### Prerequisites

Students should attend lectures in Social Psychology and Personality Psychology.

### Object

This course is elective and aims to reveal the similarities and the differences in thinking, emotions, attitudes, value orientations, and motivation of people in different socio-cultural contexts.

### Course content (annotation and u topics)

The main aim of the course is to teach theoretical concepts and skills for understanding of culture, and questions related to conventional and specific knowledge of human behavior. It includes topics on development, personality, emotion, communication, and other aspects of human behavior in different cultural contexts. The course helps students to understand and accept the cultural differences and their influence on human behavior as well as to create research designs, and to conduct and report results from national and cross-cultural studies.

### Course content

**LECTURES**

1. **The definitions of the culture.** Why is important to define a culture? The Use of the Term *Culture* in Everyday Language. Pancultural Principles versus Culture-Specific Differences: Etics and Emics.
2. **Transforming Culture into a Measurable Construct.** Reducing Culture from an Abstract, Fuzzy Construct to Specific, Finite Elements. The Search for Meaningful Dimensions of Cultural Variability.
3. **Cross-cultural investigation.** The nature of the truth in psychology and the importance of the studies.
4. **Types of Cross-Cultural Research.** Special Issues Concerning Cross-Cultural Comparisons. Methodological Issues: definition of culture, sampling adequacy, noncultural demographic equivalence. The research environment, setting, and procedures.
5. **Culture and Gender**. Cross-Cultural Research on Gender. Culture, Gender Role Ideology, and Self-Concept.

6. **Similar and Different in the Framework of Bulgarian Culture**. Results from representative studies of values and cultural practices in Bulgaria, based on the theoretical and empirical Hofstede's model.

7. **Dominant value orientations and cultural practices in Bulgaria**. Results from national representative research based on the theoretical and empirical model of Trompenaars and Hamden-Turner.


9. **Frame of the competition value orientation**. Characteristics and functions of culture in the organization: dimensions and types.

10. **The culture and the rules of the social games**. Profiles of the synthetic cultures.

11. **Knowledge of the synthetic cultures**. The dimensions identity, truth, virtue and gender.

**Total number of lecture periods – 30.**

**Recommended literature**


Карабельова, С. (2011) Ценностни и културни практики в България. София: Класика и стил.


Танен, Д. (1997). Ти просто не разбираш: жените и мъжете в разговор. София: Агата-А.


Хемпдън-Търнър, Ч., Тромпенаарс, А. (1995) Седемте култури на капитализма: Ценностни системи за забогатяване в САЩ, Япония, Германия, Франция, Великобритания, Швеция и Холандия. Варна ИК ТедИна.


