

Transcultural Themes

Steven R. Van Hook, PhD

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Bridging Cultural Gulfs in
Global Classrooms

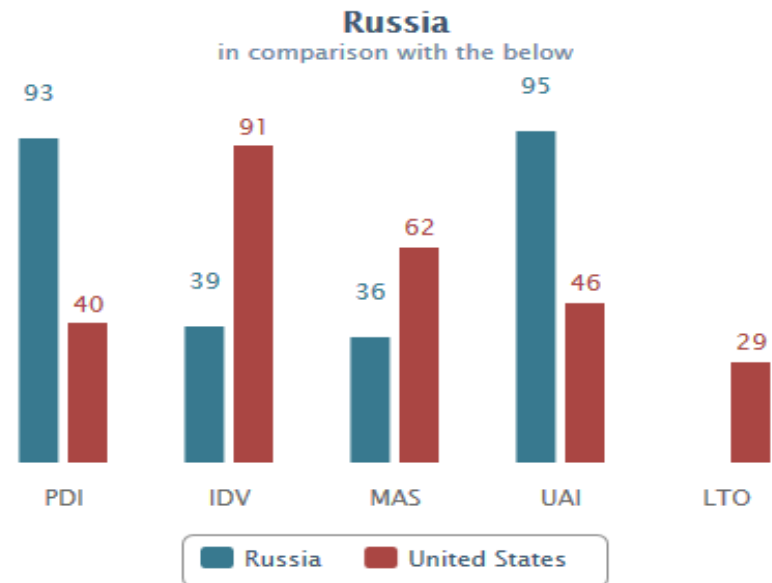


Joy

Background in Eastern Europe



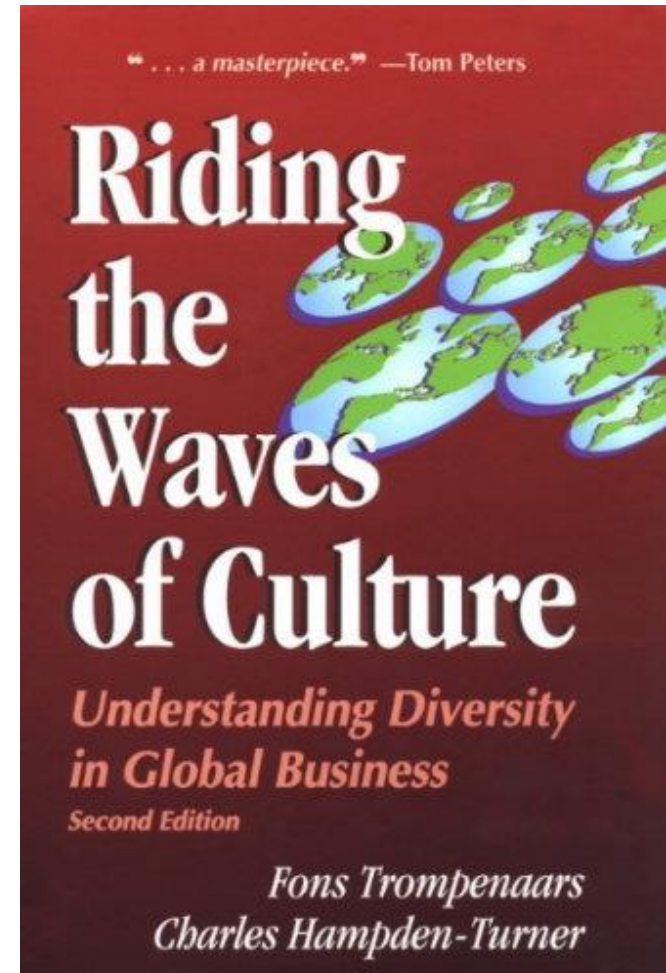
Moscow TV Bureau Chief



- Russians and Americans are cultural polar opposites

Cultural Theorists

- Geert Hofstede
- Marieke De Mooij
- Fons Trompenaars
- Edward T. Hall
- Barbara Mueller
- Simon Anholt
- Samuel P. Huntington
- Lawrence E. Harrison
- Erin Meyer



Who Should Care?

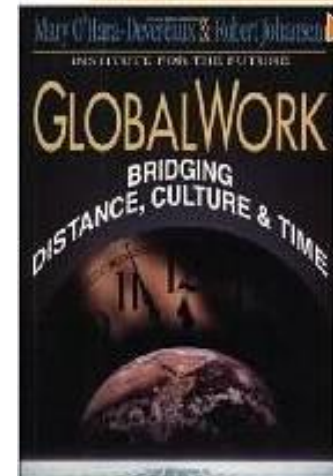
- International educators and students
- Global business managers
- Mass media
- Residents of culturally diverse nations, states, cities



21st Century Skills

Global Work: Bridging Distance, Culture & Time

- Understand and communicate across multiple cultures
- Communication technologies and how they apply to teamwork in cross-cultural, decentralized settings
- Unique leadership skills in managing business teams in a global setting



O'Hara-Deveraux & Johansen

The Problem

- *Teachers in international courses are frequently unable to accommodate the wide range of cultural variations among a growing diversity of international students.*



(Adam, 2003; Pinheiro, 2001; Engberg & Green, 2002)

The Research Question

- *What sorts of themes and images might create a positive transcultural resonance within an international classroom comprised of diverse nationalities and cultural backgrounds?*
- *How might any resonate themes and images be applied in the classroom and other settings?*



The Scream
Edvard Munch
1893, Norway

The Challenge

- To examine resonant themes and images for enhanced teaching across multiple nationalities:
- Diverse groups of international participants gathered over an extended periods of time and comfortable enough in a cross-cultural setting to express viewpoints perhaps opposed to others in class;
- Consistent and replicable exposure to numerous images and themes;
- Attentive researcher/observer who might make some theoretical assumptions and measures.



Study Sample



- University of California courses in global advertising
- 200+ Students
- 24+ Countries
- 20,000+ advertising impressions in class

Why Commercials?

- Could use art, literature, history, music – any media and subject that rely on diverse themes and images.
- Commercials are universal recognized quantum packets of information; demographically resonant and necessarily concise.



Coming to Terms

- **Cross-Cultural:** A connection between cultures.
- **Transcultural:** A connection above and beyond cultural differences.
- **Resonance:** *Acoustics.*
Intensification and prolongation of sound, especially of a musical tone, produced by sympathetic vibration.
- **Dissonance:** A harsh, disagreeable combination of sounds; discord.



