by scientific criteria. The term "social race" has been used in the past as well as in today's American societies. Terms as "*Negro*", "*white*", "*Indian*", or "*mulatto*" do not have any genetic meanings in

most of the American societies - in one society they may be classifications based on real or imaginary physical characteristics, in another they may refer more to criteria of social status such as education, wealth, language and custom, or in yet another society they may indicate near or distant ancestry.

**Social Support** - Help and resourced provided by others for coping.

**Socialization** - A process of behaviours accepted by society.

**Sociofugal Space** - Settings created to discourage conversation among people by making eye contact difficult. E.g. side by side seating in waiting rooms.

**Sociolinguistics** - is the study of relationships between social and linguistic variation or the study of language (performance) in its social context.

**Sociopetal Space** - Setting that encourage interpersonal interaction through increased eye contact. E.g. cafés, cocktail lounges.

**Stereotypes** - Stereotypes (or "*characterizations*") are generalizations or assumptions that people make about the characteristics of all members of a group, based on an inaccurate image about what people in that group are like. For example, Americans are generally friendly, generous, and tolerant, but also arrogant, impatient, and domineering. Asians are humble, shrewd and alert, but reserved. Stereotyping is common and causes most of the problems in cross-cultural conflicts.

**Stigma** - A term describing the condition of possessing an identity which has been branded 'spoiled' or discredited identity by others. Examples of negative social stigmas are physical or mental handicaps and disorders, as well as homosexuality or affiliation with a specific nationality, religion or ethnicity.

**Stratification** - Characteristic of a system with socioeconomic strata, sharp social divisions based on unequal access to wealth and power.

**Stratified Society** - A society where there is an unequal division of material wealth between its members.

**Strength** - Power, status or resources associated with a social influence agent in social impact theory.

**Stress** - An imbalance between environmental demands and an organism's response capabilities. Also the human body's response to excessive change.

**Structuralism** - There has been a number of forms of "*structuralism*" in the history of anthropology.

**Structural-functionalism** approaches the basic structures of a given society as serving key functions in meeting basic human needs. Another form of structuralism, developed by Claude Levi-Strauss, argues that social/cultural structures are actually rooted in the fundamental structure of the human brain, which generates basic building-blocks of social/cultural systems. In this approach, culture is studied for its deeper meaning to be discovered in the careful structural analysis of meaning in myth and ritual.

**Sub-Culture** - A part or subdivision of a dominant culture or an enclave within it with a distinct integrated network of behaviour, beliefs and attitudes. The subculture may be distinctive because of the race, ethnicity, social class, gender or age of its members.

**Symbolic Racism** - A blend of negative affect and traditional moral values embodied in e.g., the *Protestant ethic*; underlying attitudes that support racist positions.



**Syncretism** - Blending traits from two different cultures to form a new trait. Also called *fusion*. This occurs when a subordinate group moulds elements of a dominant culture to fit its own traditions.

**Syntax** - The arrangement and order of words in phrases and sentences.

## T

**Taboo** - is a strong social prohibition with grave consequences about certain areas of human activity or social custom. The term originally came from the Tongan language. The first recorded usage in English was by Captain James Cook in 1777. Some examples of taboo are dietary restrictions such as *halal* or *kosher*, restrictions on sexual activities such as incest, bestiality or animal-human sex, necrophilia or sex with the dead etc.

**Third World** - A very vague term used to describe those regions of the world in which levels of development, applying such measures as GDP, are significantly below those of the economically more advanced regions. The term is increasingly seen as an inadequate description of the prevailing world situation since it fails to describe a significant amount of internal differentiation and development.

**Traditional Medicine**- Medicine and healthcare practices which originated in a particular culture, and have been practiced by an ethnic or cultural group centuries in the country of origin or of emigration

**Trait** - Describes regularities in behaviour, especially with reference to an individual's personality.

**Transculturation** - is a term coined by Fernando Ortiz in the 1940s to describe the phenomenon of merging and converging of different cultures. It argues that the natural tendency of people is to resolve conflicts over time, rather than aggravating them. Global communication and transportation technology nowadays replaces the ancient tendency of cultures drifting or remaining apart by bringing cultures more into interaction. The term "*Ethnoconvergence*" is sometimes used in cases where transculturation affects ethnic issues.

