Cultural awareness and its role in building personality - an analytical theoretical study

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Abstract:

Cultural awareness means awareness of daily life, including customs, traditions, customs, religiosity, judgments, interaction, and images of organized spontaneous public activity. It takes place around them in the various aspects of life, and to bring about any change in the structure of human consciousness requires that it be preceded or accompanied by a change in the structures, institutions and roles occupied by individuals.

Therefore, this research aims to identify cultural awareness and its role in building personality.

The research also reached conclusions, the most important of which are: that personality building is through social and cultural determinants that are based on the study of behavioral and value characteristics that contribute to the formation of the individual's personality and his acquisition of the social and cultural pattern of society. And that culture is the totality of human activities and everything that contributes to these activities is an element of culture. Technology, whatever its primitive or advanced level, is one of the elements of culture as long as it contributes to human activities.

Based on the foregoing, this study included three topics, namely:

The first topic: the general framework of the study, while the second topic: defining the concepts contained in the study.

As for the third topic: cultural awareness and its role in building personality. Finally, the research concluded with conclusions and sources.

The first topic / the main elements of the study:

First / study problem:

Awareness is the main source of strength for human existence, and it is the reliable force that can lead to a state of development and change, while maintaining the required principles and foundations, because awareness here is a strong emotional charge that can often change the manifestations of behavior in individuals, and years ago he pointed out Researchers refer to the term awareness and culture to the fact that the true strength of the individual's emotions is the feeling that there is a unity of human existence, and that awareness cannot be effective until it works to help the individual to be who he is, and he must achieve his destiny) and that culture in its entirety is knowledge and education And awareness of them raises the individual to a better social level. Cultural awareness means awareness of daily life, including customs, traditions, customs, religiosity, judgments, interaction, and images of organized spontaneous public activity. around them in the various aspects of life, and to bring about any change in the construction of human consciousness requires that it be preceded or accompanied by a change in the structures, institutions and roles occupied by individuals.

Second, study questions:

(1What is meant by consciousness?

(2What is the concept of cultural awareness?

(3What is the role of cultural awareness in building personality?

Third, the importance of the study:

The importance of the study focuses on the term cultural awareness as one of the variables that widely affect the perceptions of respondents and their adoption of various attitudes or variables that affect various aspects of behavior from a practical and theoretical point of view.

Fourth / Study Objectives:

1-Acknowledgment of consciousness.

2-Learn about cultural awareness

3- Recognizing the role of cultural awareness in building personality

The second topic / defining scientific concepts and terminology for the study

First, awareness

Consciousness is defined idiomatically, and it is defined in the dictionary of "X Ford" Consciousness as: mutual knowledge between people or knowledge, firm belief, arguments and conviction that lead to conviction of the validity of a thing or a group of ideas, impressions and observations that exist in a conscious person, and awareness is the characteristic that distinguishes the ability of individuals or persons to thinking.(1)

 As for consciousness from the side of psychology, in the nineteenth century, psychology had come into existence and was known as the science of consciousness, and thus the term was used to include all sensations, mental images, ideas, desires, and emotions, and the founder of scientific psychology (Wilhelm Wundt) said that behavioral scientists focus on processes human consciousness and began to care about it and focus on it since the year 1950 (2)

Second / cultural awareness

It means the appropriate level that a person should reach by expanding his circle of knowledge in order to be aware of the latest global developments in science and art, in addition to his deepening in the type of knowledge in which he specializes. (3)

Cultural awareness is defined as: the extent to which an individual is aware and aware of his role in preserving: his cultural heritage and his original principles, while protecting them from impurities; To remain free of any incoming influences.. (4)

Third / personality

The two scientists, Clackhoun and Murray, defined personality as the continuity of functional forms and powers that appear through the sequence of processes and images of organized and prevailing behavior from birth to death. (5(

(Watson) defined personality as (the set of activities that can be discovered through realistic observation for a long time that allows the provision of reliable material) (6) and in other words it is (the final product of the set of habits that characterize the individual). (7)

The third topic: cultural awareness and its role in building personality

Herskovitch, who linked the historical continuity of culture and the process of acculturation, sees that there is a relationship between cultural awareness and personality building. Researcher Sapir also highlighted this trend, and its basis is a linguistic trend that highlights the organic relationship between cultural phenomena and linguistic phenomena. He believes that there is a fundamental relationship between culture and personality. Where he sees, on the one hand, that the various personality patterns have a profound effect on the thinking and action of the entire group, and on the other hand, some forms of social behavior become entrenched even if the individual does not fit with them in some specific patterns with personality patterns (8)