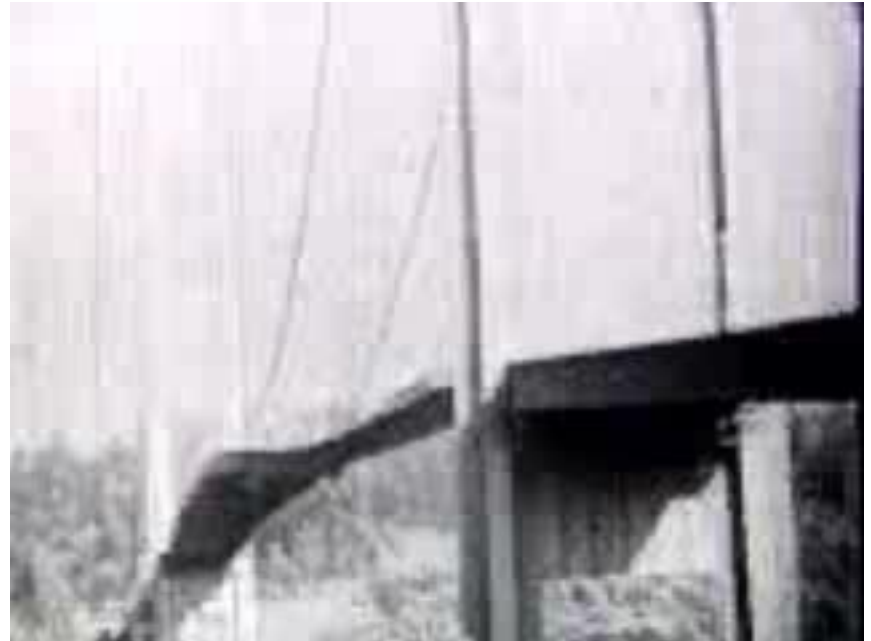
Resonance is:

- *Acoustics.* Intensification and prolongation of sound, especially of a musical tone, produced by sympathetic vibration.
- Richness or significance, especially in evoking an association or strong emotion.
- *Physics.* The increase in amplitude of oscillation of an electric or mechanical system exposed to a periodic force whose frequency is equal or very close to the natural undamped frequency of the system.
- ***Dissonance:*** A harsh, disagreeable combination of sounds; discord.



Resonance & Bridges

- The most famous example of resonance was the Tacoma Narrows Bridge in Washington State (also called Galloping Gertie).
- In 1940, just months after its completion, winds in the Tacoma Narrows matched the bridge's resonant frequency and caused the suspension bridge to sway uncontrollably. Within hours, the bridge collapsed.



<http://science.howstuffworks.com/question603.htm>

Analysis Algorithm

Survey Instrument with 7-point Lickert-type Scale

- $\bar{x} \geq 5$ with $\text{VAR} < 3$ indicated a Positive Resonance
- $\bar{x} \geq 5$ with $\text{VAR} \geq 3$ indicated a Positive Dissonance
- $\bar{x} > 3$ but < 5 with $\text{VAR} < 3$ indicated a Neutral Resonance
- $\bar{x} > 3$ but < 5 with $\text{VAR} \geq 3$ indicated a Neutral Dissonance
- $\bar{x} \leq 3$ with $\text{VAR} < 3$ indicated a Negative Resonance
- $\bar{x} \leq 3$ with $\text{VAR} \geq 3$ indicated a Negative Dissonance

Survey Instrument

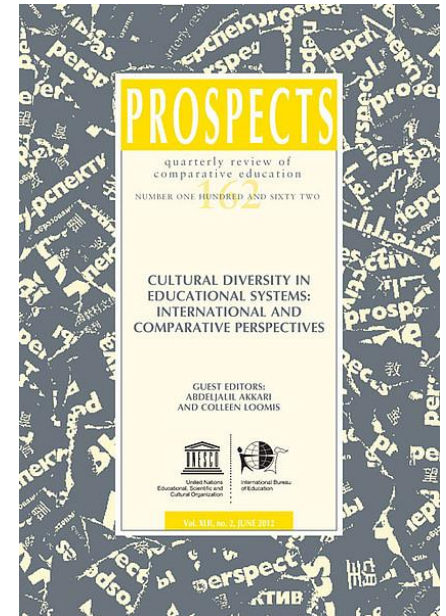
Articles on Transcultural Learning

UNESCO Journal “Prospects”

Van Hook, S.R. (2012, June).

Hopes and hazards of transculturalism.

Article available at <http://wwmr.us>



Journal of Research in International Education

Van Hook, S.R. (2011, April).

Modes and models for transcending cultural differences in international classrooms.

Article available at <http://wwmr.us>



Study Sample



- 40+ Countries
- 900+ Students
- Typically higher-income families

International Student Count

- Countries: 40+
- Total Students: 950
- Female: 494 (51%)
- Male: 467 (49%)
- Age range: Mostly early-20s through mid-30s
- Education: Current college students in home countries, college graduates, professionals
- Income: Typically upper income bracket families in home countries

Top Countries (91% of students)

- South Korea: 223 (24%)
- Germany: 185 (19%)
- Japan: 127 (14%)
- Brazil: 68 (7%)
- Norway: 62 (6%)
- Italy: 51 (5%)
- Vietnam: 49 (5%)
- China: 43 (4%)
- Turkey: 34 (3%)
- Sweden: 32 (3%)

Country Origin of Researcher's International Students

UCSB / UCLA / CLU International Programs / 2001 - 2017

<u>Austria</u> Female: 3 Male: 0 Total: 3	<u>Bulgaria</u> Male: 0 Female: 2 Total: 2	<u>Denmark</u> Female: 2 Male: 0 Total: 2	<u>Hungary</u> Female: 1 Male: 0 Total: 1	<u>Italy</u> Male: 27 Female: 24 Total: 51
<u>Benin</u> Female: 1 Male: 0 Total: 1	<u>Canada</u> Male: 0 Female: 1 Total: 1	<u>Ecuador</u> Male: 1 Female: 0 Total: 1	<u>India</u> Female: 2 Male: 0 Total: 2	<u>Japan</u> Female: 81 Male: 46 Total: 127
<u>Bolivia</u> Female: 1 Male: 0 Total: 1	<u>Chile</u> Male: 5 Female: 1 Total: 6	<u>France</u> Female: 1 Male: 0 Total: 4	<u>Indonesia</u> Male: 1 Female: 0 Total: 1	<u>Kuwait</u> Female: 2 Male: 0 Total: 2
<u>Brazil</u> Male: 42 Female: 27 Total: 69	<u>China</u> Female: 27 Male: 16 Total: 43	<u>Germany</u> Male: 118 Female: 67 Total: 184	<u>Iran</u> Male: 1 Female: 0 Total: 1	<u>Lebanon</u> Male: 1 Female: 0 Total: 1

Country Origin of Researcher's International Students
UCSB / UCLA / CLU International Programs / 2001 - 2017

Mexico

Male: 3

Female: 0

Total: 3

Nigeria

Male: 1

Female: 0

Total: 1

Saudi Arabia

Male: 5

Female: 0

Total: 5

Mongolia

Male: 1

Female: 0

Total: 1

Philippines

Female: 1

Male: 0

Total: 1

Slovak Rep.

