Cultural Appropriation vs. Cultural Appreciation

Nekasha Pratt, Bright Advisory Group
Dr. Tonya Matthews, International African American Museum
Cultural Appropriation vs. Appreciation

Appreciation
- When you earnestly seek to learn about or explore a different culture. The goal is to learn, listen, and understand. You seek to honor a culture’s beliefs and traditions, and its people.

Appropriation
- The unacknowledged or inappropriate adoption of the practices, customs, or aesthetics of one social or ethnic group by members of another (typically dominant) community or society.
Culture and Heritage

Heritage

• An inherited legacy that consists of both physical items and intangible constructs of a group of people.
• Passed down from one generation to another.
• Maintained in the present form and preserved for the advantage of generations to come.

Culture

• Refers to the beliefs and behaviors of a particular group of people.
• Consists of the ways of living that are developed by a group of people, and it remains stable mainly from one generation to another.
• The influence of or merger of other cultures could potentially develop a new culture.
There will be times when you will engage with another community’s heritage and culture — this is when it is critical to be aware of whether you’re *appreciating* or *appropriating*. 
Ask Yourself Some Guiding Questions

- Do I understand the significance of this attire/tradition/custom?
- Am I putting on a costume of someone else’s culture or heritage?
- Am I considering that my perspective, opinion, or thoughts on a behavior, culture event, or activity may not be accurate?
- Am I honoring this culture, or simply imitating it?
- Will my participation result in a cultural exchange, or will it perpetuate stereotypes and hurt people who belong to this culture?
- Am I doing this as a personal opportunity to interact with and experience another culture, or am I doing this for the photo I’ll post on Instagram later?
Examples
Connect with Us

Hold camera over QC boxes - Click white box and then “Follow” on LinkedIn

Nekasha Pratt

Dr Tonya Matthews

Facebook & Instagram: @BrightAdvisoryGroup

Websites:
BrightAdvisoryGroup.com
NekashaPratt.com

Website:
Drtonyamatthews.com

Special Note:
If you want to be part of the ETC DEI Community, which meets regularly to connect on DEI and Educational Travel issues, please see Janet Moore for the sign up on the sheet.