Hochschule Neubrandenburg
University of Applied Sciences

Social Work
DAAD-project funded by the Federal Foreign Office
within the framework of the university program
"Dialogue with the Islamic World"

Seminar Cultural Inventions and Cultural Interventions

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Hochschule
Magdeburg • Stendal

جامعة النجاح الوطنية
An-Najah National University

جامعة البلقاء التطبيقية
AL-BALQA' APPLIED UNIVERSITY

The University

- Neubrandenburg University of Applied Sciences , founded in 1991, currently 2.500 students

- four departments offer courses in more than ten different subjects at undergraduate and postgraduate levels

- we work in close association with businesses and institutions from within our region

Agriculture and Food Sciences

Landscape Sciences and Geomatic

Our Faculties

Social Work and Education

Health, Nursing, Administration

Faculty of Social Work and Education

- Social Work (Bachelor of Arts)

- Early Education (Bachelor of Arts)

- Social Work – Social Sciences, Project
  Planning and Development
  (Master of Arts)

- Counselling (Master of Arts)

- Organization development and
  inclusion (Master of Arts)

Expertise

- Study programm

- "Organisation Development

- and Inclusion" (MA)

Study programme
"Counselling" (MA)

Cultural Inventions and Cultural Interventions

- Before we can talk about culture interventions we should talk about what culture is.

- Some people say that culture is a bundle of narratives.

- I would say culture is a bundle of inventions.

Cultural Inventions

" A *cultural invention* is any innovation developed by people that is *not a material object*. Cultural inventions include *sets of behaviors* adopted by groups of people. They are perpetuated by being *passed on to others* within the group or outside it. They are also *passed on to future groups* and generations. Sources of cultural invention can either come from outside a specific group or from within that group. "

Examples of areas where cultural inventions may take place include:

| Languages | Legal systems | Political systems | Scientific methods | Sports | Social institutions | Belief systems |

Discussion

- What are the top inventions of all times?

- Are inventions culture?

- What is your culture?

- Give a short presentation (3-5 min)

What is an example of a cultural invention?

Some types of inventions, such as technologies (computers, steam engines, water mills, e.g.) are physical while others are cultural. **Cultural inventions can include legal systems, artistic genres, philosophy, or other immaterial aspects of a society**. Often cultural inventions are far longer lasting and more durable than technological ones. Few people would wish to have their illnesses treated using nineteenth-century medical techniques or drive a forty-year old car, but many people still enjoy art and poetry...

Intervention

Intervention (from lat. intervenire „stepping in, going between") can stand for:

- **Art:** a performance in a public spaceI

- **Medicine**: a process wich is supposed to prevent the occcurence or progression of a disease

- **Teaching:** affecting a formative process

- **Psychology**: an element of communication in different types of psychotherapy, e.g. mirroring (Rogers) or paradoxical interventions

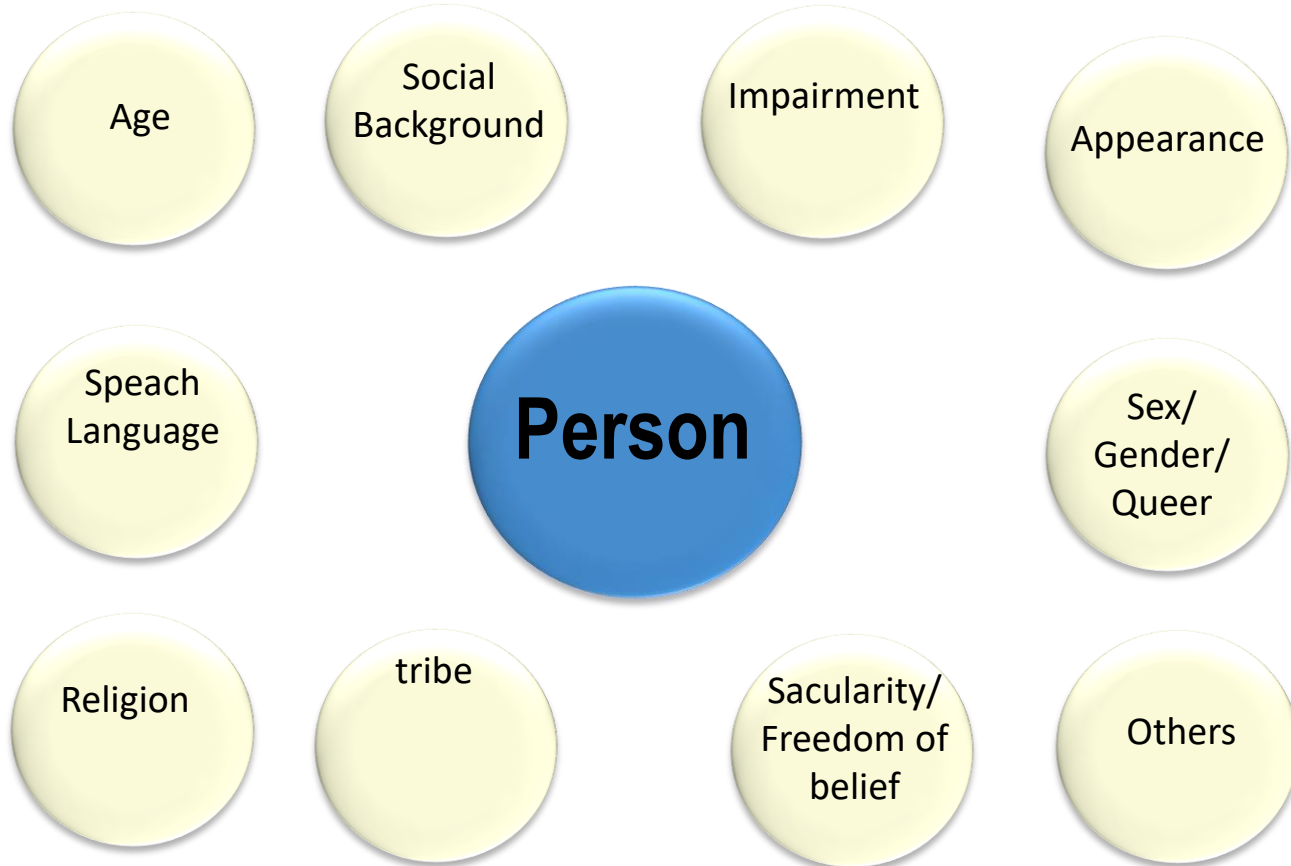- **Political or military interventions**

- ….

