

# **Ethnocentric/Ethnocentrism**

- The belief in the inherent superiority of one's own ethnic group or culture.
- A tendency to view alien groups or cultures from the perspective of your own.

Ethnocentrism: "the emotional attitude that one's own race, nation, or culture is superior to all others"

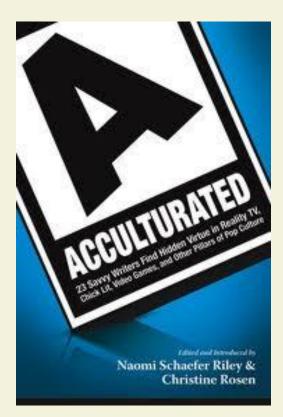
# **Assimilate/Assimilation**

- To take in and absorb as one's own
- To conform to the customs, attitudes, and behaviors of a dominant cultural group or national culture
- To make similar
- Example: going from middle school to high school



#### **Acculturate/Acculturation**

- Process of adopting the cultural traits or social patterns of another group.
- Example: moving to Alaska from Florida



# Socialize/Socialization

- To make fit for life in companionship with others.
- Example: your parents teaching you manners



# Culture

- A unique way of life shared by a group of people and passed from generation to generation.
- Example: living in the city versus living in the country.

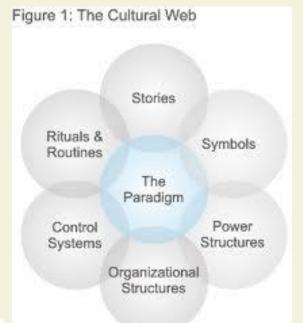




### Sub-culture

- A culture within a culture.
- Example: A Skyview (unique culture) student who likes skate boarding. (subculture)

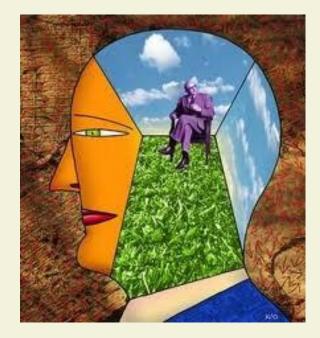




# Consciousness

#### Awareness

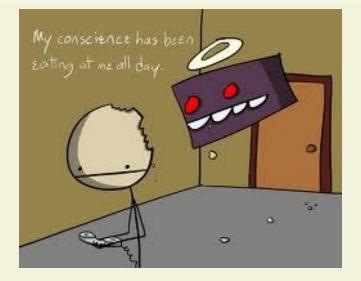
- The thoughts and feeling of an individual or a group of people.
- Awareness of something for what it is.
- Example: acknowledging that your behavior affects other people.





# Conscience

- The inner sense of right and wrong.
- The ethical and moral principles that control our behavior and actions.
- Example: the devil on one shoulder and the angel on the other that direct your decision making.





# **Relevance/relevant**

- Bearing upon the matter at hand.
- Having practical value or applicability.
- Example: learning geometry so you can build a square box.



### **Perceive/Perception/Perspective**

- To become aware of, know, or identify by means of the senses.
- To recognize, discern, or understand.



### **Perceive/Perception/Perspective**

- The act of apprehending (to grasp the meaning or understand) by means of the senses or the mind.
- One's mental view of facts, ideas, and thoughts and their interrelationships.
- Example: Political view on any given issue.



#### Microsoft Lync

- Go to All Programs
  - $\,\circ\,$  Open up Microsoft Lync double click on



- Type in name of contact: Anne Beebe
  - × Place cursor on Icon and options will appear



#### Microsoft Lync

# From the options you can Instant Message, Video Conference and Share Desktops.



#### Key Term Assignment

- Provide a personal example for each key term listed.
- Provide an example from the video CULTURES of each item.
- 1. Ethnocentric/ethnocentrism-
- 2. Assimilate/assimilation-
- 3. Acculturate/acculturation-
- 4. Socialize/socialization-
- 5.Culture-
- 6. Sub-culture-
- 7. Consciousness-
- 8. Conscience-
- 9. Relevant/relevance-
- 10. Perceive/perception/Perspective

