

Principles and Regulations in CULTURAL DIVERSITY

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Presentation course

Cultural diversity is related to the dynamic process whereby cultures change while remaining themselves, in a state of permanent openness to one another. At the individual level, this is reflected in multiple and changing cultural identities, which are not easily reducible to definite categories, and which represent opportunities for dialogue based on sharing what we have in common beyond those differences.

The processes of accelerated globalization emphasize intercultural competencies, both individual and collective, to manage cultural diversity more effectively. Without these competencies, misunderstandings related to identity issues are likely to proliferate.

A strengthening of these competencies is central to this course.

Through this course we wish to emphasize that cultural diversity has as its corollary intercultural dialogue, which implies a need to move beyond a focus on differences that can only be a source of conflict, ignorance, and misunderstanding.

Course Objectives:

On completion of this lesson students will be expected to be able to :

- a) to describe cultural diversity in all its aspects, by attempting to show the complexity of the processes at work while at the same time identifying a main thread among the wide range of possible interpretations.
 - b) to identify and critically evaluate the ways in which cultural diversity can serve the actions of the international community.
 - c) to analyze and offer strategic advice regarding cultural diversity in different areas (languages, education, communication, and creativity).
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Scope of the Course:

The course is focused on analyzing all key principles of Cultural diversity from a comparative perspective. We try to have a teaching approach that uses examples and case studies serve to illustrate different facets of the arguments presented.

Course outline

COURSE ORGANIZATION (BY SESSIONS)

Lesson 1: Cultural diversity in a globalizing world (2h)

- Globalization theory and concepts
- Cultural diversity principles
- Regional and international initiatives on cultural diversity

Lesson 2: National, religious, cultural and multiple identities (2h)

- National identity
- Globalization and cultural identity

- The challenges of dialogue in a multicultural world

Lesson 3: The Two Paradigms of Culture in the Context of Globalization (2h)

- Cultural Hybridity,
- Homogenization

Lesson 4: Confronting Cultural diversity and the mass culture (2h)

- Mass culture
- Popular culture

Lesson 5: Key Vectors of Cultural Diversity: Languages (2h)

- Language dynamics today
- Languages and identities
- The challenges of language assessment and revitalization
- Multilingualism, translation and intercultural dialogue

Lesson 6: Key Vectors of Cultural Diversity : Education (2h)

- The relevance of educational methods and contents
- Learning societies and the right to education
- Participatory learning and intercultural competencies

Lesson 7: Key Vectors of Cultural Diversity : Communication and cultural contents (2h)

- Globalization and new media trends
- Impacts of communication and cultural products
- Policies fostering cultural diversity

Lesson 8: Creativity and the marketplace (2h)

- Artistic creation and the creative economy
- Crafts and international tourism
- Cultural diversity and the business world

Lesson 9: Cultural diversity: A key dimension of sustainable development (2h)

- The cultural approach to development
- Perceptions of poverty and poverty eradication
- Cultural diversity and environmental sustainability

Lesson 10: Cultural diversity and democratic governance (2h)

- Cultural diversity and universally recognized human rights
- Cultural diversity: A parameter of social cohesion
- The challenge of cultural diversity for democratic governance

Methods of Instruction:

- Seminar: in class discussions supported by short lectures and students' presentations.
 - Case study analysis
 - Continuous oral assessment: Several assignments, organised as individual (at the beginning of each session) or coached group work, will challenge participants to integrate the acquired knowledge and skills.
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Materials:

- UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions
- UNESCO Basic Texts of the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions, 2015 EDITION

Textbook:

1. Marie-Claire Foblets and Nadjima Yassari (ed.), *Legal Approaches to Cultural Diversity/Approches juridiques de la diversité culturelle*, Centre for Studies and Research in International Law and International Relations Series, vol. 13, 2013.
2. UNESCO, *Investing in Cultural Diversity and Intercultural Dialogue*, 2009.

Additional readings will be assigned for specific classes.

