



# Two Approaches in One:

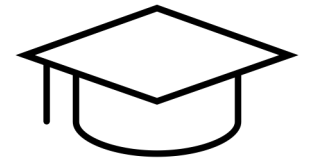
## Combining intercultural competences and research skills for future opportunities

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# OBJECTIVES OF THE BOLOGNA PROCESS

- Adopting a simple and easy way to compare qualification systems
- Adopting a system based on two main cycles (Level 1 and 2)
- A system of credits based on the ECTS system
- Promoting mobility
- Promoting European cooperation
- Promoting the importance of a European higher education area



University of Bologna website, 2023



# EU RECOMMENDATION ON KEY COMPETENCES FOR LIFELONG LEARNING

## Competences

- Multilingual
- Personal
- Social and learning to learn
- Civic
- Entrepreneurship
- Cultural awareness and expression



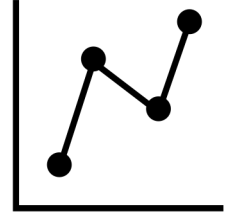
Council of Europe, 2018



# THE PORTUGUESE CONTEXT

Unemployment in August 2023:

- 6.2%
- 17.2% for young people ages 16 to 24



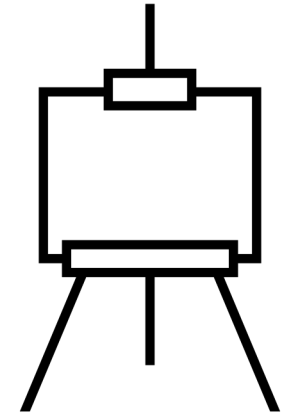
INE (Portuguese National Statistics Institute), 2023

- Prepare students for an evolving workplace and lifelong learning
- Acquisition and development of skills needed in a second cycle degree



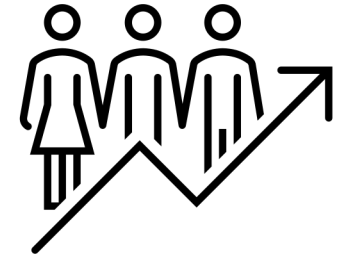
# SUBJECT DESIGN

- Subject analysis
- Subject design
- Development of materials
- Assessment of students and students' reactions to the process



# OUTLINE OF SUBJECT: ENGLISH VI (2<sup>ND</sup> SEMESTER, 3<sup>RD</sup> YEAR)

- Phase 1: Franchise proposal
- Phase 2: Poster on interculturality
- Phase 3: Mini article on interculturality



# OUTLINE OF SUBJECT: PHASE 1 (FRANCHISE PROPOSAL)

## CLASS/AUTONOMOUS INPUT

Examples of product/service cultural adaptation

Intercultural negotiation case study

Franchise research task

## LEARNER OUTPUT

- Awareness-raising
- Presentations



# OUTLINE OF SUBJECT: PHASE 1 (FRANCHISE PROPOSAL)

## CLASS/AUTONOMOUS INPUT

Examples of product/service cultural adaptation

Intercultural negotiation case study

Franchise research task

## LEARNER OUTPUT

- Adaptation of negotiation to specific intercultural context





# OUTLINE OF SUBJECT: PHASE 1 (FRANCHISE PROPOSAL)

## CLASS/AUTONOMOUS INPUT

Examples of product/service cultural adaptation

Intercultural negotiation case study

Franchise research task

## LEARNER OUTPUT

- Case study research
- Comparison of franchises across cultures
- Research into geographical locations
- Identifying areas of cross-cultural adaptation
- Submission of franchise proposal for assessment



