



Stereotypes and Prejudices



Appearances are often deceiving



Source: POOL

Ted Bundy

Serial Killer



Source: The Irish World

Frank W. Abagnale Jr.

**Swindler and
impostor**



Source: Gillian Laub for The New York Times

John Fetterman

Mayor of Braddock



Source: Pinterest, Oxana Fedorova

Oxana Fedorova

Police Officer

Why Cultural Sensitivity is important?



- **To build valuable environment**
- **To bring out innovative approaches**
- **To improve empathy among people**
- **Better decision-making**
- **enhanced communication skills**
- **increased self-confidence**
- **Positive behavioral change**

ACTIVITY



Activity: Who am I?

- think of a secret (surprising hobby, unknown feature, interesting activity) of yourself and write it down on a hidden piece of paper
- build pairs of 2 participants
- try to find out the secret of the other person through questions that can be answered by “yes” or “no”
- When the answer was “no”, the other person must ask the next question.

Appearances are often deceiving



Source: Istockphoto

Social categorization is the process whereby we routinely and rapidly sort people into groups

Adopt a Dane



Source: Lifegate Daily, (Youtube DR P3), <https://www.lifegate.com/adopt-a-dane-video>



The Risk Of Stereotyping

- When confronting with different cultures we often use stereotypes.
- Stereotypes are generalized images – an over – simplification of reality – that we have about groups of people (social categorization), social status, psychological characteristics or personality traits

Activity: If you were forced to explain your own national culture in one word what would it be?

- For example: German – Beer – Oktoberfest – Dirndl etc.
 - Stereotypes formation bypasses our rational and conscious thinking
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The Importance Of Cultural Sensitivity



- **CULTURAL AWARENESS** fosters **flexibility** and acceptance of different cultures
- Appreciation for **DIVERSITY** is the key for developing cultural competences



3 Steps to Intercultural Competence:

1. To be aware of differences due to culture
2. To be aware of one's prejudices & stereotypes
3. Overcome prejudices & stereotypes
  Stay curious!