Female: 1

Male: 0

Total: 1

Netherlands

Male: 2

Female: 1

Total: 3

Poland

Female: 1

Male: 0

Total: 1

South Korea

Female: 164

Male: 59

Total: 223

Norway

Male: 45

Female: 17

Total: 62

Russia

Female: 4

Male: 2

Total: 6

Spain

Male: 3

Female: 2

Total: 5

Country Origin of Researcher's International Students

UCSB / UCLA / CLU International Programs / 2001 - 2017

Sweden

Female: 18

Male: 14

Total: 32

Turkey

Male: 18

Female: 17

Total: 35

Uzbekistan

Female: 1

Male: 0

Total: 1

Switzerland

Female: 9

Male: 9

Total: 18

Ukraine

Male: 2

Female: 1

Total: 3

Taiwan

Female: 10

Male: 4

Total: 14

Venezuela

Male: 1

Female: 0

Total: 1

Thailand

Female: 4

Male: 0

Total: 4

Vietnam

Male: 37

Female: 12

Total: 49

Transcultural Messages:

What Doesn't Work Well

- Humor
- Sex
- Religion
- Politics



Humor Group

Group Classification: Neutral Dissonance

$n = 235$

$\bar{x} = 4.5$

Median = 5.0

VAR = 3.3

$\Sigma x = 1060$

$p < .001$



Refresh – “Fish Love” – Singapore

Group Classification: Neutral Dissonance

$$n = 235$$

$$\bar{x} = 4.5$$

$$\text{Median} = 5.0$$

$$\text{VAR} = 3.3$$

$$\sum x = 1060$$

$$p < .001$$



Sex Group

Group Classification: Neutral Resonance

$$n = 141$$

$$\bar{x} = 4.5$$

$$\text{Median} = 5.0$$

$$\text{VAR} = 2.3$$

$$\sum x = 632$$

$$p < .001$$



Natan Jewelry – “Headache” – Brazil

Group Classification: Neutral Resonance

$$n = 141$$

$$\bar{x} = 4.5$$

$$\text{Median} = 5.0$$

$$\text{VAR} = 2.3$$

$$\sum x = 632$$

$$p < .001$$

“Headache”

$$n = 47$$

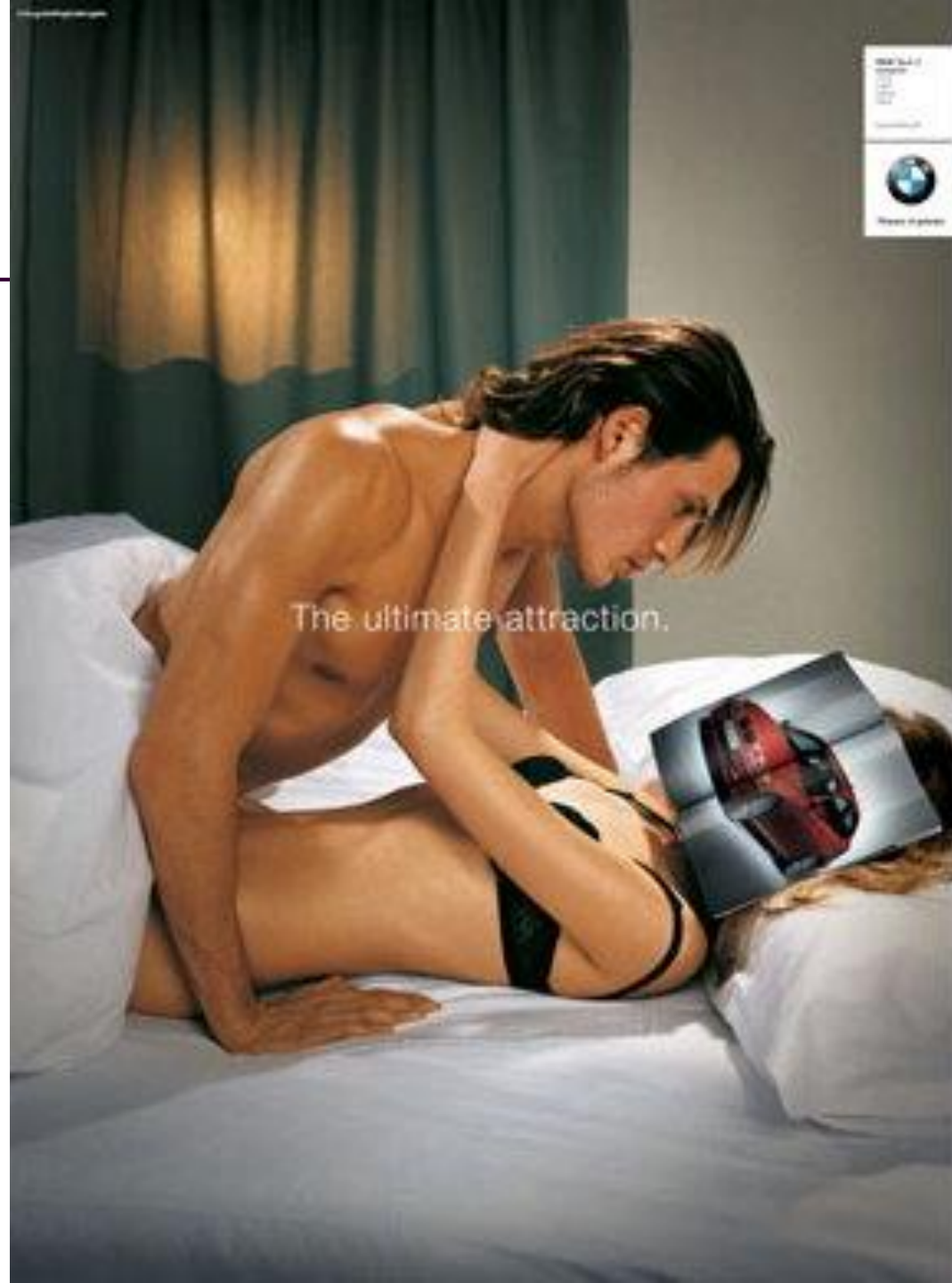
$$\bar{x} = 4.3$$

$$\text{VAR} = 1.9$$

BMW – “Man” Italy

**LEAF Lisbon
Erotic
Advertising
Festival
(Bronze
FigLeaf)**

2002



Religions Group

Group Classification: Neutral Resonance

$$n = 141$$

$$\bar{x} = 4.1$$

$$\text{Median} = 4.0$$

$$\text{VAR} = 2.3$$

$$\sum x = 580$$

$$p < .001$$



Manix – “Pope” – UK

Group Classification: Neutral Resonance

$n = 141$

$\bar{x} = 4.1$

Median = 4.0

VAR = 2.3

$\sum x = 580$

$p < .001$

“Pope”

$n = 47$

$\bar{x} = 4.1$

VAR = 2.2



BDDP & FILS
Very persuasive advertising.