# OUTLINE OF SUBJECT: PHASE 2 (POSTER ON INTERCULTURALITY)

## CLASS/AUTONOMOUS INPUT

Talk 1 – The Banana Paradigm

Research and production methods – poster

## LEARNER OUTPUT

- List of potential research topics



# OUTLINE OF SUBJECT: PHASE 2 (POSTER ON INTERCULTURALITY)

## CLASS/AUTONOMOUS INPUT

Talk 1 – The Banana Paradigm

Research and production methods – poster



## LEARNER OUTPUT

- Selection of specific topics
- Design/creation of poster (groupwork)
- Group presentation of poster to the class
- Submission for assessment

# OUTLINE OF SUBJECT: PHASE 3 (MINI ARTICLE ON INTERCULTURALITY)

## CLASS/AUTONOMOUS INPUT

Talk 2 – Business Network International

Research and production methods – mini article



## LEARNER OUTPUT

- Building collaboration into cross-cultural projects
- Cross-cultural business practices
- Bridging from the classroom to the real world
- Individual building of cross-cultural profile (of self and of the other)

# OUTLINE OF SUBJECT: PHASE 3 (MINI ARTICLE ON INTERCULTURALITY)

## CLASS/AUTONOMOUS INPUT

Talk 2 – Business Network International

Research and production methods – mini article



## LEARNER OUTPUT

- Defining 'new knowledge' and narrowing of research focus
- Individual selection of related but distinct topics
- Sections and development of an article
- Writing a mini article
- Submission for assessment
- Oral presentation of chosen articles
- Poster and article exhibition and Q&A

# WORK FOCUS

## Phase 1: Franchise proposal

- Carrying out academic/intercultural research
- Ensuring site credibility and using online journal databases
- Negotiating language
- Cultural adaptations



# WORK FOCUS

## Phase 2: Poster on interculturality

- Organisation of a poster
- Concise writing: summarising, paraphrasing and simplifying
- How to reference properly (Mendeley)
- Presenting posters



# WORK FOCUS

## Phase 3: Mini article on interculturality

- Organisation and language of an article
- Citing correctly and avoiding plagiarism
- Verb complementation patterns used when citing
- Using visual aids effectively
- Presenting statistical data accurately
- Embedded questions and active listening



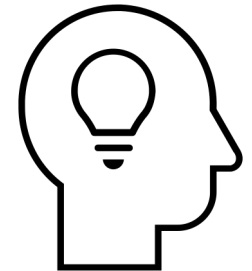


# ACTIVE LEARNING IN HIGHER EDUCATION

*The process of having students engage in some activity that forces them to reflect upon ideas and how they are using those ideas*

Collins & O'Brien, 2003, p. 5

- Learner-centred approach
- Learners play an active role
- Task solving | Teamwork
- Regular feedback and reflection
- Autonomy | Critical Thinking | Motivation



# LEARNERS' FEEDBACK

## Quality Control System

## Results for this subject (2 groups)

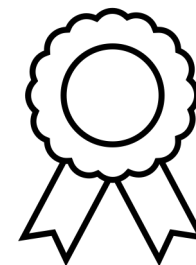
### Marks 1 - 9

Average: 8.72

$\leq 4.9$ : Need of Improvement

5 – 7.9: Good

$\geq 8$ : Seal of Best Practices



# LEARNERS' FEEDBACK

*The franchise proposal project was a valuable learning experience, and it allowed us to **apply** the theoretical concepts we studied in class to **the real world**.*



# LEARNERS' FEEDBACK

*I believe that this activity was pertinent for students in the business field because it helped to **understand cultural differences** between countries and **communication techniques** ... when dealing with people from different backgrounds than ours.*



# LEARNERS' FEEDBACK

*I believe the mini article was a significant asset, especially for those of us who went on to **pursue a master's degree**, it gave us important **research and writing skills** which are currently very useful to me!*



## LEARNERS' FEEDBACK

*The mini article was the activity that I consider the most relevant, interesting, and educational of all the work we did throughout the semester. First, it gave me a general idea of what will be expected of me for my master's thesis. Then, since the topic for the article was of our choice, **it allowed me to be creative and work on something that I am passionate about.** Also, I believe that this work allowed me to improve many skills, such as writing, research, organization, communication, critical thinking, and overall lifelong learning, since it involves staying updated with current events and trends. **All of this would not be possible without all the tools and tips that I learned during English classes.***





## Is Ageism an Issue in the Middle East?

Bárbara Pereira nº 102695 Cláudia Santos nº 97554 Sofia Pereira nº 102869

## Introduction

The perception that Qatari women have about the various ageing characteristics of the elderly is different when it comes to men or women, with women being perceived as elders at a younger age than men.

