



Cultural Awareness : Embracing Diversity & Inclusion

What is Cultural Awareness?



- According to Winkelman (2005), awareness of cultural differences and their impact on behaviour is the beginning of intercultural effectiveness. He states that “cultural self-awareness includes recognition of one’s own cultural influences upon values, beliefs, and judgments, as well as the influences derived from the professional’s work culture”.





Cultural Diversity in Malaysia

- Multicultural society: Malays, Chinese, Indians, Indigenous groups.
- Major religions: Islam, Buddhism, Christianity, Hinduism.
- Cultural traditions: Open house celebrations (Hari Raya, Deepavali, Chinese New Year, Gawai, Kaamatan).
- Unity in diversity: Rukun Negara principles of national harmony.

Cultural Diversity at Asia Pacific University of Technology & Innovation

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- Home to students from over 130 different nations.
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- A truly global learning environment fostering cross-cultural collaboration.
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- Promotes international networking and cultural exchange through diverse student activities.
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- Encourages intercultural understanding, making it one of Malaysia's most diverse universities.



How to Become Culturally Aware

Think beyond race & ethnicity

A person's culture is shaped by more than the colour of their skin or the way that they dress. It's shaped by a person's life experiences and traditions, which may be visible or invisible to the naked eye.

How to Become Culturally Aware

Learn by asking :

Don't be afraid to ask questions. People feel respected and appreciated when others take a genuine interest in who they are, so ask open-ended questions about their culture to learn more

Pay attention to non-verbal behaviours :

The meaning behind body language can sometimes differ based on cultural norms. : Gestures, eye contact, and personal space vary by culture.

Exchange stories:

Share personal experiences to build cross-cultural understanding.

Example: Gotong-royong fosters community engagement and cultural learning.



Cultural Awareness in Universities & Workplaces

- Universities: Encourage multicultural student activities, inclusive teaching approaches.
- Workplaces: Respect diverse work ethics, holidays, and cultural practices.
- Foster an inclusive environment through cultural exchange programs.

Encouraging Inclusivity Through Cultural Exchange



- ORGANIZE CROSS-CULTURAL EVENTS: FESTIVALS, STORYTELLING SESSIONS.



- PROMOTE RESPECT AND OPEN-MINDEDNESS IN INTERACTIONS.



- ENGAGE IN INTERCULTURAL DIALOGUES TO FOSTER UNITY.

The background of the slide is a light gray surface covered with numerous handprints in various colors including blue, purple, orange, yellow, green, and pink. The handprints are of different sizes and orientations, creating a vibrant and diverse pattern.

Celebrate Diversity

Thank You! Let's Celebrate Cultural Diversity!