Politics / Nationalism Group

Group Classification: Neutral Dissonance

$n = 141$

$\bar{x} = 4.7$

Median = 5.0

VAR = 3.4

$\sum x = 667$

$p < .001$



PSA – “I Am American” – USA

Group Classification: Neutral Dissonance

$$n = 141$$

$$\bar{x} = 4.7$$

$$\text{Median} = 5.0$$

$$\text{VAR} = 3.4$$

$$\sum x = 667$$

$$p < .001$$

“American”

$$n = 47$$

$$\bar{x} = 4.8$$

$$\text{VAR} = 3.9$$



Molson Canadian – “The Rant” Canada



Cannes Lions Bronze Award 2000
London International Advertising Award 2000

Transcultural Themes & Images

- Babies & Children
- Pets & Animals
- Sports
- Love, Marriage,
Relationship Conflicts
- Self-image
- The Birth-Life-Death
Cycle
- Water



Babies Group

Group Classification: Positive Resonance

$n = 141$

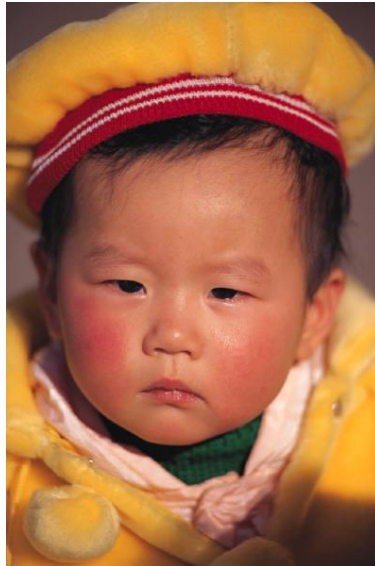
$\bar{x} = 5.7$

Median = 6.0

VAR = 1.7

$\sum x = 808$

$p < .001$



Libero Diapers – “Up & Go” Sweden



EURO EFFIE Gold Award 2000

McDonald's – USA – “Sign Baby”



The Chicago Show (Gold, Best of Show) 1997

Advertising Age Award (Top Winner) 1997

International Andy Awards (Distinctive Merit Certificate) 1997

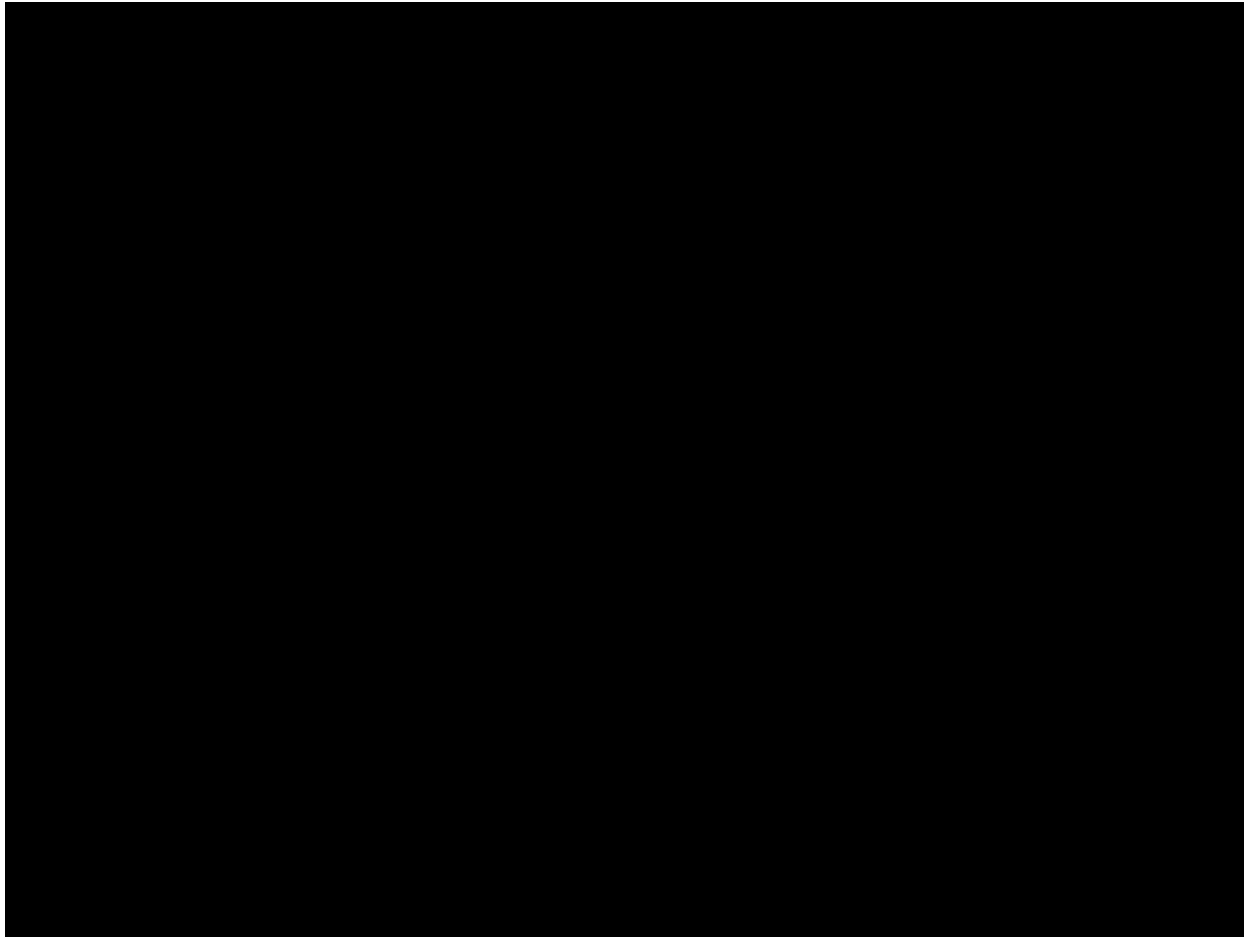
CLIO Awards (Gold) 1996

Cannes Lions (Gold Lion, Grand Prix) 1996

Creativity (Gold Medal) 1996

International Andy Awards (Excellent Award) 1997

Midas – “Cry Baby” – France



Eurobest (Winner) 2001
One Show Awards (Bronze) 2002

Sealy – “Boy” – Mexico



Cannes Lions - International Advertising Festival, 2001 (Silver Lion)
CLIO Awards, 2002 (Silver)
D&AD Awards, 2002 (Silver)

