

Stereotypes, prejudice and discrimination



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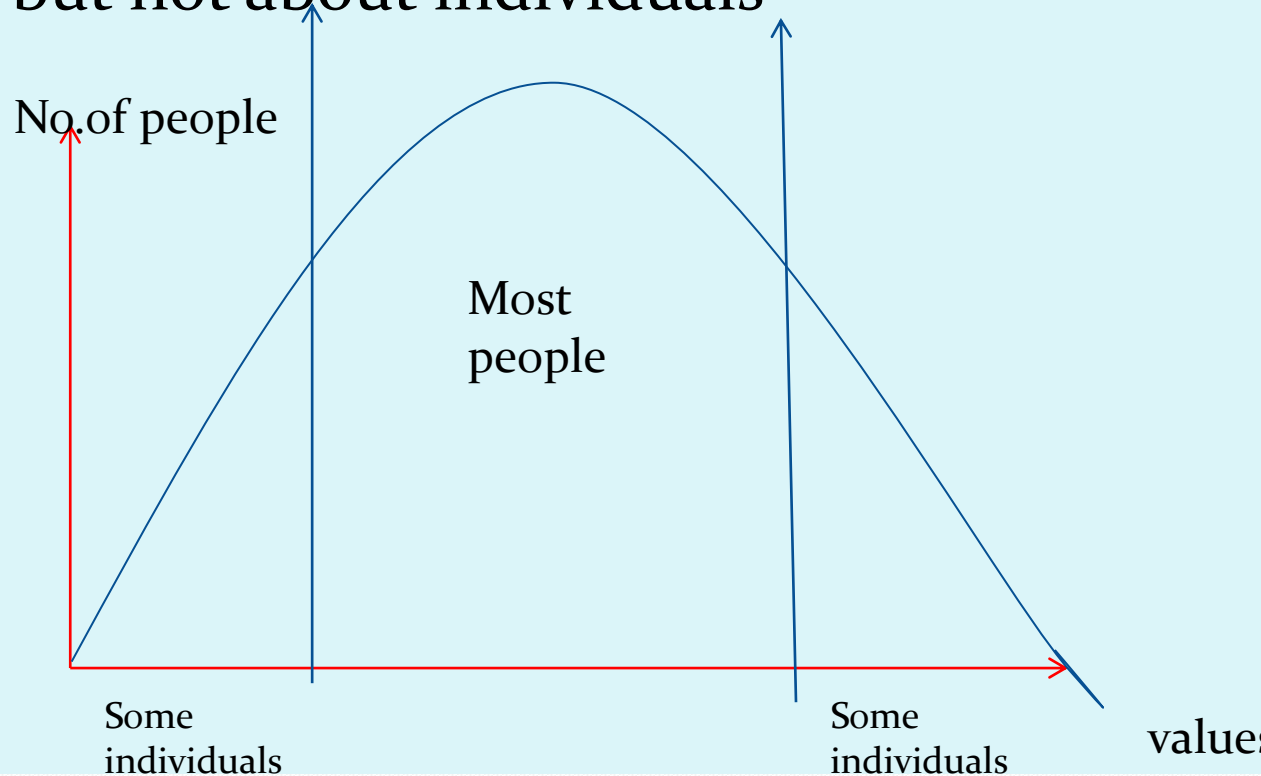
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Generalizations

- It is possible to make generalizations about cultures, but not about individuals



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Barriers - communication

- Misinterpretation
- Misunderstanding
- Bad intercultural training and poor language skills
- Generalizations leading to stereotype , prejudice and discrimination



A critical incident – an example of misinterpretation

- A Japanese businessman is negotiating with a Norwegian partner. The Japanese says that the deal will be very difficult. The Norwegian asks how her company can help to solve the problem. The Japanese is puzzled by the question.
- What happened?



Explanation

- For the Japanese, his statement that the deal will be difficult means that it will not be possible at all. He expressed it indirectly because he must be polite and wants to avoid losing face.
- The Norwegian was not aware of this and thought that there were some problems that could be solved.



