

# What Is Culture?

Every single dictionary or definition tool provides a different definition for “**culture**” but we like to think of it as the **characteristics** that define a group of people. People who belong to a certain group tend to have similar **traits**. This could be likes and dislikes, religious **beliefs**, **values**, **behaviour** in society or **ethics**.

When we talk about culture, the first thing that comes to mind is nationality culture and the way the culture in each country differs. However, culture can apply to any single group of people that has similar traits. This could be a **local culture** of a certain town or village, it could be **organisational culture** within a company or it could be a religious culture. It could also be argued that we live under one **global culture** that all of **humanity** shares. With the increase of media and telecommunications that connect the world together, the term “one **global village**” has been coined.

Many would argue that **cultural uniqueness** is important for humanity. It's our differences that make us interesting and individual. However, whilst culture is important to many groups of people, it has also been the catalyst for a lot of global unrest. **Cultural conflicts** have often been the cause of wars and **civil unrest**.

With increasing **globalisation**, the world has become a more open place in the more recent years but culture conflict does still exist. In some cases, **stereotypes** of a certain culture could cause offence. Just because a person comes from a certain group, it doesn't necessarily mean they have all the cultural traits. There are lots of **cultural misconceptions** too with people simply not knowing about cultures other than their own. In cases where people travel or move abroad, this has been so extreme, it's led to **culture shock**.

**Cultural diversity** has become a theme of the 21st century with companies and governments working hard to ensure their public platforms speak for and represent all cultures. However, **culture clash** can and does exist. While a behaviour may be **culturally acceptable** in one culture, it could be deemed offensive and unethical in another, leading to conflict.

The world must work towards this idea of “one global village”, break down **cultural barriers** and be more open-minded to learn about and accept that other cultures in the world do exist.