Sapir cites the work of Benedict and Margaret Mead on the basic personality, which is an abstract concept created by Abraham Cardens, and by that he means the group of elements that a particular society aspires to instill in the individuals belonging to it, and also shows the role of personality in drawing culture by linking Linton in a more organized way between society and culture and individuality, as he ended up deepening the close relationship between an individual's personality as an organized and relatively stable set of habits, and the culture of the society to which the individual belongs, saying: "Culture does not exist except in the thought of individuals who make up a community of societies, as it represents more than an abstraction that builds it." The researcher derives all its characteristics from the personalities of these individuals and from the interaction of these personalities, and the personality of each individual is formed on the contrary and performs its functional work in permanent connection with the culture of society. Early childhood, and this is what calls for great interest in education from birth to adulthood. (9)

So, culture is the totality of human activities, and everything that contributes to these activities is an element of culture. Technology, regardless of its primitive or advanced level, is an element of culture as long as it contributes to human activities. All social, economic and political systems are elements of culture. Production, distribution, consumption, and the family The local community and the institutions in which social systems are organized with all their activities are elements of culture, and values, customs, traditions, norms, beliefs and religion are all cultural elements, so some researchers divide culture into general culture, which is organized by institutions or organizations in most cases, and popular culture, which is at the level of Each individual in society in his own way, and the elements of culture are organized in the form of clear cultural symbols that are understandable to everyone in society. For example, language or social customs in the Arab Islamic community when announcing marriage is usually holding a celebration visible to most of the local community in which the couple lives. It is embodied in singing, dancing, gathering, and a banquet. It may be accompanied by fireworks or shootings, as these social rituals are cultural symbols for this society, as well as gathering for Friday prayers is considered a cultural symbol in the Islamic society. (10)

Based on the foregoing, the personality can be built through the social and cultural determinants that are based on the study of the behavioral and value characteristics that contribute to shaping the personality of the individual and his acquisition of the social and cultural pattern of society.

First - the social determinants

It means the sum of the acquired characteristics and factors that contribute to the formation of the individual's personality and his acquisition of the social pattern of society, and these forces are the result of the interaction between the determinants of childhood, the determinants of the individual's membership in multiple groups, and the attitudinal determinants. (11)

With regard to the determinants of the childhood stage, it can be said that they are related to the experiences and facts that the individual went through during his early years of life, as he is described as a flexible creature that has been characterized since birth by its ability to grow and develop, but it

does not have the innate ability to adapt to the social environment to satisfy its needs, nor can it achieve operations The basic interaction to form his personality automatically, because the social personality, as we know it, is not inherited or created by birth, but it is formed from the beginning by the psychological and social influences imposed by the parents on the child, to make him a social person who adapts himself with others and controls his innate impulses and emotions through the process of socialization (12(

In this aspect, Clackhoun believes that personality building has a biological basis, but it is formed and its features and stages of psychological and social growth are determined by the process of upbringing and education (13), and the mother is considered the main influencer in it, because she is the first person who undertakes to raise the individual and care for him physically, psychologically and socially. Its role is not limited to satisfying physiological needs only, but rather it gives it something more important, which is the love and psychological energy necessary for adaptation. (14) From there other people influence the upbringing of this individual, such as the father, brothers and relatives. Thus, we notice that the early and overlapping interactions, whether positive or negative, affect the basic structure of the personality, and the deeper the interactions, the more influential they become in the characteristics of his personality and the organization of his motives and needs. (15(

In this context, we find that the psychologist Freud S. Freud and a large number of his supporters give great importance to the childhood stage, and consider it the decisive and final determinant in the formation of personality. According to this point of view, personality is determined and established at the age of five or six, because the pleasant and painful experiences that the individual went through in those years contribute definitively to the formation of his personality as an adult later on. (16) While we find that many contemporary sociologists and psychologists assert that personality is not merely the outcome of childhood experiences, but rather the accumulated experiences and social pressures in the successive situations of an individual's life. Because society, with its many and disparate forces and factors, continues to play its active role in this aspect, The processes of upbringing continue throughout life and on broader social levels. (17) Even that Parsons within this field referred to the importance of upbringing because it is a dynamic process that starts from birth and continues throughout the life of the individual, and its effect is not limited to the early stages of life, but extends to the adult's personality to aim at reorganizing his personality, which helps in achieving psychosocial balance for him (18)