Exercise: Discrimination Matrix

- **Structural discrimination** does not come out of nowhere

- is it based on speciell forms of dicrimination.

- It is rather based on a **historical and socially deeply rooted discrimination matrix.**

- The discrimination matrix thus forms a basis for the development.

Discrimination matrix

- Assign yourself to one or more of the following categories and explain your decision.

Age

Social Background

Impairment

Appearance

Speech Language

Person

Sex/ Gender/ Queer

Religion

tribe

Sacularity/ Freedom of belief

Others

What is the result of those assignments?

- They are a precondition for some people having privileges and others experiencing discrimination.

- It is possible to experience one form of discrimination while at the same time benefiting from a privilege.

- Different forms of discrimination have each their own history ways to present themselves. At the same time they are interwoven and have joint effects.

Behind this network you can find a system of generalizations and personal theories

Discrimination matrix

Adultism — Age

Classism — Social Background

Ableism — Impairment

Lookism — Appearance

Racism Migratism — Speech Appearance Name

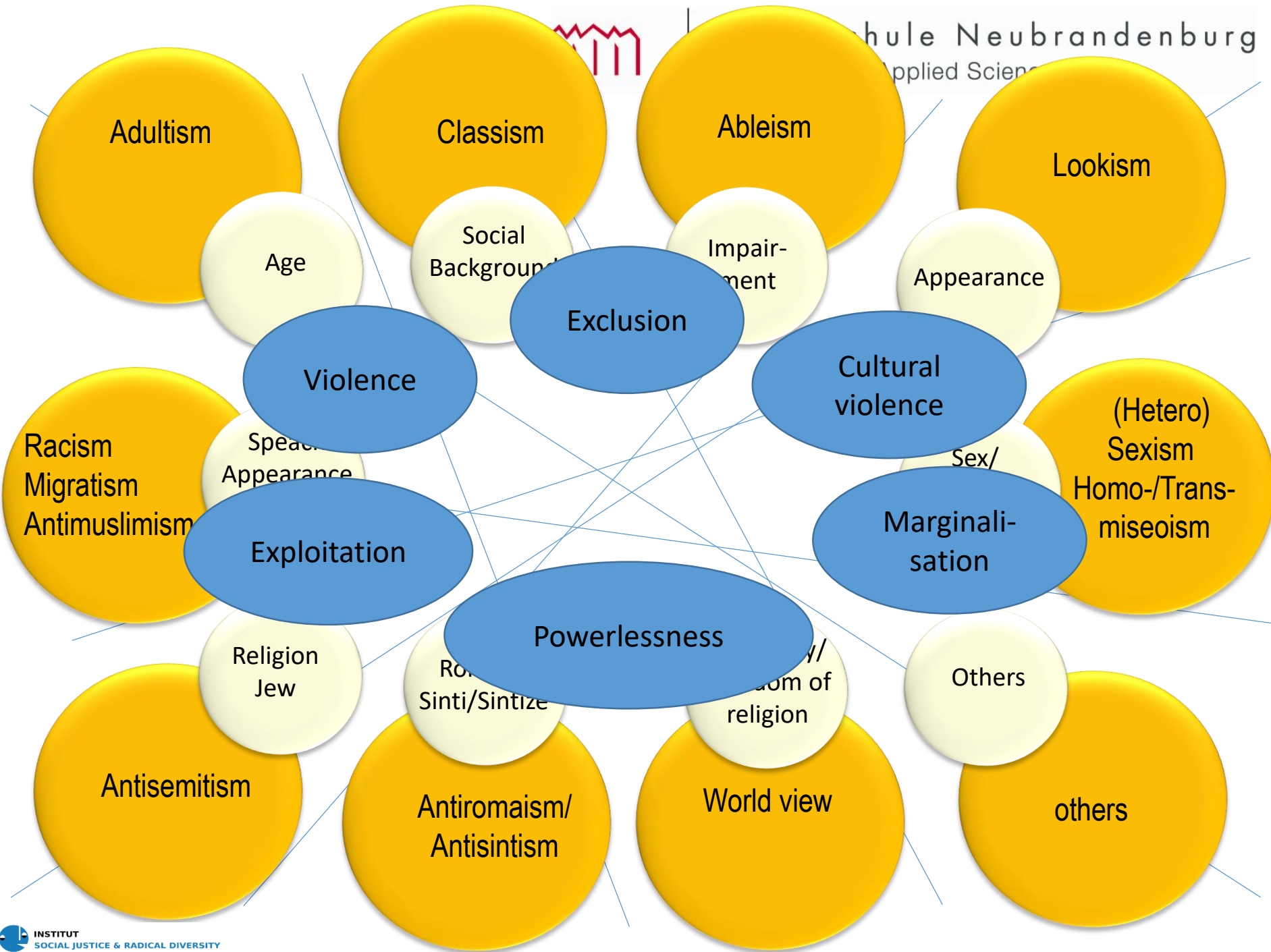(Hetero) Sexism Homo-/Trans-miseoism — Sex/Gender/Queer