Animals Group

Group Classification: Positive Resonance

$n = 141$

$\bar{x} = 5.7$

Median = 6.0

VAR = 2.0

$\Sigma x = 798$

$p < .001$



Ikea – “Confused Dog” – Sweden

Group Classification: Positive Resonance

$$n = 141$$

$$\bar{x} = 5.7$$

$$\text{Median} = 6.0$$

$$\text{VAR} = 2.0$$

$$\sum x = 798$$

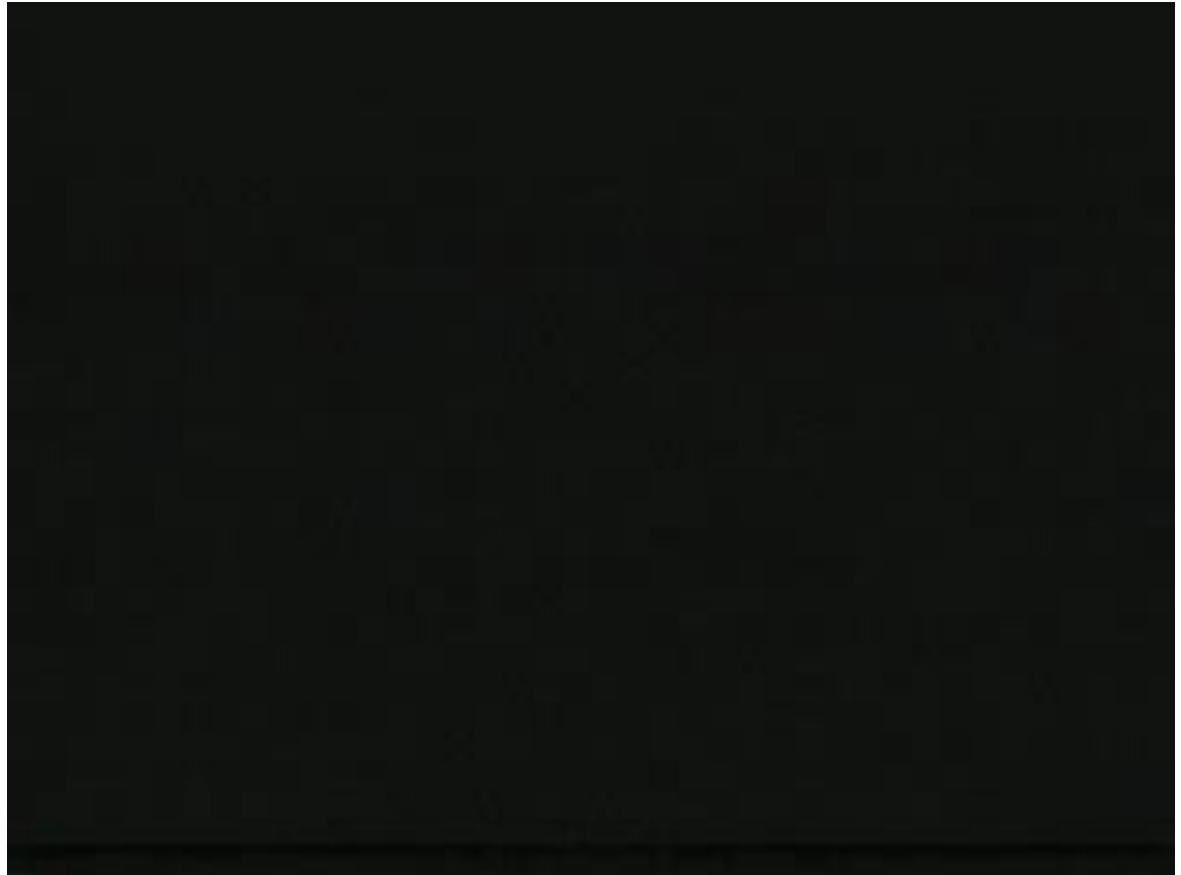
$$p < .001$$

“Confused Dog”

$$n = 47$$

$$\bar{x} = 6.3$$

$$\text{VAR} = 1.1$$



Got Milk? – “Peanut Butter Dog” – USA



Relationships Group

Group Classification: Positive Resonance

$n = 141$

$\bar{x} = 5.3$

Median = 6.0

VAR = 2.1

$\sum x = 754$

$p < .001$



Aspirina – “Snoring” – Mexico

Group Classification: Positive Resonance

$$n = 141$$

$$\bar{x} = 5.3$$

$$\text{Median} = 6.0$$

$$\text{VAR} = 2.1$$

$$\sum x = 754$$

$$p < .001$$

“Snoring”

$$n = 37$$

$$\bar{x} = 6.1$$

$$\text{VAR} = 1.1$$



McDonald's – “Marry Me?” – China



Ikea – “Heads” – USA



Nordstrom – “Moving Van” – USA



The Good, the Bad & the Ugly Awards (Winner - Good TV) 2000

Sports Group

Group Classification: Positive Resonance

$n = 141$

$\bar{x} = 5.5$

Median = 6.0

VAR = 1.8

$\Sigma x = 776$

$p < .001$



IDEA – “Anthem” – Poland



Bright Dairy – “Football” – China



CLIO Awards, 2002 (Bronze)

German Soccer/Football Team



Brazilian Soccer/Football Team



Self Image Group

Group Classification: Positive Resonance

$n = 188$

$\bar{x} = 5.0$

Median = 5.0

VAR = 2.4

$\sum x = 945$

$p < .001$



“Istanbul” – Turkey



National Anthems & Flags



Life Cycle Group

Group Classification: Positive Resonance

$n = 141$

$\bar{x} = 5.1$

Median = 5.0

VAR = 2.3

$\sum x = 723$

$p < .001$



Sylvania – “Old Man” – Thailand

Group Classification: Positive Resonance

$$n = 141$$

$$\bar{x} = 5.1$$

$$\text{Median} = 5.0$$

$$\text{VAR} = 2.3$$

$$\sum x = 723$$

$$p < .001$$

“Old Man”

$$n = 47$$

$$\bar{x} = 5.0$$

$$\text{VAR} = 1.4$$



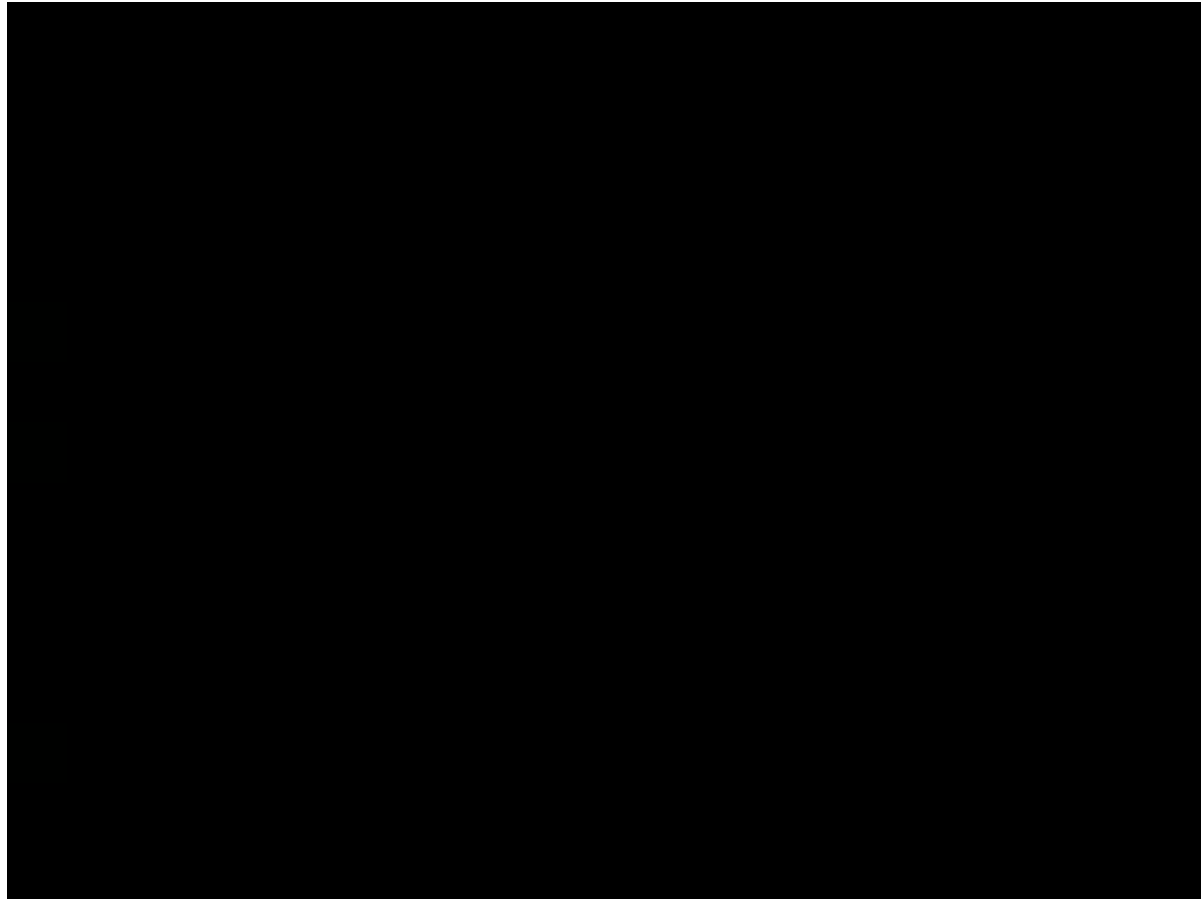
MS Xbox – “Champagne” – UK

Banned by the BBC after 136 complaints



Cannes Lions - International Advertising Festival, 2002 (Gold Lion)