## Methods

## Discussion

	Age of the Women (Years)			p Value
Physical Characteristics	20-29 (%)	30-39 (%)	40+ (%)	
<b>Defining Elderly Women</b>				
Facial Lines	51.2	63.1	75.4	< .0007
Facial Puckers	49.9	57.1	61.7	< .1206
Hair Color	34.3	34.3	33.3	< .9999
Body Image	65.6	63.1	61.4	< .9873
Weight	64.0	61.0	59.0	< .0002
Balance	63.1	61.1	71.5	< .5251
<b>Defining Elderly Men</b>				
Facial Lines	40.3	50.0	63.5	< .0709
Facial Puckers	35.7	45.2	49.9	< .2161
Hair Color	20.5	19.0	36.9	< .1547
Body Image	61.2	58.3	77.9	< .0208
Weight	63.1	63.1	63.5	< .9195
Balance	65.1	60.1	59.5	< .5259

Image 2. Source: Abdulrahman O. Musaiger (2013)

Respondents whose age was over 40 years old, were more likely to consider mobility (71.5%) and body image (65.4%) as important criteria for ageing in women, compared to other age groups.

## Conclusion

After careful analysis, we can conclude that ageism is a bigger issue in the Middle East than we expected. We had the perception that in Arab cultures elder people were more respected and valued. Traditionally, it is believed that Arab cultures, due to their religious beliefs, have a higher respect for elders. However, due to modernisation and changes to the culture itself, elders have lost respect and honour because age is no longer perceived as a social status.

Since ageism is a serious issue that may lead to medical neglect, people should be properly educated and the government should have measures to fight these prejudices.

## References

[1] Manor, S. (2020). Ageing, ageism, and lost honour: narratives of Arab elders in Israel

Musaiger, O. A. (2013). Perception of Aging and Ageism among Women in Qatar

Ibrahim, N. C., Bayen, J. U. (2019). Attitudes toward aging and older adults in Arab culture - A literature review

Rababa, M. (2020). Assessing knowledge and ageist attitudes and behaviors toward older adults among undergraduate nursing students

Image 1. Source: World Health Organization (2018)

In this world map, we can understand that Arab countries like Egypt, Algeria, Qatar, among others, have a higher ageist culture.

## Cultural appropriation in K-pop

**Carolina Almeida, Marta Mocho, Martim Monteiro**

## Abstract

Korean pop music, also known as K-pop, has become a global sensation in recent years. Despite its popularity and influence, the K-pop industry keeps on disregarding cultural appropriation in addition to racial insensitivity.

The purpose of this study was to understand to what extent there is appropriation of African American culture in K-pop as well as the fan's reaction to it. Data was collected from research papers and news articles.

Our research demonstrated that despite K-pop idols becoming more conscious of this subject, incidents may still happen. Moreover, it also showed that fans have mixed reactions to this phenomenon. We concluded that, while the K-pop industry has started taking the right steps in order to bring more awareness to cultural appropriation, companies and idols should be held responsible whenever such accidents happen.

## How did this come to be

According to the Cambridge dictionary, cultural appropriation is defined as the act of taking or using things from a culture that is not your own, especially without showing that you understand or respect this culture. In this poster we will discuss the issue within the Korean entertainment industry with appropriating African American culture.

As many may know, Hip Hop originated in America in the 1980s on the streets of New York. It was created by the city's black members of the community and became one of the most well-known music genres globally.