Antisemitism Islamophobie — Religion

Antiromaism/Antisintism — Tribe

World view — Sacularity/Freedom of belief

others — Others

hule Neubrandenburg
Applied Scienc

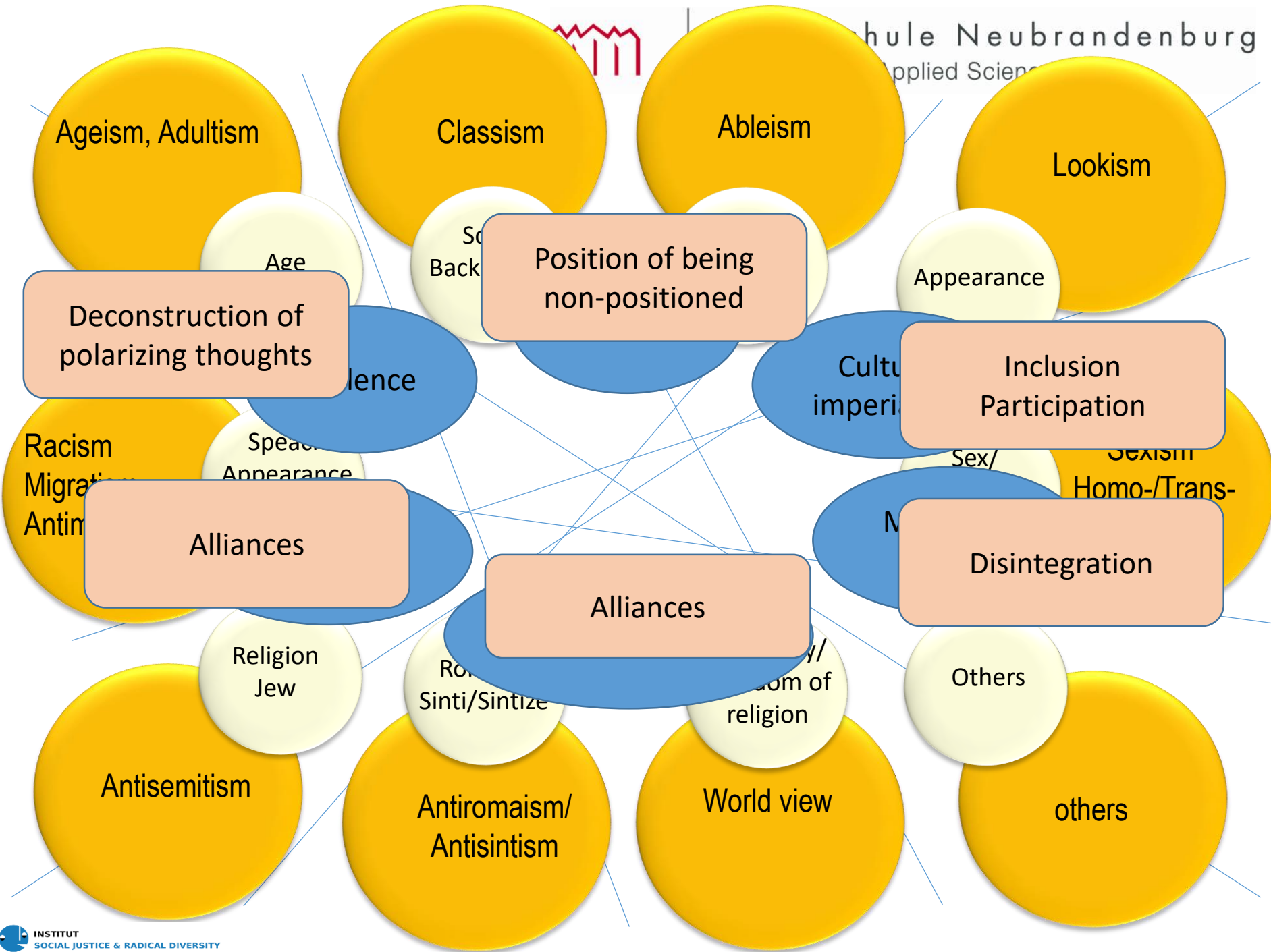**This approach can be imagined like a net (network), that describes the interweaving and the interactionof different forms of discrimination**

Examine the meaning of structural discrimination using the Processes of exclusion

What are the markers of this net (network)?

- **Every one of us is trapped in it, cannot get out of it.**

- **You can move a bit from one side to the other, sometimes even look a bit beyond the net.**

- **But in the end you are not really free to move in the net (network).**

What can you do?

- **Basic ist Cultural Self- Awareness**

    Self-awareness is one of the initial components of developing cross-cultural competence.

    This self-awaresess influences how to work.

    Self awareness means paying attention to our views about the behavior of others.

