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## CAC 6

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**Distinguishing “cultures”**  
More approaches & (Banal) Nationalism

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## OBJECTIVES

- “Cognitive Styles” and “East & West”
- Understand “Banal Nationalism”



<http://www.brainpickings.org/index.php/2009/10/29/east-vs-west-yang-yin-infographics/>

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## OUTLINE

- Perception and Cognition
  - “Cognitive Styles” of cultures
    - Survey
    - Neuro-myths...
  - Nationalism
  - “Banal Nationalism”
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## Cognition & Perception

- **Perception:** “to understand how stimuli from the world interact with our sensory systems, forming visual, auditory, tactile, olfactory, and gustatory representations of the world. Research ... is directed at discovering the lawful relations between environmental events and subjective experience.”
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## Cognition

- how people **mentally represent** their experience and then use these representations to operate effectively.
  - “attention, memory, producing and understanding language, learning, reasoning, problem solving, and decision making”
  - Mental processing of information
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## ‘Cognitive Styles’ approach

“An important obstacle to productive working relationships between managers from different countries may be **cross-cultural variations in cognitive style**. This study examined the traditional dichotomy between the 'intuitive' East and the rational or 'analytic' West.”

*Cross-national differences in cognitive style: implications for management.*  
Allinson & Hayes, 2000

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## ‘Dichotomy’

A **dichotomy** is any splitting of a whole into exactly two non-overlapping parts, meaning it is a procedure in which a whole is divided into two parts. It is a partition of a whole (or a set) into two parts (subsets) that are:

**jointly exhaustive:** everything *must* belong to one part or the other, and

**mutually exclusive:** *nothing* can belong simultaneously to both parts.

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## ‘Cognitive Style’

“[A]n individual's characteristic and consistent approach to organising and processing information.”

Tennant 1988, *Psych. and Adult Learning*

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## ‘Cognitive Styles’ Survey

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## Survey marking schema

1 A	9 B	17 B	25 A
2 B	10 A	18 A	26 B
3 A	11 B	19 A	27 B
4 A	12 B	20 B	28 B
5 B	13 A	21 B	29 B
6 A	14 A	22 A	30 A
7 B	15 A	23 B	31 A
8 B	16 B	24 A	32 A

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## “Cognitive Style” Results

**24 or above:** You tend strongly toward an **intuitive** approach to decisions and problems. More than likely you trust your intuition, and you should, since it probably highly accurate

**16 to 23:** You tend to vary in style but are more intuitive than analytic or systematic. Your intuition is probably correct more often than not

**8 to 15:** You tend to mix styles but lean more toward the analytic and rational than the intuitive. Your intuition might be erratic.

**Below 8:** You lean heavily toward a **systematic, rational** approach to problems and decisions. You do not trust your intuition very much, perhaps due to past experiences when it has been wrong.

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## Intuitive Style

“Intuitive knowledge...is based on a direct, non-intellectual experience of reality arising in an expanded state of awareness. It tends to be synthesising, holistic, and nonlinear.”

Capra 1982

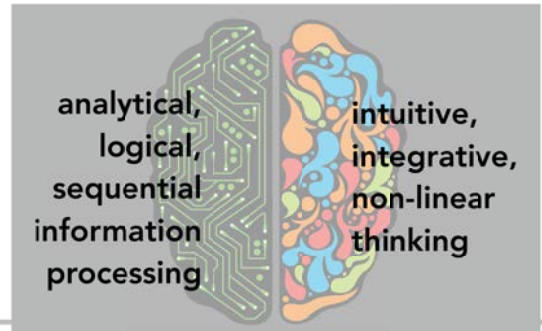
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## Analytical Style

Thinking which “belongs to the realm of the intellect, whose function is to discriminate, measure, and categorise. Thus rational knowledge tends to be fragmented.”

Capra 1982

## Left/right-brain functions



## Tsunoda Tadanobu (角田忠信)



"Western people seem to place no particular significance on [the sounds of cicada in the summer], and to them the sounds of the insects are as irrelevant as the noisy rumbles of a car and the low rattles of an air conditioner."

