

Introduction:

This activity encourages participants to reflect on their own patterns of thought and templates of behavior they are most comfortable with. It also asks participants to consider what patterns or templates they are comfortable with, and what cultural figures they may find disorienting, through the act of searching for online photos and images that evoke feelings of comfort or are disorienting.

Objectives:

As a result of this activity, participants will be able to:

1. Increase self-awareness about how we recognize patterns and put information into templates that are familiar to us.
2. Consider how we recognize patterns and put information into templates that are familiar to us. Discuss the similarities and differences between cultural rules and patterns and templates.

Time:

30 minutes.

Group size:

Small group.

Materials:

See Participant Instructions (in [Downloads](#)).

Intercultural Development Continuum Stages:

- Denial
- Polarization
- Minimization
- Acceptance

AAC&U Intercultural Knowledge and Competence Goals:

Cultural Self-Awareness:

- To articulate insights into own cultural rules and biases (e.g., seeking complexity; aware of how their experiences have shaped these rules, and how to recognize and respond to cultural biases, resulting in a shift in self-description).

Openness:

- To initiate and develop interactions with culturally different others.
- To suspend judgment in valuing interactions with culturally different others.

Knowledge of Cultural Frameworks:

- To demonstrate sophisticated understanding of the complexity of elements important to members of another culture in relation to its history, values, politics, communication styles, economy, or beliefs and practices.

Other Skills:

Diversity, Equity and Inclusion

Activity Instructions:

1. Participants will divide in pairs and make a list of cultural patterns or templates they are comfortable with. The patterns can be in the form of photos or images.
2. The participants then search online for photos or images that they feel comforted by or are familiar with culturally.
3. Then the participants do an online search for photos or images that they feel uncomfortable with or are unfamiliar with culturally.
4. Participants share their collection of photos and images with their partner and explain why certain images conjure certain reactions, e.g., comfort or disorientation.
5. Debrief: participants give summaries of their discussions to the larger group.

Related Tools:

- [Advertising and Marketing Across Cultures](#)
- [Cultural Worldview Frameworks](#)
- [How Advertising Breaks Down Stereotypes](#)
- [How Advertising Perpetuates Stereotypes](#)
- [Impact of Bias in Advertising, The](#)
- [Representation in Advertising](#)
- [Stereotypes in Advertising](#)