We conclude from the foregoing that Freud and his supporters explain the formation of personality traits by referring them to childhood experiences and facts only, and ignore the importance of age stations and subsequent experiences in reorganizing personality. Despite the importance of the early childhood years, this point of view is deficient because the personality of the individual grows and forms during the various stages of life, in addition to the influence of societal conditions and the nature of the social structure in its various institutions. Therefore, we should be aware of the impact of childhood experiences with the experiences of a mature person that shape his future attitudes and behavior patterns. Therefore, childhood experiences cannot be considered the final determinant despite its importance. Rather, the individual's membership in multiple groups is considered one of the important social determinants in this aspect as well. The importance of this determinant appears if we know that the individual during his life passes through many primary and secondary groups that direct his growth and a social aspect and make him a social being that bears the characteristics of his society, as well as the characteristics of the groups to which he belongs. Groups because he feels the desire for acceptance, appreciation, respect and friendship, and for this reason the responses of the people around him affect him, which works to develop his personality in the direction that those groups accept, because the group's acceptance of the individual is an organizing force for his personality, while its rejection of him and his behavior is a destabilizing force for his personality. So some aspects of the personality are formed during the interactions that occur between the individual and others within the scope of these groups, as the individual sees himself reflected in the behavior of

others towards him, which determines his behavior and directions and then his characteristics, in addition to what he acquires of skills, qualifications and knowledge within the scope of these groups.(20((

We deduce from the foregoing that the individual's membership in several social groups gives him room for continuous interaction with others, and determines to a large extent what his personality traits will be like in the future. Accordingly, the interactions that take place within these groups imprint the personalities of its members with somewhat common features, in addition to their individual characteristics that are independent of others. So the characteristics of people and their attitudes are shaped by these groups, and these groups, in turn, reflect the values, attitudes, and standards of their members. Finally, the situations that an individual goes through during his life are among the social determinants that may occur many times and sometimes only once, but they still affect his personality. This effect is not direct and immediate, but rather gradually and in stages. For example, if an individual is exposed to a situation, that situation may trigger a series of events that may put him in several situations that have a strong influence on his personality. (21) Individuals respond in the same way, because the nature of situations varies in terms of their type and degree of impact. Therefore, it can be said that some personality traits change in critical situations, especially when exposed to pressures or circumstances that the individual cannot face, which forces him to give up some of his values, attitudes, and behaviors. And disparate, and there is undoubtedly individual distinctions in this range, that is, it is not necessary that traits change as a rule for everyone when they are exposed to decisive situations. (22) In this regard, psychologists explain that some individuals show strong resistance that may reach the point of stubbornness and persistence, so they do not change Their traits unless they are exposed to the same critical situation several times, while other individuals change their traits when exposed to one critical situation. (23)

In light of the foregoing, it can be said that social attitudes change and transform some of the personality traits of the individual in terms of what these attitudes end up in acquiring habits, values, and social standards, or in terms of the traumas and events that they suffer. Thus, attitudes are among the social determinants that have an important impact on the formation and crystallization of personality. So, a privileged place must be given to all social determinants within the forces affecting personality, because they imprint the personalities of the members of society with basic imprints on the pages of their social behaviors.

Second: Cultural Determinants

Culture can be understood as the complex of symbolic systems through which people in society adapt to their environments, and define their relationships with others within the limits of the human condition. (24(

Culture includes all learned patterns of behavior, whether it represents a person's relationship with matter, his relationship with other people, or his relationship with ideas, meanings, and symbols, agreed upon by most members of society and which have been crystallized through their daily activities. A person does not interfere by himself and deliberately to establish symbols of his own, and certain meanings that he formulates. Rather, most of these symbols and meanings exist before his birth.(25) They are represented by values, standards, beliefs, and behavioral patterns that take on a compulsory nature. So the cultural determinants are the product of the immaterial (symbolic) elements of people's lives in society along with the material (technical) elements, as well as the relationships between people and the constituent elements of culture. (26(