    - **You also need information about other cultures**

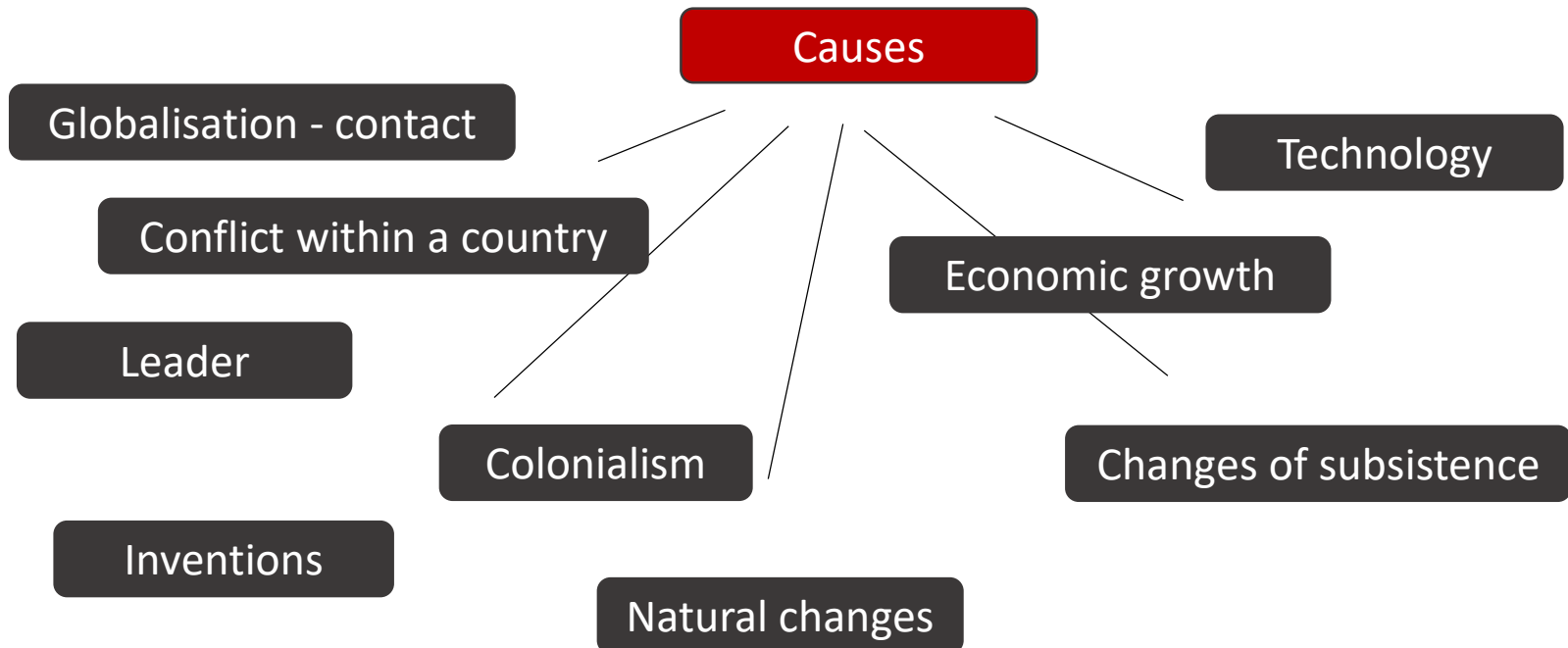   - **You also need knowledge about interventions (you learn that in Social Work**

How do you confront cultural discrimination?

- ✓ Listening to each other and asking questions in order to understand the other's perspective.
- ✓ Do not interpret along the rails of your personal experiences.
- ✓ Understand each other in a sense of radical difference. Acceptance of the unknown.
- ✓ No truths: give up the phantasy of being the only one who is right
- ✓ No battle of positions
- ✓ Plurality, extension and transmission of perspectives.

Frame of reference: UN charta on human rights, No violence

Definition of Cultural Changes

Cultural change is continuous and changes in one are usually associated with change in others.