McDonald's – “Life” – Australia



FAB Award 2006 / ADDY Gold 2006 / :30

Water Group

Group Classification: Neutral Resonance

$$n = 165$$

$$\bar{x} = 4.4$$

$$\text{Median} = 5.0$$

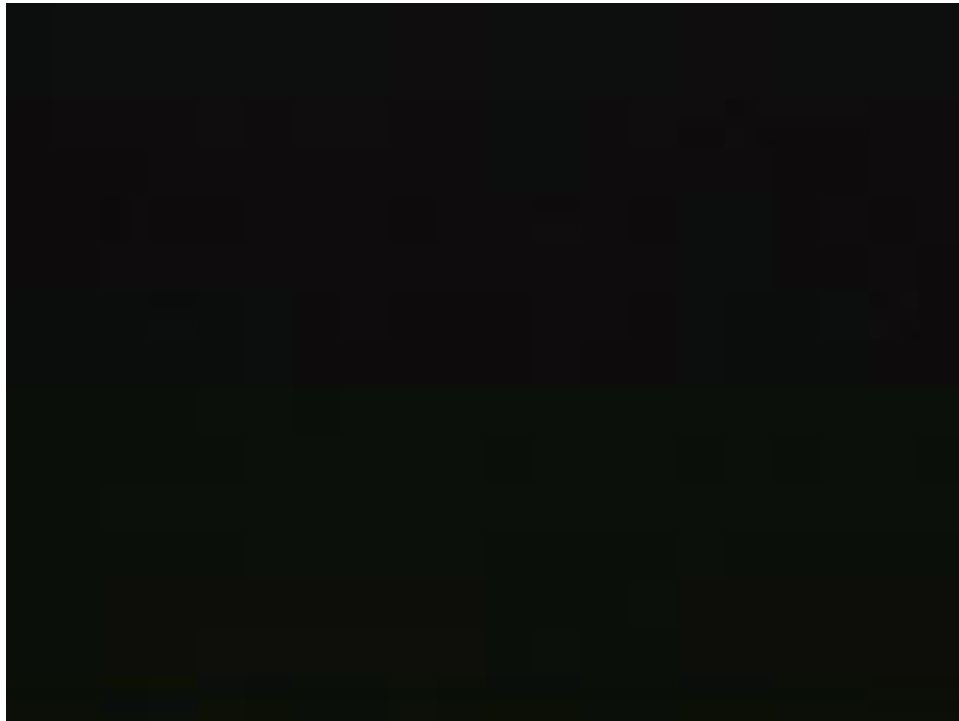
$$\text{VAR} = 1.8$$

$$\sum x = 734$$

$$p < .001$$



McDonald's – Thailand – “Swimming”



Cannes Lions - International Advertising Festival, 2000 (Bronze Lion)
CLIO Awards, 2000 (Bronze)

Evian – “Water Ballet” – France



Cannes Lions, 1999 (Bronze Lion)
Epica, 1999 (Winner)

Evian – “Seniors” – France



Food



Presentation

Cross-Cultural Beats



Presentation

What's this got to do with teaching?

Application & benefits of transcultural images and themes for international students could include:

- **Comfort** - give students something familiar in an alien setting.
- **Bonding** - students relate better to each other through common ground.
- **Integration** - students interact better with group through common ground.
- **Content relevancy** - e.g., present management concepts illustrated with family metaphors and similes.
- **Attraction** - tools to attract attention front and center.





UC SANTA BARBARA
UNIVERSITY OF CALIFORNIA



Transculturalism applied to International Student Course in Global Economics

Babies/Children: Socioeconomic costs of war



Boy wounded from missile fire.

“They have to be carefully taught” 📢

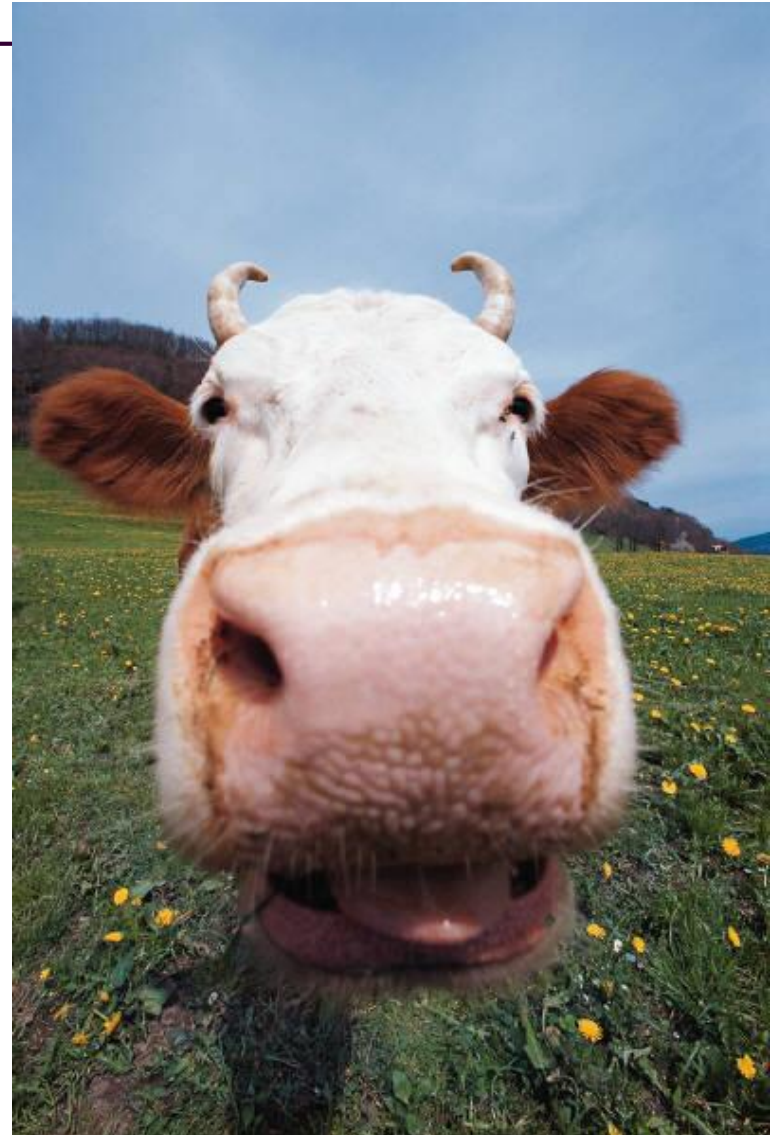


Girl wounded and
parents killed in air attack.