The globalisation of this genre made it to Korea where it was integrated into the music industry. It became intertwined with K-pop as a music genre as almost all groups use rap in their songs. This is where the problem began, by using the genre to create music that the Korean industry ended up appropriating black culture. Some examples you'll be able to see in this poster are related to the hairstyles and how idols implement a dangerous cultural concepts that they are not educated on.



## References

Hyang-Gook (2017). "Where do my roots go?" *ResearchGate*.

Kang, C., Cho, H., & Kims, D. (2002). Korea and Cultural Appropriation: Influences from the West and Within South Korean Society. *Journal of Student Research*, 11(1), 1-8.

Eric Eric (2015). Hip-hop street fashion, identity, and cross-cultural appropriation in the Asian diaspora. *Journal Research*, 1-12.

Hem, S., Baker, A. (2017). Kanye i Real: Authenticity, Commercialization, and the Media in Korean Hip-Hop. *Culture Studies*, 1-12.

Stephen Cantanis (2021). *Korean Pop Music and the Appropriation of Hip-Hop Culture: How Korean Pop Music Became Associated with Hip-Hop*. *Real Digital Commerce*.

Taylor Huh (2021). *South Korean Popstar Music Industry: Observation of Identity and Exploitation*. *Learning Culture*.

Namseung, J. (2021, February 27). O Nohkukko ~ ~ ~ Appropriation? *Korean pop no K-pop*.

Quinn, M. (2009). *Into 60s: Cross-cultural appropriation in youth subcultures* (no K-pop).

## Methods and Materials

The data presented in this poster was collected from various research papers and news articles

images were used to illustrate the discussed topic, along with a table with a timeline and examples of cultural appropriation in K-pop.

## What we found

DATE	WHO DID WHAT	HOW THEY RESPONDED
2003	The group Bubbie Sister presented their debut in full blackface and wigs.	They later tried to excuse themselves by saying these were just props.
2007	G-Dragon posted a picture on Instagram wearing full blackface.	The artist's representative issued a statement saying it was a "HUGE misunderstanding" and was simply a visual concept for the upcoming album.
2017	Group MAMAMOO wore blackface while performing uptown funk by Bruno Mars.	Took down the video as soon as fans expressed discontent.
2018	Wendy, member of the group Red Velvet, did an impersonation of a stereotypical black woman.	As far as we could tell, no apology was issued.
2020	Hungdon from the group ATEEZ used crowsmores for a promotional image.	The company issued a statement apologizing within 24 hours



K-pop girl group bubble sisters using blackface for their debut



Kim Hershoun using cameras



CL using african american culture in  
her music video improperly

As we can see, idols and companies alike have become more conscious of what is and is not allowed. However, as the table shows, these incidents keep happening.

When a case of cultural appropriation happens within the K-pop community, international fans are the most vocal about it. In recent years, with the rise of movements such as Black Live Matters, international fans have become more sensitive to racial issues and cultural heritage. Therefore, when confronted with such situations, they try to educate their idols on cultural awareness, calling them out on such topics. However, if a Korean came across a K-pop idol that, for example, uses dreadlocks as a hairstyle for a music video, they wouldn't condemn them for doing so.

This bipolarity in the reactions can be explained by the fact that Korea is a predominantly homogenous society, hence the lack of awareness of issues such as cultural appropriation.

## Final Thoughts

• In this poster we can see that the reality of cultural appropriation in K-pop is much broader than initially thought. One would assume that this problem would not take place in recent days due to the increasing awareness on this topic. More research is being held in this subject due to the importance of the theme and influence of K-pop in the global market.

•Our research shows, the Korean industry is becoming more aware of the problem. While incidents still

•We believe that for K-pop to continue establishing itself as one of the most renowned music genres the world needs to rectify the problem. Making sure everyone in the industry understands the implication of the culture they are being influenced by and truly holding idols accountable would be the best solution. This is not something to be done in a short time, but we believe the industry has started taking the right steps.