Causes

Globalisation - contact

Technology

Conflict within a country

Economic growth

Leader

Colonialism

Changes of subsistence

Inventions

Natural changes

Definition of Cultural Changes

Culture Changes

Diffusion

Assimiliation
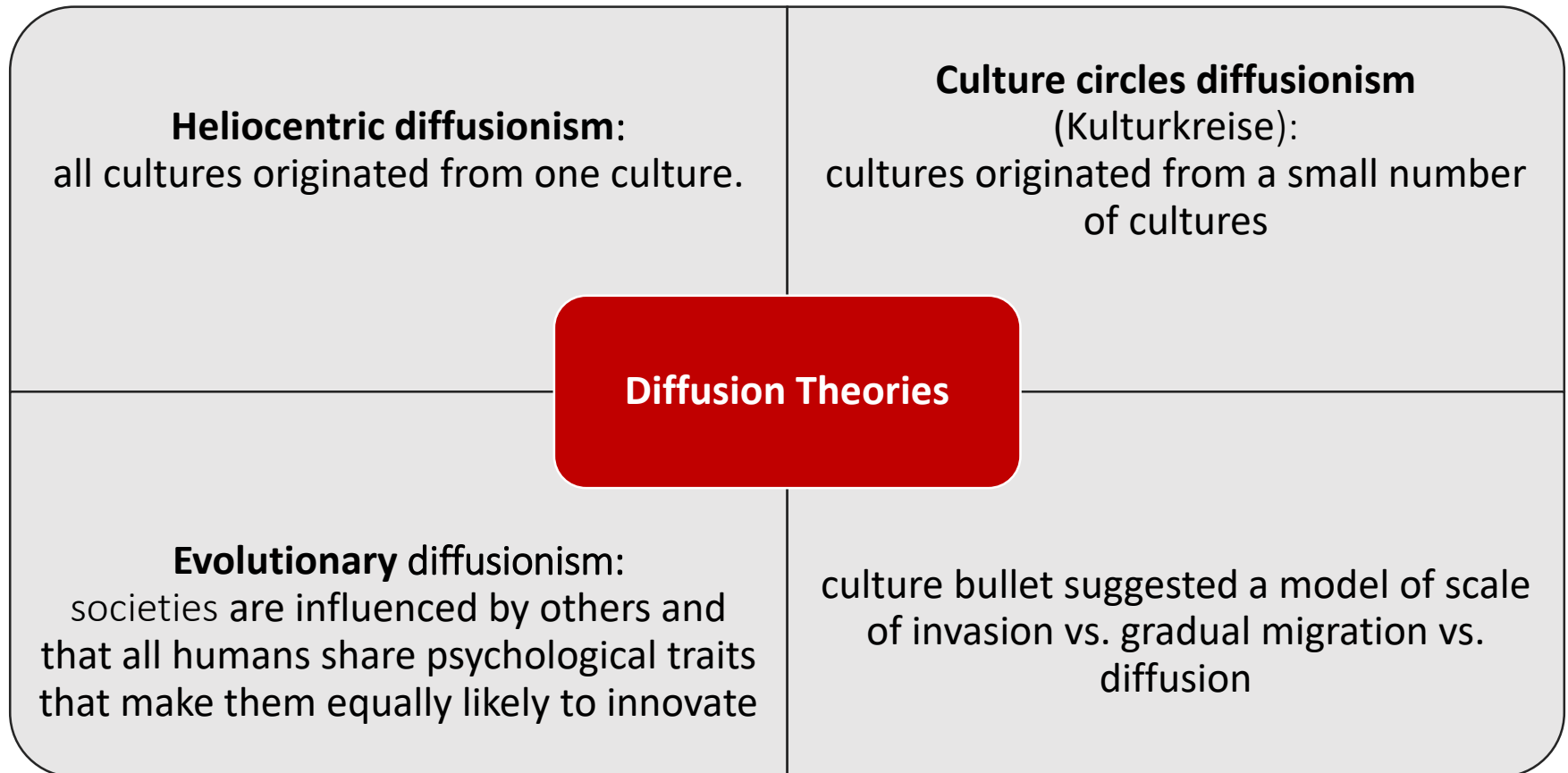
Acculturation

Diffusion

Spread over a wide area

(oxford dictionary)

Spread of a culture item from its place of origin to other

(Titiev 1959:446)

Process by which discrete culture traits are transferred from one society to another through migration, trade, war, or other contact.

(Winthrop 1991:82)

One of the mechanism by which thesubstantial uniformity of sociocultural evolution was made possible

(Harris 1968:177)

Source:*https://www.slideshare.net/sivabalanaidu/cultural-changes-22885901* **Sivabala Naidu**, June 12, 2013

Heliocentric diffusionism:
all cultures originated from one culture.

Culture circles diffusionism
(Kulturkreise):
cultures originated from a small number of cultures

Diffusion Theories

Evolutionary diffusionism:
societies are influenced by others and that all humans share psychological traits that make them equally likely to innovate

culture bullet suggested a model of scale of invasion vs. gradual migration vs. diffusion

Source:*https://www.slideshare.net/sivabalanaidu/cultural-changes-22885901* **Sivabala Naidu**, June 12, 2013
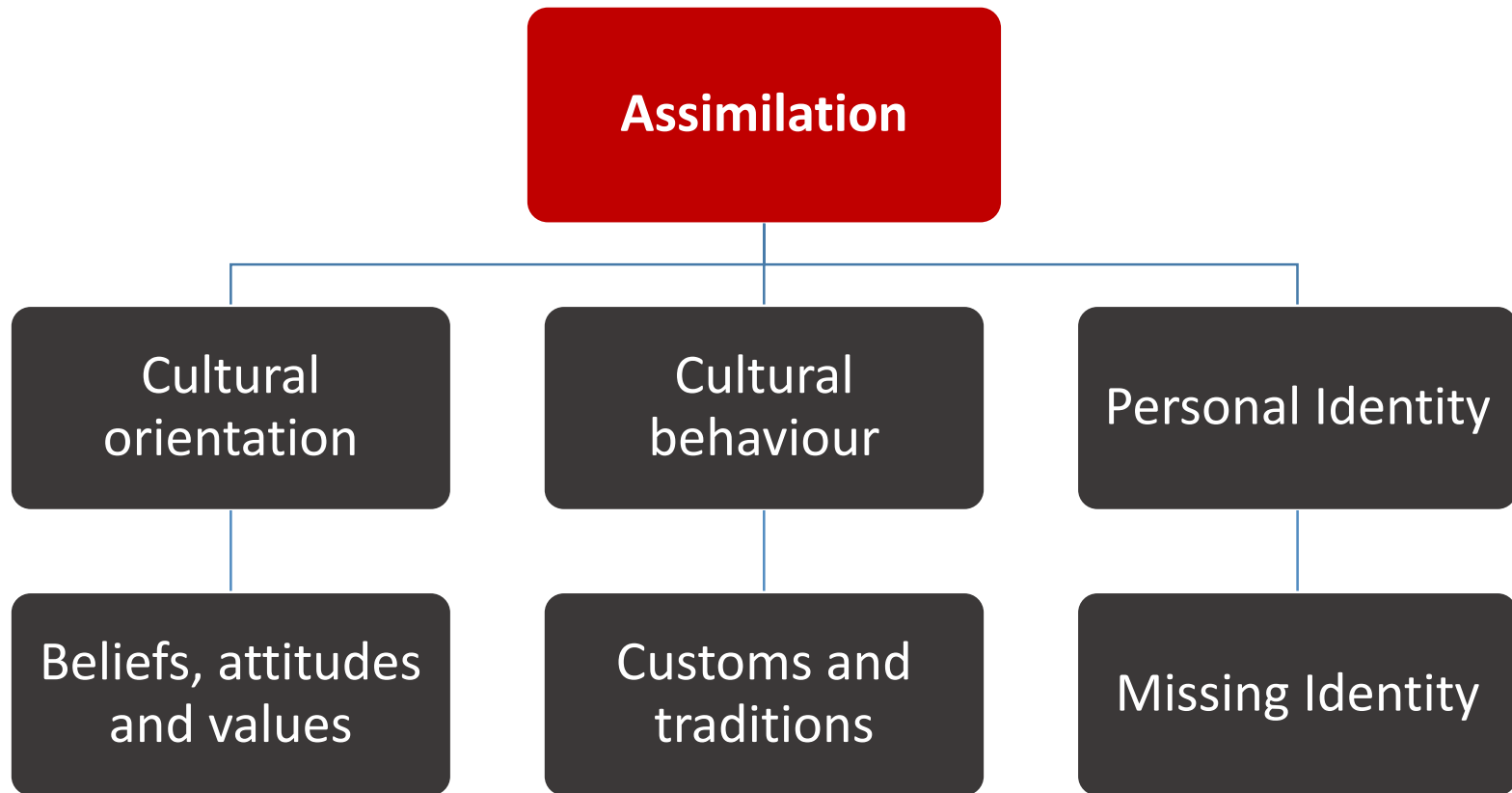
Definition of Assimilation