Animals: The Globalization of the Family Cow

- The need for the family cow squeezed by refrigeration.
- Holsteins – the “SUV” of dairy milkers – are now the globalized cow breed.

[Article](#)



Self-Image: The Masai Aesthetic

Clamor – July/August 2002



“In the Masai language, the word for physical appearance (which roughly translates as a person's "goodness") can also be used to describe their morality.”



“The Masai typically think about attractiveness in terms of both physical attributes and character traits alike.”

Robert Biswis-Diener



“When I asked the Masai about what constitutes a perfectly good-looking person, their answers frequently included friendly, well respected, disciplined, and brave. “

Relationships:

“Nash’s Equilibrium” (27-page dissertation)



**John Nash (1928-)
Nobel Prize in
Economics, 1994**

A Beautiful Mind
By Sylvia Nasar
Universal Pictures 2001



“Adam Smith Needs Revision”

:45

Sports:

Daytona 500 demonstrates complexity theory and social networking

In aerodynamically intense stock-car races like the Daytona 500, the drivers form into multi-car draft lines to gain extra speed. A driver who does not enter a draft line (slipstream) will lose. Once in a line, a driver must attract a drafting partner in order to break out and try to get further ahead. Thus the effort to win leads to ever-shifting patterns of cooperation and competition among rivals. This provides a curious laboratory for several social science theories.



Life-Cycles: Discussion Topics

- **Unemployment rate:** Is it high or low in your country? Does the government provide unemployment insurance? What does someone in your country do when they lose a job?
- **Military:** Is service mandatory in your country? Do they offer benefits and incentives for service? Is military spending a big part of your economy?
- **Education:** Who pays the largest part for education in your country, private or public funds? Who should pay? Is there financial aid? How important is education to economic development?
- **Health care:** How much does a visit to the doctor cost? A stay in the hospital? Who pays: private or government funds? Who should pay? Do you have private insurance companies? Is health care regulated? Should it be?
- **Family planning:** What is happening with the birth rate in your country? Are people getting married later? Do you think the current state of the economy in your country is helping or hurting families? How? Has this impacted your own plans for marriage and a family?

Economics Lesson with Food



Anthony Bourdain: Parts Unknown
Shanghai: Most 'go-go' place on Earth
Season 4, Episode 1 (2015) 2:10

**Interview with
Professor
Zhou Lin**
Dean of the
College of
Economics and
Management at
Shanghai, Jiao
Tong
University.
Former
economics
instructor Yale,
Duke, Arizona
State.

*“Technology is so advanced, we don’t need
that many people to do things ... What should
human beings do ... and still live a good life?”*

Ricardo's Law of Comparative Advantage

(1772-1823)



David Ricardo

You & I spend equal time writing papers and baking pies:

	<u>Papers</u>	<u>Pumpkin Pies</u>	<u>PPP Production</u>
You	10	5	15
Me	1	2	<u>3</u>
			18 Total PPPs

You spend your time writing papers / I spend my time baking pies:

	<u>Papers</u>	<u>Pumpkin Pies</u>	<u>PPP Production</u>
You	20	0	20
Me	0	4	<u>4</u>
			24 Total PPPs

‘Pan-Cultural’ Facial Expressions



- Joy, Anger, Disgust, Sadness, Fear, Surprise

Ekman et al. (1969)

Watson (2004)

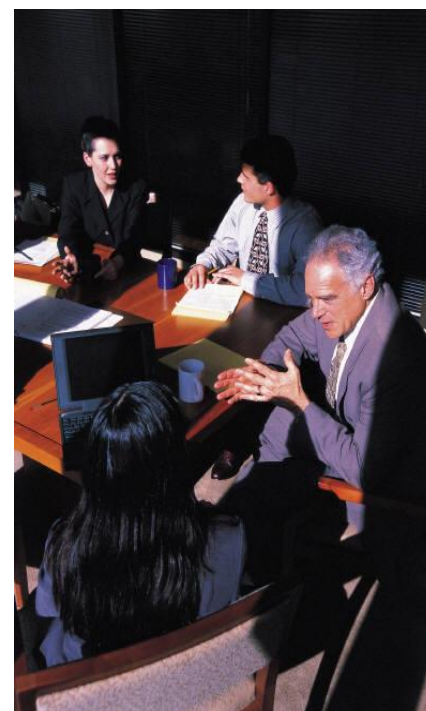
The 'Not' Face



Researchers have identified a single, universal facial expression that is interpreted across many cultures as the embodiment of negative emotion. The look proved identical for native speakers of English, Spanish, Mandarin Chinese and American Sign Language. It consists of a furrowed brow, pressed lips and raised chin, and because we make it when we convey negative sentiments, such as 'I do not agree,' researchers are calling it the 'not face.'

ELF: English as a Lingua Franca

- Only 400-million native English speakers (~6% of world's population)
- 1.5-billion conversant in English (~25% of world's population)
- 80% of all English interactions between non-native speakers



Teaching Ideals



Kerckoff Hall

UCLA (University of California at Los Angeles)



Korean Students from
Hanyang University

Immersive Technologies



Immersive headset company **Oculus VR** bought for \$2-billion by **Facebook** in 2014.

“Imagine ... studying in a classroom of students and teachers all over the world or consulting with a doctor face-to-face, just by putting on goggles in your home.”

~ Mark Zuckerberg

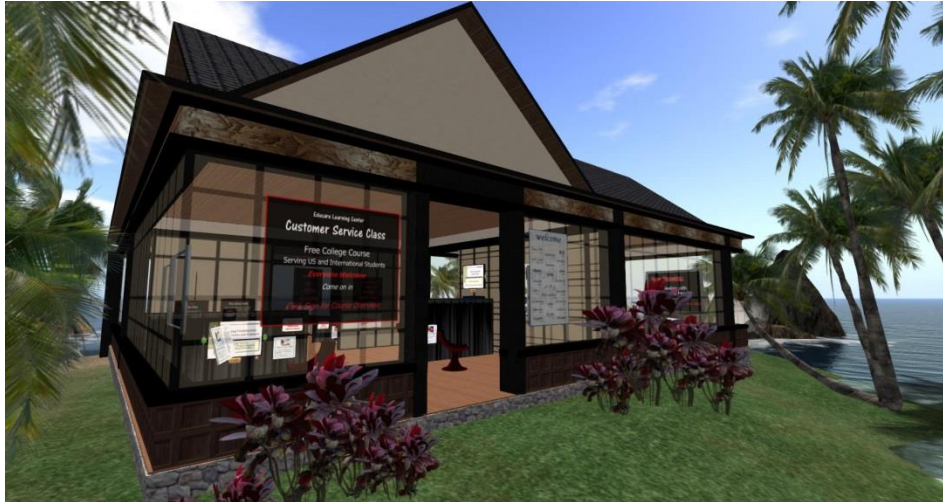




English
language
and
content
courses
designed
for a global
audience



Educare Virtual Learning Centers



*Sakura Learning Center
by Educare Research on
Imzadi Island*

Non-profit 501(c)(3)



Free college courses,
English read-along
books, videos, career
development, transfer
credit possible through
Saylor Academy.