# SAMPLES OF LEARNERS' WORK – POSTERS

## AUTHORS

Filipa Pinto  
Rita Correia  
Telma Rodrigues  
Vanda Veiga

## How do emotional blind spots affect business negotiations?

## AFFILIATIONS



universidade  
de aveiro

### Materials and Methods

We based our research in published articles, university theses and also studies done in the area of emotions in negotiations. By analyzing all of these documents, we were able to collect a list of tricks and tips that we can take into account to prevent the negative effects of blind spots during negotiation.

Address the concern, not the emotion	Use positive emotions	Direct Vs Indirect Communication	Be aware of your emotions
Rather than dealing directly with our emotions, we should understand what is causing them. We will be able to stimulate positive emotions and replace negative ones instead of feeling powerless.	Negotiators are more welcoming towards positive emotions (confidence, interest, empathy) than negative ones. They will be willing to reach an agreement if they feel good around the other party.	In direct communication, the speaker clarifies it. In indirect communication, meaning is conveyed through nonverbal behaviors. To reach a successful deal, people have to see beyond words, so they can truly understand the speaker's intention.	It is important to perceive our own emotions. To recognize the emotions of others, we must first understand our own. By having better self-control and reacting wisely, we can treat and be treated fairly.



### Conclusion

This research has shown that emotional blind spots affect the negotiation negatively. Unconscious bias and negative emotions will jeopardize the outcome and even damage the relationship. However, emotions per se are not a hindrance. Feelings like happiness, confidence, and trust can help forge a workable agreement and prosperous future.

It is necessary for companies, especially large multinationals and sales companies, to start providing negotiation training to their employees. The goal is to make workers aware of their own blind spots, resulting in better negotiation skills.

### References

1. FOL, Xiao-Dan; EHRHART, Willy; ARNET, TAM; HARRIS, and KIM, Kwon-Chang. Emotional Intelligence and Negotiation. In: *Handbook of Negotiation and Mediation*. Edited by: R. B. Stimpert. London: Sage Publications, 2004. 111-125.
2. BROWNLEE, C. & STEINER, M. (2008). Emotions in Negotiation. *Group Decision and Negotiation*, 17(5), 5-15.
3. FOL, Xiao-Dan, & GARDNER, L. (2015). Emotions - A Blind Spot in Negotiation Training? In: *Handbook of Negotiation and Mediation*. Edited by: R. B. Stimpert. London: Sage Publications, 2015. 111-125.
4. FOL, Xiao-Dan, & GARDNER, L. (2015). Emotions - A Blind Spot in Negotiation Training? In: *Handbook of Negotiation and Mediation*. Edited by: R. B. Stimpert. London: Sage Publications, 2015. 111-125.

### Abstract

Research proves that, in a negotiation, we experience a range of emotions that influence the negotiation process (Druckman & Oelkins, 2008). Emotional blind spots can lead to misunderstandings, miscommunications and even failed agreements. Therefore, by deepening our knowledge on this matter, we can have successful business negotiations in the future.

We analyzed several articles that explain and show how emotions can be a blind spot during a negotiation, and some of the tactics we need to account for. Our results showed that emotions can affect negotiation on a positive and negative level. Depending on our disposition towards the situation, it will change the outcome. The implication of this study could be used to promote the importance of EQ (Emotional Quotient) and awareness of emotional blind spots.

### Introduction

As we are aware, Emotional Intelligence (EI) has been neglected through the years. Although it is a relevant aspect, only in recent years has it been taken into consideration. It is important to understand how our emotions can control our life, even in negotiations.

The EI of both negotiators plays an important role when deciding an arrangement (Der Foo, Anger Effenbein, Hoon Tan, & Chuan Aik, 2004). Therefore, the ability to understand our own and others' emotions can be used to our advantage when closing a deal. That is why many negotiation tactics are based on manipulating emotions.