"Intense process of consistent integration absorbed into an established and generally larger community "

- Assimilation describes changes in individual or group identity that result from continuous social interaction between members of one group that are the minority and the majority culture group

- The minority culture may disappear into the majority due to its more dominant culture group

Source:*https://www.slideshare.net/sivabalanaidu/cultural-changes-22885901* **Sivabala Naidu**, June 12, 2013

- Assimilation is a processes in which a social group that is the minority experiences changes in their identity and customs as a result of interaction with a majority group.

- Assimilation can go so far that the minority group can be completely absorbed into the dominant cultural group.

- In many societies assimilation is to some extent expected of the minority group and this expectation can be a major cause of conflict in a society.

Assimilation

Cultural orientation

Cultural behaviour

Personal Identity

Beliefs, attitudes and values

Customs and traditions

Missing Identity

- We can further divide assimilation into aspects of orientation, behavior and personal identity.

- As a result of assimilation of cultural orientation beliefs, attitudes and values may change, as for example with gender roles.

- Behavioral changes during assimilation affect customs and traditions. A typical example my be the adoption of migrant non-Christian families celebrating Christmas in Germany.

- And of course assimilation may also have a big effect on the personal identity of those being assimilated into a majority cultur, causing perceived conflicts of identy or loyalty.

Acculturation

→ the absorption of an individual or minority group of people into another society or group. This is achieved by learning and adopting the cultural traditions of the society to which assimilation occurs. It is also often hastened by intermarriage and by deemphasizing cultural and or biological differences.

Theories of acculturation

	theory
Kroeber (1948)	acculturation comprises those changes in a culture brought about by another culture and will result in an increased similarity between the two Cultures
Winthrop 1991:82-83	Acculturation, then, is the process of systematic cultural change of a particular society carried out by an alien, dominant society
Milton Gordon (1964)	assimilation can be described as a series of stages through which an individual must pass
Titiev (1958:200)	describes the main difference between assimilation and acculturation by emphasizing that the latter is not a one-way-street but impacts both the minority and the majority culture.

Culture loss and maintenance

"

Culture loss is the inevitable result of old cultural patterns being replaced by new ones

"

• Culture loss is the loss of particular cultural traits
• As culture changes it acquires new traits, the old or now unpopular ones inevitably disappear

• **Now let's talk about culture loss. What could that be?**

As an example of culture loss think of the disappearance over time of certain words and phrases in a language

Source:*https://www.slideshare.net/sivabalanaidu/cultural-changes-22885901* **Sivabala Naidu**, June 12, 2013

Reasons why it happens

a) some cultures are extremely open to some kinds of change

b) great influences of other culture

c) Technological - material culture used to exploit environment

d) Sociological - interactive behavior of individuals

e) Ideological - non- material

Source:*https://www.slideshare.net/sivabalanaidu/cultural-changes-22885901* **Sivabala Naidu**, June 12, 2013

Purpose of culture maintenances

keep the culture alive for future generation

to protect the culture

putting up barriers to alien ideas and things

- Learn how to appreciate our own heritage.

- Enacting laws to protect the culture

- Teach our child how to practice culture activities.

- Provide strong religion, moral justification and support to prevent culture loss.

Source:*https://www.slideshare.net/sivabalanaidu/cultural-changes-22885901* **Sivabala Naidu**, June 12, 2013

(negative) Results of culture changes

- Alcoholism

- Spread of languages / knowledge

- Segregation

- Exploitation (e.g. slavery)

- Cultural relativism

- Changes in standard of living

- ….

Positive results

- Group discussion und presentation. Finden Sie in der Gruppe prositive results heraus und diskutieren Sie diese.

Conclusion

Within a society , the process of change will occur, the process of change is unavoidable. It is up to us to control and manage the effects of those changes.

Cultural transmission

The means by which culturally specific ideas and patterns of behavior are shared so that they become cultural reality.

- People of status influence what is understood as cultural reality
- They help transmit ideas so that they are accepted by society

Intercultural communication

communication that aims to share information across different cultures and social groups

It describes:

- Communication processes and problems

- Within an organisation/social context

- Between individuals of different...
  - Religious
  - Social
  - Ethnic
  - Educational

- ... Backgrounds

Intercultural communication

- sometimes used synonymously with cross-cultural communication

- understand how people from different countries and cultures act, communicate and perceive the world around them

- Distiction according to Daniele Trevisani:

> **Intercultural Communication properly refers to the study of the "interaction" between people from different cultures, while Cross-Cultural Communication specifically refers to the comparison of how people from different cultures communicate.**

Cross-Cultural Communication

Cross-Cultural Communication is a "**static differential image**" depicting differences in communication patterns across different cultures, while **Intercultural Communication** studies **"dynamic interactional patterns"**, what happens when people from at least two different cultures meet and interact, and what "frames" are generated from this interaction, e.g. understanding vs. misunderstanding, agreement vs. disagreement, cultural adaptation vs. cultural isolation, emerging of "third cultures", conflict vs. cooperation, intercultural team cohesiveness vs. team misunderstandings, intercultural projects success vs. projects failure, emotional improvement vs. emotional deterioration, and any other relational outcome.

How Change can occur?

- True social change requires organization of members of the society into social movements

- social movements are collective activities that bring about/resist primary changes in an existing society or group.