Educare Research inc

- Non-profit educational think tank in USA
- Resources for international educators
- Instructor materials
- LMS learning platform access & links
- Educator and student support and references



<http://educares.net>

Dissertation

- Van Hook, S.R. (2005). Themes and images that transcend cultural differences in international classrooms. *U.S. Education Resources Information Center*.
(ERIC Document No. ED490740).
(Proquest Publication Number 3200710).
- Also available online at <http://wwmr.us/>

Questions? Comments?

Steven R. Van Hook, PhD

- **Educare Research inc**
*Nonprofit International
Educational Resources*
- <http://educares.net>
- <http://wwmr.us>
- steven@wwmr.us







Instructor



- **Steven R. Van Hook, PhD**
- Global business/MBA/communication courses for UCLA, UC Santa Barbara, California Lutheran University, National University, Antioch University ...



- <http://wwmr.us>
- <http://clu.wwmr.us>
- steven@wwmr.us

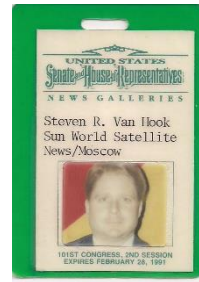


Steve Van Hook

:: Media Samples ::



TV Anchor
Circa 1987



Russia TV Bureau Chief
Circa 1990



Radio Reporter
Circa 1985



Newspaper Writer
1980s –



Nonprofit / Government Work

- VISTA
- USAID
- UNESCO
- Head Start
- IREX
- Educare Research
- Crisis Counselor
- Saylor Foundation
- Corrections Intake



What Steve Does for Fun ...



Animals / Relationships: Linguistics Lecture

Explanation of linguistic grammaticalization of word endings (e.g., Latin term *amabo* derived from *amare habeo*) using the Angler Fish mating as a resonant example.



Prof. John McWhorter / The Story of Human Language
The Teaching Company / 1:00

Life Cycles: Linguistics Lecture

A number of conservative Indo-European languages save 'things' as they age, as an adult may have saved stuff from childhood.



Prof. John McWhorter / The Story of Human Language
The Teaching Company / 1:05

Relationships: Linguistics Lecture

Languages can hide complexities in ways we don't see, much like personal relationships may have secret meanings at the edges.



Prof. John McWhorter / The Story of Human Language
The Teaching Company / 1:50

Animals: Linguistics Lecture

Languages evolve in size and complexity through interim stages, much like the evolution of the horse.



Prof. John McWhorter / The Story of Human Language
The Teaching Company / 1:20

Animals: Linguistics Lecture

Standard dialects are selected based on what a people find appealing, much as we might pick a puppy based on our own preferences.



Prof. John McWhorter / The Story of Human Language
The Teaching Company / 1:10

Food: Linguistics Lecture

Bits and pieces of the world's languages mix in various dialects, as ingredients mix with one another in a beef stew.



Prof. John McWhorter / The Story of Human Language
The Teaching Company / 1:10

Animals: Linguistics Lecture

Grammar
moseys its
way through
a language,
filling it up
with frills, as
a cat crawls
through a
room, filling
an empty
suitcase.



Prof. John McWhorter / The Story of Human Language
The Teaching Company / :45

Diversity in Language a Good Thing?

Language is not hard-wired in our brains for diversity ... but changes because our mouths do different things as language moves from one place to another.



Prof. John McWhorter / The Story of Human Language
The Teaching Company / 3:20

Resonant Life Cycles:

“Our Town” Plays in Compton

- Thornton Wilder’s *Our Town* (1938): universal themes of daily living, marriage, death, and the afterlife from a perspective of small town America in 1902.
- *OT* contrasts rural life in Grover’s Corners, New Hampshire vs. the harsh life for high schoolers in Compton – ‘home of gangsta rap & gansters.’



OT: Our Town / 2002 / 4:30
Scott Hamilton Kennedy

Resonant Relationships:

Spanglish Merges Myriad Relations

- Wives & Husbands
- Lovers on the Side
- Parents & Children
- Bosses & Servants
- Immigrants & Elite
- Rich & Poor
- Cross-Cultural Bonds



Spanglish / James L. Brooks
2004 / 4:30

Resonant Self-Image: The Life of the Lakota (Sioux)



Dances with Wolves / Kevin Costner
Best Picture 1990 (7 Oscars) / 2:30

Animals / Life Cycles / Relationships: Ways of the Emperor Penguin

- French production
- US box office success
- 4th highest earning documentary of all time
- Resonant themes of relationships, animals, babies, life cycles, self image, (sports)



March of the Penguin / Bonne Pioche
2005 / 4:30



Sesame Streets Worldwide

Multicultural and Transcultural
Children's Television Programs

Presentation

Trans-Galactic Relations



*Exobiologists and
exosociologists
consider physical forms
and social structures of
alien species.*



- Astronomers Predict Alien Contact Within 25 Years (Reuters)
- Scientists Reach Out to Distant Worlds (New York Times)
- Astronomers Identify Cradle of Alien Life (Agence France-Presse)
- Search Focuses on 166 'Promising' Signals (National Geographic)

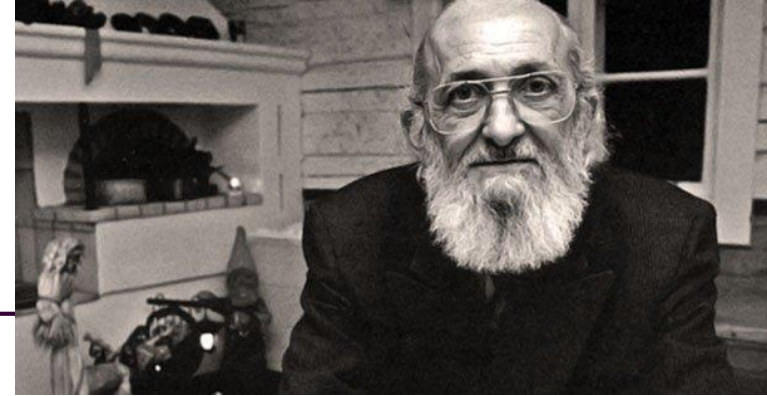
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Presentation

Paulo Freire

(Brazil: 9/19/21-5/2/97)



- Among the more interesting and applicable works on culture – especially relating to issues in international education – are the writings of Paulo Freire. Freire’s applied theory was actually quite simple: speak to the students using themes, images, symbols, and words that resonate with them.
- Freire proposed developing an educational curriculum that includes a group of themes that unites the educator and the educatee in a knowing process. The educator, through structured research, would need to learn the “peasants’ manner of seeing the world,” seeking out the themes and problems so ingrained in the peasants’ way of living. Freire attempted to identify the resonant themes by a qualitative process of examining the students’ lives, first considering some of the universal themes of life, then finding locally resonant themes through interview and observation. He found that for there to be a successful transference of meaning or learning, there should be a common frame of reference meaningful to both and all communicators.
- So successful were Freire’s techniques, that within just 45 days, 300 workers in the city of Angicos had learned to read and write. Freire was accused of using his method to spread subversive and revolutionary ideas, ultimately landing Freire in jail.