## Translating Culture, Not Just Words

### Advantages and Challenges in Multilingual Advertising

#### Authors:

Áurea Chilengue  
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#### Abstract

It is crucial to have cultural aspects in mind when translating advertisements between cultures. Through literary review we want to explore the effects culture has in translation. When cultural elements are not considered it is likely for that advertisement not to be successful among the target audience. Therefore, translators should be familiar with the ideological and cultural background of the culture they are translating to.

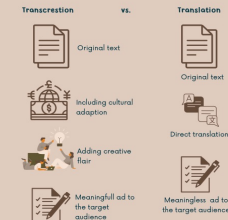
#### Introduction

Advertisements are crafted to persuade customers, and the strategies used to achieve this vary based on cultural norms and values. Therefore, culture plays a vital role in creating successful advertisements, which are the ones that effectively communicate the message across the different cultures. Transcreation is one of the methods used for creating successful ads. It focuses on a principle of translational freedom that will use the source text only as a source for a new text. The translator appears as the creator of a new text, but is also seen as a mediator between the two texts in question.

With help from academic articles, we created this poster not only to highlight the importance of considering culture when translating advertisements, but also explore the challenges that arise in translating advertisements across cultures and offer best practices in cross-cultural advertisement translation.

#### Materials and Methods

The aim of our research was to investigate how culture influences the translation of a language. After conducting an extensive search using Google Scholar, we found several studies that supported our argument. The studies covered various themes, including the significance of a skilled translation and high-quality translation in advertising, examples of advertisements that failed due to poor translation, and the importance of cultural awareness when translating, highlighting how cultures differ and the need for caution when translating into a different language.



#### Results

Considering cultural aspects will give the translator insight into which translation strategies to use and which expressions he should not use: some expressions having negative connotations for the target audience, like offense, which can damage the brand's reputation and therefore lead to the loss of potential customers. The knowledge of laws and restrictions is important in advertising because an advertisement that does not respect the laws and restrictions of the country in which it is launched is liable to have legal consequences.

Transcreating advertisements leads to several problems, namely the lack of cultural correspondents between two cultures, which therefore need an equivalent term or expression in the target culture so as not to lose the base of the source text and there are no misunderstandings by the public. This is because "concepts and ideas are embedded in the culture in which they originate. Words and sentences elaborated for one culture are not necessarily meaningful for another" (Marieke de Mooij, 2004: 186).



There is the failure of a washing powder ad translated into Arabic using typical "before and after" illustrations. However, the order of images was not adapted to an Arabic-speaking country where the writing and reading process is right to left, suggesting that the clean product become dirty after using the washing powder.



In French the translator has decided to use the expression "les frites plus de jolies" because in the Comorian context, some people tend to enjoy others when they cannot afford what others have.

可 (kě) - to permit, be able, may, can  
+  
口 (kǒu) - mouth, hole, pass, harbor  
+  
可 (kě) - to permit, be able, may, can  
+  
乐 (lè) - joy, to rejoice, to laugh, to be happy  
= 可口可乐 (kě yǐ kǒu kě yuè)

Whether it was a stroke of luck or a flash of genius, when "mouth" made the translation list and it was realized that "le" could mean "to be happy", they played with translations of the individual characters and selectively interpreted the combination as "to permit the mouth to be able to rejoice," expressing the pleasure that comes from drinking Coke.

#### Conclusion

Cultural elements can play a crucial role not only in the good understanding of the advertising message but also in its success in the targeted market. The cultural symbols can lead to problems in the commercial communication, but they can also increase the beneficial effects by meeting the local consumer's wishes of identification and involvement.





# SAMPLES OF LEARNERS' WORK – POSTERS

## How does diversity washing work in organisations?

Ana Miguel  
Inês Valente  
Sofia Vidal

### Abstract

This poster examines the concept and impacts of diversity washing. In the materials below, we identified our primary sources obtained through a thorough academic review. As a result of our research, we learned that companies that prioritise diversity and inclusion are more likely to succeed and perform better. Engaging in diversity washing will result in negative consequences. In conclusion, diversity washing significantly impacts organisations. For this reason, it should strive to make real and substantive efforts and changes to its core values.