- social movements can dramatically shape a society.

- even when initially unsuccessful social movements do affect public opinion.

Models of Social Change

Evolutionary theory

According to evolutionary theory, society moves in specific directions. Therefore, early social evolutionists saw society as progressing to higher and higher levels. As a result, they concluded that their own cultural attitudes and behaviors were more advanced than those of earlier societies. Identified as the —father of sociology, *Auguste Comte* subscribed to social evolution. He saw human societies as progressing into using scientific methods.
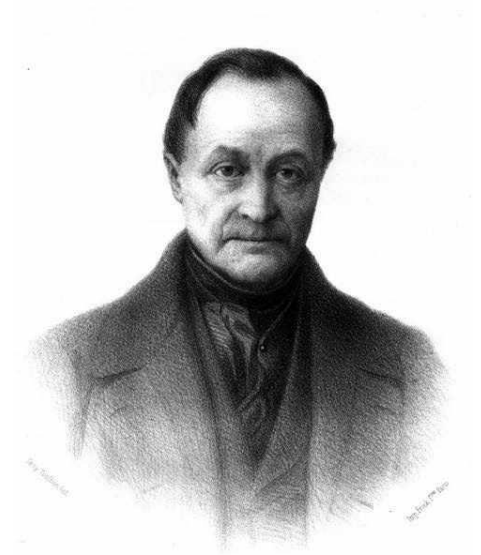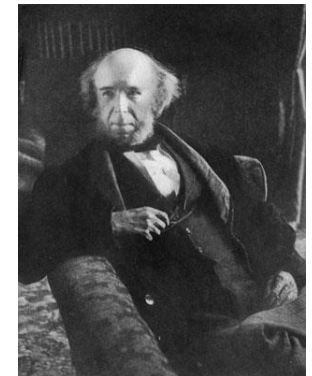
Auguste Comte

Models of Social Change

Evolutionary theory

Likewise, *Emile Durkheim*, one of the founders of functionalism, saw societies as moving from simple to complex social structures. *Herbert Spencer* compared society to a living organism with interrelated parts moving toward a common end. In short, *Comte, Durkheim, and Spencer* proposed unilinear evolutionary theories, which maintain that all societies pass through the same sequence of stages of evolution to reach the same destiny. Contemporary social evolutionists like *Gerhard Lenski, Jr.,* however, view social change as multilinear rather than unilinear. Multilinear evolutionary theory holds that change can occur in several ways and does not inevitably lead in the same direction. Multilinear theorists observe that human societies have evolved along differing lines.

Emile Durkheim

Herbert Spencer

Auguste Comte

Models of Social Change

Functionalist theory

Functionalist sociologists emphasize what maintains society, not what changes it. Although functionalists may at first appear to have little to say about social change, sociologist *Talcott Parsons* holds otherwise. *Parsons* (1902–1979), a leading functionalist, saw society in its natural state as being stable and balanced. That is, society naturally moves toward a state of *homeostasis*. To Parsons, significant social problems, such as union strikes, represent nothing but temporary rifts in the social order.
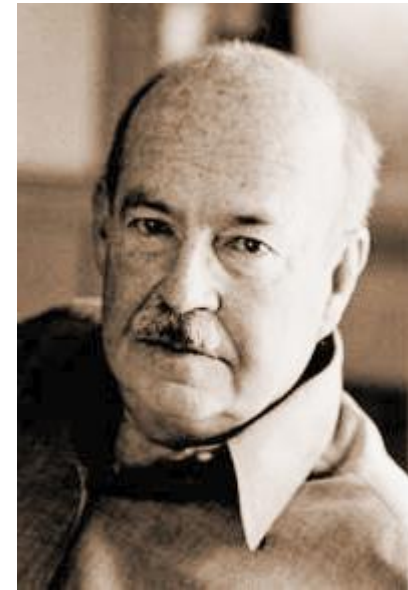
Talcott Parsons
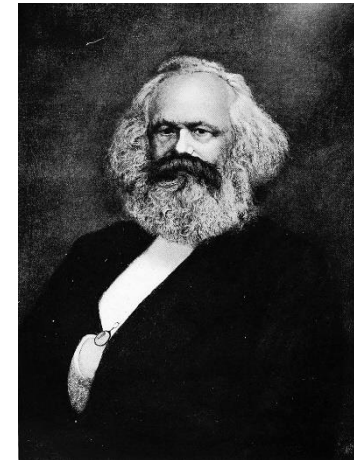
Models of Social Change

Functionalist theory

According to his equilibrium theory, changes in one aspect of society require adjustments in other aspects. When these adjustments do not occur, equilibrium disappears, threatening social order. *Parsons*' equilibrium theory incorporates the evolutionary concept of continuing progress, but the predominant theme is stability and balance. Critics argue that functionalists minimize the effects of change because all aspects of society contribute in some way to society's overall health. They also argue that functionalists ignore the use of force by society's powerful to maintain an illusion of stability and integration.

Models of Social Change

Conflict theory

Conflict theorists maintain that, because a society's wealthy and powerful ensure the status quo in which social practices and institutions favorable to them continue, change plays a vital role in remedying social inequalities and injustices. Although *Karl Marx* accepted the evolutionary argument that societies develop along a specific direction, he did not agree that each successive stage presents an improvement over the previous stage.

Karl Marx

Models of Social Change

Conflict theory

Marx noted that history proceeds in stages in which the rich always exploit the poor and weak as a class of people. *Marx's* view of social change is proactive; it does not rely on people remaining passive in response to exploitation or other problems in material culture. Instead, it presents tools for individuals wishing to take control and regain their freedom. Unlike functionalism and its emphasis on stability, *Marx* holds that conflict is desirable and needed to initiate social change and rid society of inequality.