**Tribe** - A type of social formation usually considered to arise from the development of agriculture. Tribes tend to have a higher population density than bands and are also characterized by common descent or ancestry.

## U

**Uncertainty Avoidance** - is one of the Hofstede dimensions, which he defines as "*the extent to which the members of a culture feel threatened by uncertain or unknown situations.*" (Hofstede, 1991)

**Uncertainty of Approval** - Measures how much any member of a group is concerned about getting acceptance from other group members.

**Underdifferentiation** - In developmental anthropology it refers to planning fallacy of viewing less-developed countries as an undifferentiated group. Ignoring cultural diversity and adopting a uniform approach (often ethnocentric) for very different types of project

beneficiaries. In Linguistics it is the representation of two or more phonemes, syllables, or morphemes with a single symbol.

**Unilineal Descent** - Matrilineal or patrilineal descent.

**Unilineal Descent Group** - is a kin group in which membership is inherited only through either the paternal or the maternal line.

**Universal** - Something that exists in every culture.

**Universalism** - One of the Trompenaars & Hampden-Turner (1997) dimensions describing the preference for rules over relationships (or vice versa). In a Universalist culture, a rule cannot be broken and is a "*hard fact*", no matter what the relationship with the person is. People in universalistic cultures share the belief that general rules, codes, values and standards take precedence over particular needs and claims of friends and relations.

## V

**Validity** - The extent to which a measure represents accurately what it is supposed to represent.

**Variables** - Attributes (e.g., sex, age, height, weight) that differ from one person or case to the next.

**Vertical Mobility** - Upward or downward change in a person's social status.

**Visual dominance behaviour** - Is the tendency of high-status positions to look more fixedly at lower-status people when speaking than when listening.

**Vividness** - The intensity or emotional interest of a stimulus.

## W

**Wealth** - All a person's material assets, including income, land, and other types of property. It is the basis of economic and often social status.

**Westernization** - The acculturative influence of Western expansion on native cultures.

**Wetback** - Derogatory US term used to describe Mexican illegal immigrants, who allegedly entered the country by swimming the Rio Grande.

**White Nigger / Wigger / Whigger / Wigga** - Derogatory term used in 19th-century United States to describe the Irish. Nowadays used mainly to demean any White person as being **White Trash** or to describe white youth that imitate urban black youth by means of clothing style, mannerisms, and slang speech.

**Worldview** - Is the English translation of the German word **Weltanschauung**. Also called **World View**.

## X

**Xenophile** - is a person attracted to everything that is foreign, especially to foreign peoples, manners, or cultures.

**Xenophile** - The belief that people and things from other countries must be superior.

**Xenophobe** - is a person who is fearful or contemptuous of anything foreign, especially of strangers or foreign peoples or cultures.

**Xenophobia** - The belief that people and things from other countries are dangerous and always have ulterior motives. Xenophobia is an irrational fear or hatred of anything foreign or unfamiliar.

## Y

**Yang** - Yin and Yang are two opposing and complementing aspects of phenomena in Chinese philosophy. Yin qualities are hot, fire, restless, hard, dry, excitement, non-substantial, rapidity, and correspond to the day.

**Yin** - Yin and Yang are two opposing and complementing aspects of phenomena in Chinese philosophy. Yin qualities are characterized as soft, substantial, water, cold, conserving, tranquil, gentle, and corresponds to the night.

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## PROFILES OF CULTURAL COMMUNITIES IN EDMONTON

### *Caution:*

The following 14 cultural community profiles are an attempt to define characteristics that are common within that community. The profiles are not meant to generalize the culture or to stereotype, but to give service providers some background information that may be helpful when offering service to an immigrant or refugee senior. Not all seniors from within a cultural community will reflect the characteristics mentioned in the profile.

It is also acknowledged that the community writers worked to the best of their ability to write their community's profile in an unbiased way. Their interpretation of characteristics within the community may not be identical to interpretations by other members of the community. Please use the profiles as one tool to further develop your understanding of cultural communities in Edmonton.

The maps that accompany the profiles were downloaded from the Internet using Google Images (January 2009). Some maps are used repeatedly as they include many of the profiled countries.