

3. Cultural Awareness and Cultural Differences

Realizing one's own identity in communication is a path towards becoming aware of one's own culture. *Cultural awareness* is the prerequisite of **trying to understand other people's cultures**. To be aware of one's own culture means to be able to realize that **every culture can *perceive* the world differently**.

Follow the instructions. We will discuss your findings in class.

Do the **source # 1** to find out whether your perceptions of objects differ from, or are the same as the options given. Read the **next source** to find out which principles guide your perceptions. The **source 3** gives you views and definitions of *cultural awareness*. It also points out that becoming aware of one's own culture means realizing differences between one's own culture and cultures of others. In the **source 4**, study how *ethnocentrism* affects perceptions of strangers and what cultural differences we tend to observe first when encountering strangers.