### Introduction

Companies nowadays need to be able to do marketing to different cultures. We wondered how companies did this and realised that not all are honest with the public. How does diversity washing work in corporations? Many of them do not put into practice what they say. Depending on the strategy, there might be different outcomes and impacts.



Figure 1

### Materials and Methods

We used academic reports as our primary source of information, especially "Elevating Equity" by Josh Bersin and "Diversity Washing", by Freire. In addition, we used relevant websites, such as Forbes and Harvard, that supplemented the information with examples and statistics.

### Concept

The term "diversity washing" describes companies that promote an image of supporting diversity and inclusion but do not implement policies in the workplace. It is not just about how many employees come from minority groups, but how an employer treats them and works to foster an inclusive and welcoming environment for all its members (Freire, 2023: 19).



Figure 2: "Black Lives Matter", or do they?

A good example is the case of Kelli, a data scientist at a tech company. She requested a promotion after feeling her extra work should be recognised. In response, the company told her they were too busy at the time because they were working on an official statement regarding racial injustice and police brutality. Kelli was hit by hypocrisy. They focused on their public image while ignoring the request for recognition from a Black woman they claimed to care for (Dowell and Jackson, 2020).



Figure 3: "The Future is Female", or is it?

### Impacts

Engaging in diversity washing can lead to severe consequences (Vern Howard, 2020).

- > Absence of diversity and marginalisation (Vern Howard, 2020);
- > Disinterest, uncertainty and indignation by stakeholders (Dowell and Jackson, 2020);
- > Difficulty achieving profitability and gaining the respect of competitors (Bersin, 2021:13);
- > Less innovation and ability to meet the needs of diverse customers (Bersin, 2021:9).

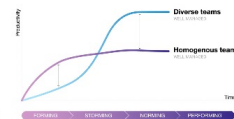


Figure 4: Higher performance and productivity of diverse teams when compared to homogeneous ones.

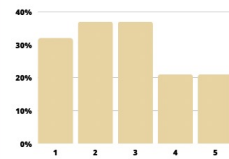


Figure 5: This survey shows the percentage of people among 2.745 U.S. adults that, in 2020, would not apply to a company where:

- 1 - there is a lack of diversity;
- 2 - there are disparities among different ethnic/racial groups;
- 3 - there are disparities between men and women;
- 4 - it is not disclosed to the public its current employee demographics;
- 5 - it is not announced publicly its goals to increase workforce diversity.

Companies that genuinely embrace diversity are more successful (Hunt et al. 2015).

- > Broader talent pool (Bersin, 2021:8);
- > Employees have a sense of belonging and feel valued (Bersin, 2021:20);
- > Higher productivity and lower turnover rates
- > Positive company culture;
- > Better reputation amongst the public;
- > Better leadership (Bersin, 2021).

### Conclusion

With this research, we learned that diversity washing significantly impacts organisations. While some companies prioritise superficial efforts for marketing purposes, these actions do not go unnoticed and affect the organisation's performance. Teams thrive when valued, recognised and diverse, providing essential inputs in different fields. Companies that do this are often more successful and have a better reputation.

Organisations should make real and substantive efforts to improve a world that is more aware of the importance of diversity and inclusion. By doing so, they will avoid the negative consequences we previously mentioned and use the benefits to their advantage.

### References

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## THE CULTURAL INFLUENCE OF AI IN ARTS

BEATRIZ DIAS, 103310



### ABSTRACT

Artificial Intelligence (AI) has had a significant impact on the arts and cultural industries. AI has enabled the creation of new forms of art and has enhanced traditional ones, making art more accessible to people of all backgrounds. However, it's important to remember that human input and critical evaluation remain essential in the creative process and AI should be seen as a tool to assist and augment human creativity, rather than a replacement for it.