*The Japanese Brain: Uniqueness and Universality*, 1985

## But...



"The left-brain right-brain myth will probably never die because it has become a powerful metaphor for different ways of thinking — logical, focused and analytic, versus broad-minded and creative."

<http://io9.com/5923595/why-the-left-brain-right-brain-myth-will-probably-never-die>

## More 'neuro-myths'...

- OECD-CERI  
– [www.oecd.org/edu/cei/neuromyth1.htm](http://www.oecd.org/edu/cei/neuromyth1.htm)



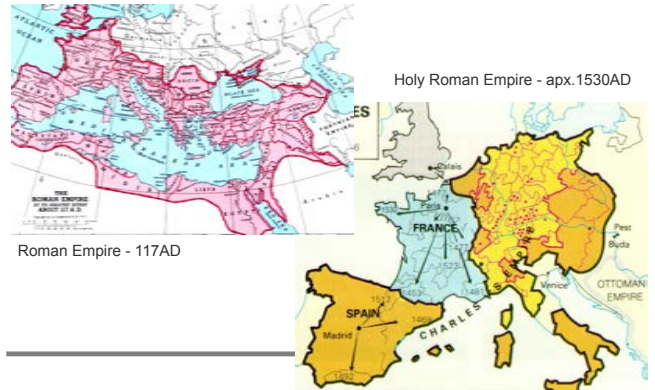
## "Nationalism"



## Nationalism

- Belief in, feeling of belonging to, a people united by certain historical, linguistic, 'racial' or religious ties.
- Ideology which promotes 'the nation' as the most appropriate form of modern government.

## Non-nations?



## Non-nations?



Umayyad Caliphate  
apx 750AD

## Non-nations?



West & North Africa  
1792

## Travel made difficult...

- Before 1900 it was (theoretically) possible to travel to many places in the world with a bag of gold coins and a ticket!
- First UK **passport** issued in 1915
- Travel **visas** issued after WW1



Gold 'sovereign' 1830s, UK

## Alternatives...



## Banal Nationalism

**banal** |bəˈnɑːl, -ˈnɑl|

*adjective*

so lacking in originality as to be obvious and boring...



## Banal Nationalism

“The citizens of an established nation do not, day by day, consciously decide that their nation should continue. On the other hand, the reproduction of a nation does not occur magically. Banal practices, rather than conscious choice or collective acts of imagination, are required. Just as language will die rather for want of regular users, so **a nation must be put to daily use.**”

Michael Billig, *Banal Nationalism*, 1995: 95

## Degree of nationalism

- Extreme / extremist nationalism
- Banal nationalism



## Examples

- Everyday display of national flags / symbols
- Symbols on coinage
- National songs
- Use of nation in everyday language (ads)
- Sporting events (e.g. “the England team”)
- Domestic vs. international news

## Deixis

- Uses in news and mass media of pronouns such as ...
  - ‘We’, ‘Us’, ‘Ours’
  - ‘Our country...’

我が国  
Wagakuni

我が国インターネットにおけるトラフィックの集計と分析

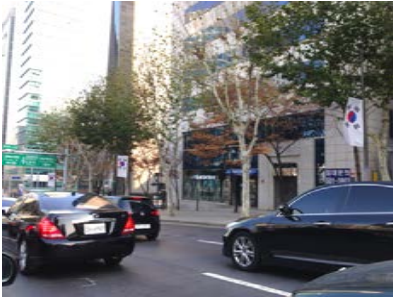
2018年11月の集計結果の公表

## Mass media's role



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## Examples



Seoul, 1 Dec 2013

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## Examples



Kyoto, 23 Dec 2013

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## Socialised into nationalism

- Education systems teach (encourage?) us to think of ourselves as 'belonging to' nation states.
- We are encouraged to make our 'nationality' a part of our personal identity.
- We **learn** this behaviour!

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## Next Week

- Languages and culture  
**To read:** MARTI, *Words and Worlds*, 2005