The importance of cultural determinants is highlighted in that they are considered responsible for formulating the main form of personality in any society. Many researchers indicate that the most effective factor in the similarity of the personalities of members of society is their belonging to a particular culture. Individuals who identify themselves with a particular culture tend to act in specific,

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predictable ways in many situations, due to the tendency towards assimilating societal values and standards. Therefore, when we say that culture determines some of the characteristics of the personalities of its members, we have come a way from abstraction, because we do not see the culture, but rather we notice the interaction of people, and what results from that interaction of organized repetitions in actions. Its impact is not limited to learning patterns of action only, but also determines the skills that are acquired, the knowledge that is obtained, and the values, morals, and standards that the personality unites with. (27)

It is worth noting that the influence of cultural determinants on the personality traits of its members is not characterized by stagnation and congruence, but rather diversity and difference. Culture does not impose a complete mechanical imposition on them, otherwise they will become a single copy in their behavior in multiple situations, but rather it allows them to choose many opportunities and multiple alternatives in order to act in a manner that suits the satisfaction of their needs. If we reflect on this process, we find that culture determines what a person learns as a member of a society and not what he learns as a special individual with certain biological and psychological characteristics, or as a member of a particular social group. Because it is a social being that has its own organic and psychological characteristics that distinguish it from others, and thus grants a certain degree of independence in its thinking and behavior within the framework of social relations. (28)

Among the important cultural determinants that contribute to defining the main form of the personality (cultural guidelines) represented by the values, standards, trends and perceptions of the world. Among human groups, some researchers have used the term (style of looking at life) to express these cultural directives. (29(

A person in society does not only see the world around him with his own eyes, because in this way the same things can be seen, but he sees the world through his experiences with others and the experiences of the groups in which he lives, and even that his value judgments, moral principles and behavioral patterns are not for him alone, but for the group to which he belongs. . Thus, we find that many researchers emphasize the importance of seeing the world through cultural guidelines because we live in a world of cultural reality and not a world isolated from others. (30(

In the light of the foregoing, it is clear to us that values express levels of preference, priorities, or models of desired actions, but they do not specify a qualitative picture of the response. As for standards, they are the measures or scales that members of society use to measure their actions, weigh their actions, and judge whether an action is right or wrong. It must be said that a person acquires a set of values, standards, and a system of penalties through his interaction with others in his social environment. But if we ask about the reason for the existence of these cultural directives and the extent of their relationship to personality traits? It can be pointed out that social life would become impossible without it, because without values, the social structure in general cannot perform its functions in achieving goals, just as life cannot continue without standards within the person himself, and standards that he agrees in some way with the other people with whom he lives and works. . So, without values and standards, there is no organization, but rather chaos and lack of appreciation for responsibility will prevail, and innate behavior is common, which leads to personal instability and disorder, while the presence of such prompts helps in predicting social behavior through people's responses in multiple situations. We may not exaggerate if we say that without these directives, personality cannot be integrated. (31)

We deduce from the foregoing that the practice of culturally defined roles is one of the basic determinants affecting the personality, as these roles immerse the person and obligate him to a series of social attitudes that lead to him acquiring patterns of behavior of groups, uniting and harmony with their values and standards to perform the roles required of him, and expecting the roles of others who will exchange the performance of those with him. Roles, especially if he practices them on a relatively

continuous basis, which contributes in one way or another to defining some of his psychological and social characteristics.

In general, it can be said that we concluded from this research that a set of social and cultural determinants all contribute to the formation of the individual's personality and its acquisition of a social character. And this formation is not in one form for all people, but rather it takes many forms, because they do not inherit it from their father only, but it is formed by the social situations with which they interact.

conclusions

The research reached a number of conclusions, perhaps the most important of them

1-The building of personality is through the social and cultural determinants that are based on the study of the behavioral and value characteristics that contribute to shaping the personality of the individual and his acquisition of the social and cultural pattern of society.

2- Culture is the totality of human activities and everything that contributes to these activities is an element of culture. Technology, regardless of its primitive or advanced level, is one of the elements of culture as long as it contributes to human activities.

3-That the individual's membership in several social groups gives him room for continuous interaction with others, and determines to a large extent what his personality traits will be like in the future.

4- That the set of social and cultural determinants all contribute to the formation of the individual's personality and its acquisition of a social character and thus affect the building of the personality.

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