AI art - The Portrait of Edmond by Belamy

The research was conducted primarily by reading Google Scholar papers, and an extensive literature review was performed to identify relevant studies.

### INTRODUCTION

Artificial Intelligence (AI) is transforming the world in unprecedented ways and the arts and cultural industries are no exception. The integration of AI into the arts has created new possibilities for artists, audiences and museum curators alike. AI is enabling the creation of new art forms and enhancing traditional ones, making art more accessible to people of all backgrounds. ents.



AI-DA - Robotic artist and its own art creation

### MATERIALS AND METHODS

The research was mainly conducted by reading articles obtained from Google Scholar, and a comprehensive literature review was performed to identify relevant studies. The articles were analyzed for their key themes, research questions, methodologies, and findings. The results of the literature review were used to create a poster that highlights the impact of AI on the arts and its cultural significance.

### CONCLUSION

In summary, the impact of artistic emulsion on education is a complex and multifaceted issue. While this process clearly has its advantages, it also has implicit disadvantages that need to be precisely considered. Eventually, it's over to preceptors and policy makers to find ways to promote artistic emulsion while maintaining the diversity and uproariousness of the traditions and practices of different societies.

### REFERENCES

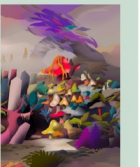
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### DISCUSSION

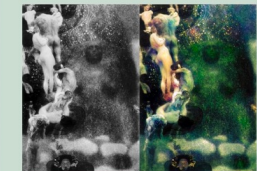
The trades and cultural assiduity are significantly being affected by AI. It is being utilized in various ways, from making new fine arts to culminating being works of art. The ability of AI to standardize the production and consumption of art is one of its most significant effects on the arts.



AI art - AI-blocked online text-to-image generator (WOMBO Dream)  
Human art - Report's cover produced by a human artist, Alexandra Francis, using the generated image



This permits us to deliver art that is available to individuals from varying backgrounds. Man-made intelligence created art is unconstrained by customary social shows, permitting it to deliver new and instigative artistic expressions that were preposterous previously. Artistic bones can be dissected and categorized using artificial intelligence to help preserve them for future generations. Additionally, AI can be used to create interactive digital performances of artistic works.



Gustav Klimt paintings destroyed in fire digitally restored by AI

AI is used to improve various forms of art. For instance, AI can be used to make music that is tailored to your preferences and to improve the visuals of movies and video games so that players can have a more immersive experience. Additionally, it makes it possible to create art based on scientific principles. For instance, AI can be used to fantasize intricate scientific data, making it more understandable to non-scientists.

# SAMPLES OF LEARNERS' WORK – MINI ARTICLE TITLES

- *Negotiating With Emotions: Handling Ours And Others'*
- *Teacher Training And Cultural Convergence*
- *Perception Bias In Art: Exploring The Divide Between Ai-generated And Human Artworks.*
- *The Power Of Language Education In Cultivating Cultural Convergence*
- *Moving Beyond Word-for-word Translation In Advertisements For The Chinese Market: Achieving Effective Cultural Translation With Transcreation*
- *Cultural Appropriation And Respect For The Other: A Look Into The Marketing Of Cultures In Music*
- *Cultural Appropriation By The Other*
- *How Political Correctness Affects Multicultural Business Relationships*
- *The Vital Role Of Translators In A Globalized World*



# FINAL CONSIDERATIONS

1. Learners' perceptions of the various tasks they had to do were very positive.

ATTENTION

3. Active learning approaches increase learner engagement, creativity, autonomy, critical thinking and confidence.

CONFIDENCE

2. Opportunity for learners to do something they felt was relevant, resulting in increased motivation.

RELEVANCE

4. Process empowers learners to be ready for the workplace or for further study.

SATISFACTION

MOTIVATION 





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## Two Approaches in One:

Combining intercultural competences  
and research skills for future opportunities

# Questions?

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