

INTERCULTURAL SENSITIVITY

THE DEVELOPMENT MODEL OF MILTON BENNETT

ETHNOCENTRISM

1. DENYING THE OTHER

My culture is the only true one!

At this stage people feel that their culture is the only correct one. Other cultures outside their own culture are ignored or perceived in a simplistic way.

2. DEFENCE AGAINST THE OTHER

It's us against the others!

This level is characterised by a very dualistic perspective: there is "us" on one side and "the others" on the other. People in this level feel that their culture is the best. They might react defensive or even hostile towards foreign cultures or romanticize their own culture when confronted with differences.

3. MINIMIZATION OF THE OTHER

Actually there are hardly any differences!

At this stage, people emphasize above all the similarities between two cultures. Although visible differences (e.g. different food) are registered, the focus is on the similarities (e.g. "All people have the same needs"). Their own form of communication is still the "right one". One's own privileged status is ignored.



ETHNORELATIVISM

4. ACCEPTANCE OF THE OTHER

My culture exists in a network of different cultures.

At this stage, it is recognized that different cultures form a complex network in which one's own culture is also integrated. People accept other cultures and behaviors - but not always without criticism. Nevertheless, they understand what influence culture has on individual norms and values.

5. ADAPTATION TO THE OTHER

I understand other cultures.

At this stage, people realise that the world is not only made up of their own culture. Other cultures now also find their place in the world view. By adopting this perspective, successful intercultural communication is possible

6. INTEGRATION OF THE OTHER

I move effortlessly between cultures.

People at this level no longer have any difficulty in moving beyond cultural frames. A smooth transition between different world views is possible.



Source: Bennett, M.J., & Bennett, M.J. (1993). Intercultural sensitivity. Principles of training and development. Portland, OR: Portland State University, (25), 21.



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