Some Definitions

Social order: a set of linked structures, institutions and practices which conserve, maintain and enforce "normal" ways of relating and behaving.

Social progress: the idea that societies can/do improve

Sociocultural evolution: umbrella term for theories of cultural and social evolution, describing how cultures and societies have changed over time.

Source:*https://de.slideshare.net/thundergurlzrockz/ed1 01-socio-cultural-change* **Rajah Aquia**, Dec. 1, 2013

Goals of Social Change

Resistance	Liberation	Democratization

Humane-ization

Resistance — action to defend or protect established everyday life from new, outside oppression and return things to normal. A society is considered more —freell the more that people are safe from new oppression. Typically, groups that have thrown off their oppressors or have achieved a certain level of privilege resist any change that might restrain their freedom. Resistance can therefore be quite reactionary.

Source:https://de.slideshare.net/thundergurlzrockz/ed1 01-socio-cultural-change **Rajah Aquia**, Dec. 1, 2013

Goals of Social Change

Liberation(Empowerment) — action to overcome on-going, traditional oppression and achieve the full measure of everyday rights and opportunities promised in the social charter (social justice). A society is more "just" the more that every person can obtain the freedoms that others enjoy.

Democratization(Enfranchisement) — action to spread decision making power broadly to everyone affected by those decisions. A society is more "democratic" the more that people can influence and decide the important issues that affect them without extraordinary effort (that is, through their daily routine).

Humane-ization— action to ensure that society will defend or protect the rights of everyone in society, especially those who cannot do so on their own behalf (such as those who are ignorant, powerless, sick, frail, mentally incompetent, young, or unborn). A society is more "humane" or "altruistic" the more that every person is protected and supported through the routine, everyday activities of others (including societal institutions).

Cultural Change

- The belief that culture is symbolically coded and can thus is taught from one person to another means that cultures, although bounded, can change. Cultures are both predisposed to change and resistant to it. Resistance can come from habit, religion, and the integration and interdependence of cultural traits.

- Cultural change can have many causes, including: the environment, inventions, and contact with other cultures. Several understandings of how cultures change come from Anthropology. For instance, in diffusion theory, the form of something moves from one culture to another, but not its meaning.

-

- Contact between cultures can also result in acculturation. Acculturation has different meanings, but in this context refers to replacement of the traits of one culture with those of another.

Causes of Social Change

1. Technological and Economic Changes
   (Agriculture advancement, industrialization)

2. Modernization: standardizing as towards modern tools
   (Life Style, Technology)

3. Urbanization: Moving population from ruler areas to urban (Cities) areas.

4. Bureaucratization: Extreme emphasize on rules and regulation, impersonality.

5. Conflict and Competition: War: due to religion, ethnic tensions, competition for resources. Gender and Women's Movement: equal pay, property: Today; day care, occupational segregation.

6. Political and Legal Power: Elected Official (Government) & Unelected Officials (Corporative Force)

7. Ideology: Religious Belief, Political or Regional Conviction.

8. Diffusion: Spreading the ones cultural to another culture.

9. Acculturation: the process in which a minority is absorbed into the majority and entirely loses its distinctiveness.

Source: *https://de.slideshare.net/thundergurlzrockz/ed1 01-socio-cultural-change* **Rajah Aquia**, Dec. 1, 2013

Socio-cultural change

Sociocultural evolution is an umbrella term for theories of cultural evolution and social evolution, describing how cultures and societies have changed over time.

Social change	Cultural Change
Refers to any significant alteration over time in behavior patterns and cultural values and norms.	The belief that culture is symbolically coded and can thus is taught from one person to another means that cultures, although bounded, can change.

Source: *https://de.slideshare.net/AiAirish21/socio-cultural-change **Cher Rish**, Oct. 9, 2014*

Factors of Socio-cultural change

- Shift from rural to urban life

- From agricultural to industrial economy

- The introduction of democratic pattern and their focus on individual freedom and initiative

- Keen competition for economic survival so that both parents are forced to work

- Greater opportunities for personal and professional enhancement

- Increased participation of women in activities outside the house

Source: *https://de.slideshare.net/AiAirish21/socio-cultural-change* **Cher Rish**, Oct. 9, 2014

Process

Invention	An invention may be defined as a new combination or new use o fexisting knowledge.
Discovery	A discovery is a shared human experiences of an element of reality which already exist.
Diffusion	Most of the social changes in all known societies develop through diffusion, the spread of culture traits from group to group

Source: *https://de.slideshare.net/AiAirish21/socio-cultural-change Cher Rish*, Oct. 9, 2014

Theories

Evolution theory	Conflict theory
Cyclical Theory	Equilibrium Theory

Source: *https://de.slideshare.net/AiAirish21/socio-cultural-change* ***Cher Rish***, Oct. 9, 2014

Evolution theory

According to **evolutionary theory**, society moves in specific directions. Therefore, early social evolutionists saw society as progressing to higher and higher levels. As a result, they concluded that their own cultural attitudes and behaviors were more advanced than those of earlier societies.

Conflict theory

Conflict theorists maintain that, because a society's wealthy and powerful ensure the status quo in which social practices and institutions favorable to them continue, change plays a vital role in remedying social inequalities and injustices.

Source: *https://de.slideshare.net/AiAirish21/socio-cultural-change Cher Rish*, Oct. 9, 2014

Cyclical Theory

This theory posits that every society undergoes a phenomenon of cyclical change

Equilibrium Theory

Changes in one aspect of society require adjustments in other aspects. When these adjustments do not occur, equilibrium disappears, threatening social order. Parsons' equilibrium theory incorporates the evolutionary concept of continuing progress, but the predominant theme is stability and balance.

Source: *https://de.slideshare.net/AiAirish21/socio-cultural-change* **Cher Rish**, Oct. 9, 2014

Thank You For Your Interest!