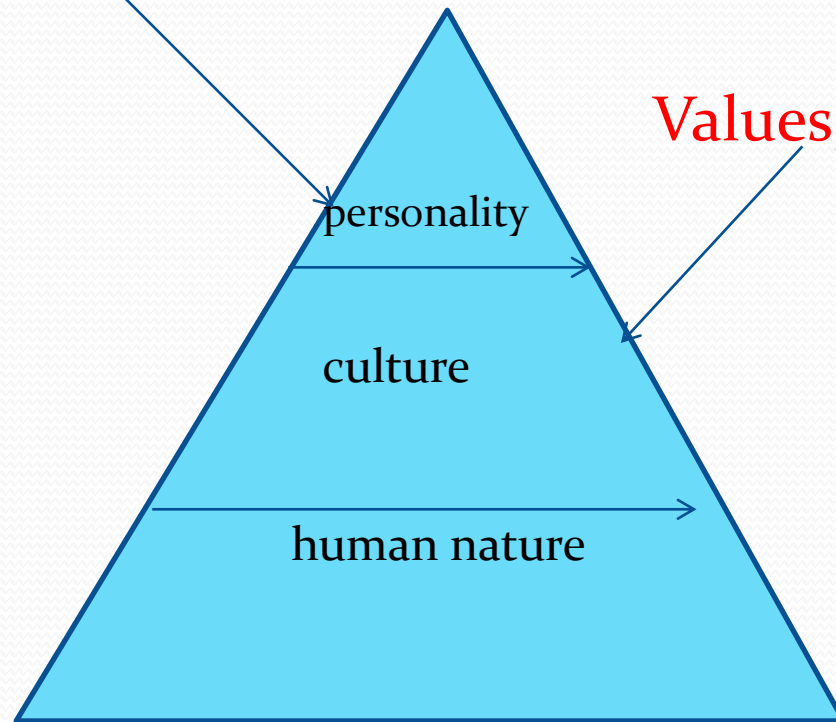
Stereotype

- **A FIXED IDEA**
- or image that many people have about a particular type of person or thing, but which is not true in reality.
- It is based on generalizations



HUMAN MENTAL PROGRAMMING (Hofstede)

- Individual issues



Values, attitude, beliefs

Universal and
inherited
characteristics



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PREJUDICE AND DISCRIMINATION

- **Prejudice - a negative judgement or opinion formed about a group without knowledge of the facts**
- **The Czech Republic – Romas (gypsies), the Vietnamese**

- **Discrimination - treating people in a less favourable way because they are members of a particular group –**
- **Examples – history - ???**



Ethnic prejudice

- **Universal character –all over the world – they are fixed and taken over by generations – families with lower social status and lower level of education – age of 5-6**
- **Holland – research – children 10-17 – attitude to ethnic minorities (Verkuyten, Thijs)**
- **Result – the most negative attitude – Turks and Moroccians**



Ethnic prejudice

- East of Finland – Joensuu – Russian border
- Kindergarten – prejudice to small children with Russian background
- Reason – family – prejudice – history
- War with the Russians – part of Karelia



How to eliminate prejudice?

- **Contact hypothesis (Allport) – reduction of prejudice – in contact among ethnic groups**
- **People of the same status working on a common goal**
- **Italy – foreigners from Africa in Italian teams – research –**
- **1st group- students – Italians and Africans**
- **2nd group- hospital staff - Italians and Africans**

- **Result – workers in hospital – more positive attitude – difficult tasks**



Relationship between Czechs and Germans

- **Stereotypes on both sides**
- **Common historical development**
- **German stereotype – Slavonic nations – easy to control**
- **Arrogant attitude of Germans toward the Czechs – WW2 - German aggression**



Czechs seen by the Germans

POSITIVE

- **hospitable**
- **friendly**
- **ready to help**
- **joyful**
- **polite**

NEGATIVE

- **nationalistic**
- **drinking alcohol**
- **untidy**
- **envious**
- **lazy**



Europe's
NOT DEAD



- Prejudice
- <https://www.youtube.com/watch?v=tODZxVattjc>
- Discrimination
- <https://www.youtube.com/watch?v=TbvugRMUO4>
- Funny misunderstanding
- <https://www.youtube.com/watch?v=EeRqIC1sDzo>



Discussion questions

- **What kind of ethnic prejudice do you have in your cultures?**
- **Make a national self-stereotype.**
- **People think we are.....**