Evaluation:

1. Assignments and active participation in classes: 30% of the course grade
2. Teams evaluation: presentation: 40%
3. Final exam (theoretical knowledge): 30% of the course grade

Guidelines on Attendance and Class Participation:

Attendance:

- attendance is mandatory for each class and students are expected to show up on time,
- absences must be approved by the Academic Affairs Office,
- excused absence will not be calculated as part of the attendance mark;

Participation:

- the seminar course is interactive, then comprehensive preparation and active and meaningful participation are expected,
- students are expected to read all assigned materials and voluntarily and meaningfully engage in class discussions,
- students will be primarily evaluated on the quality of their involvement,
- students' participation should demonstrate: thorough knowledge and understanding of the assigned material, ability to critically assess and analyze course material, active engagement in discussions, evidence of preparation for class activities, good communication skills, including, clearly and persuasively expressing ideas, asking questions, respectfully interacting with peers, and building on other students' ideas.

Instruction and Criteria for Final Work:

3-4 students' team

Choose one of these topics:

- Topic 1 : Diversity of Languages : The key facets of language planning and policy-making
- Topic 2 : Intercultural education (country case) : Policies, practices and trends
- Topic 3 : Media toolkits for cultural diversity in broadcasting
- Topic 4 : Cultural diversity: A key dimension of sustainable development
- Topic 5 : Cultural diversity, human rights and democratic governance (country case)

Oral Presentation Guidelines:

- duration : around 20 minutes

- other students and professor may ask questions during or after the presentation;

Structure

The structure of this presentation should be as follows:

1. The overview - presenting the structure of the talk
2. The Body of the Presentation :
3. To underline the important ideas and impacts in cultural policy (national and international)
4. Conclusion

Content

- informative, based on a student's own research in the area,
- presenting the key sources,
- using power point slides and/or other ways to clarify the analyzed issues

Delivery

- speaking with understanding of the issue and conviction,
- use of notes is permitted, but the presentation should not be simply read aloud,
- presenting students may pose questions and invite others to discussion – they should behave like a professor,

Grading criteria:

- Research (how does a students know the issue? how confidently may he/she discuss it? What sources does he/she rely on?),
- The scope of content covered (has everything important been told?),
- Ability to identify key problems concerning the case,
- The use of comparative analysis,
- Clarity of presentation.

Scheduling activities:

Lesson N°	Activity in the classroom Grouping/type of activity	Activity outside the classroom Grouping/type of activity
Lesson 1: Cultural diversity in a globalizing world	- Presentation of the Course - Course objectives, protocols, grades, exams -presentations, and class expectations	For next: Lecture 1 : Reconstructing Central Asian identities in the post-Soviet era
Lesson 2 National, religious, cultural and multiple identities	Reconstructing Central Asian identities in the post-Soviet era : presentation and discussion	For next: Cultural hybridity examples
Lesson 3 : The Two Paradigms of Culture in the Context of Globalization	Cultural hybridity examples: presentation	For next: The Disneyfication of the World
Lesson 4: Confronting Cultural diversity and the mass culture	The Disneyfication of the World	For next: Oral presentation Topic 1
Lesson 5 : Key Vectors of Cultural Diversity : Languages	The key facets of language planning and policy-making	For next: Oral presentation Topic 2
Lesson 6: Key Vectors of Cultural Diversity : Education	UNESCO's guidelines on intercultural education	For next: Oral presentation Topic 3
Lesson 7: Key Vectors of Cultural Diversity : Communication and cultural contents	Media toolkits for cultural diversity in broadcasting	For next: Oral presentation Topic 4
Lesson 8: Creativity and the marketplace	Tools and approaches for increasing the relevance of cultural diversity to corporate audiences	For next: Oral presentation Topic 5
Lesson 9: Cultural diversity: A key dimension of sustainable development	The Cultural Diversity Programming Lens: A tool for monitoring development projects	For next: Test
Lesson 10: Cultural diversity, human rights and democratic governance	Three examples of traditional mechanisms and intangible heritage in the service of democratic governance	