**PHI 923-32: Contextualization for Social Change (Spring 2024)**

Grace Godfrey

Omega Graduate School

Date January 29, 2024)

Professor

Dr. Professor: Mr. David Moser, T.A.

1. Select one (1) core essential element from the syllabus outline:

a. Weekend Residency: Create a 350-word original discussion paper (with citations)

sources) during the week of the residency

Essential Element

Culture and Contextualization

Introduction

From the definition of contextualization in Tim Keller's video and other resources, and from my experience, starting with a definitive culture is a complex and multifaceted concept that can be difficult to define. At its most basic level, culture refers to the shared beliefs, values, customs, behaviors, and artifacts that characterize a group or society. It is the lens through which we view the world and make sense of our experiences, and it shapes our attitudes and behaviors in countless ways.

Contextualization is a process that involves adapting or tailoring a message or product to fit the cultural context in which it will be received. It is a critical tool for effective communication, as it allows us to bridge cultural differences and connect with people in a meaningful way. The importance of culture in contextualization cannot be overstated. To effectively communicate a message or idea, it is crucial to understand the cultural context in which it will be received. This involves taking into account factors such as language, social norms, values, and beliefs, as well as the historical and political context in which they are situated. The process of contextualization requires a deep understanding of culture and its many nuances. This involves not only recognizing cultural differences but also understanding the underlying reasons for those differences. For example, in some cultures, direct communication is valued, while in others, indirect communication is preferred. Understanding the reasons for these differences is essential for effective communication.

One of the challenges of contextualization is that culture is not a static concept. It is constantly evolving and changing, and what is considered acceptable or appropriate in one context may not be in another. This means that the process of contextualization must be ongoing and adaptive, as cultural norms and values shift over time. Contextualization is essential for effective communication, especially when dealing with cultural differences or language barriers. It involves expressing universal truths in a culturally appropriate manner to resonate with the audience and establish deeper connections

 WORK CITED

Avelino, F. (2021). Theories of Power and Social Change. Power Contestations and Their Implications for Research on Social Change and Innovation. *Journal of Political Power*, *14*(3), 1–24. https://doi.org/10.1080/2158379x.2021.1875307

Baker, T., F. L., & Welter, F. (2020). Contextualizing Entrepreneurship Theory. In *library.oapen.org*. Taylor & Francis Limited. <https://library.oapen.org/handle/20.500.12657/46740>

Cann, C., & DeMeulenaere, E. (2020). *The Activist Academic*. Myers Education Press.

Chatterjee, I., Cornelissen, J., & Wincent, J. (2021). Social Entrepreneurship and Values work the Role of Practices in Shaping Values and Negotiating Change. *Journal of Business Venturing*, *36*(1), 106064. https://doi.org/10.1016/j.jbusvent.2020.106064

Eilert, M., & Nappier Cherup, A. (2020). The Activist Company: Examining a Company’s Pursuit of Societal Change through Corporate Activism Using an Institutional Theoretical Lens. *Journal of Public Policy & Marketing*, *39*(4), 461–476. https://doi.org/10.1177/0743915620947408

Martiskainen, M., Axon, S., Sovacool, B. K., Sareen, S., Furszyfer Del Rio, D., & Axon, K. (2020). Contextualizing climate justice activism: Knowledge, emotions, motivations, and actions among climate strikers in six cities. *Global Environmental Change*, *65*(65), 102180. https://doi.org/10.1016/j.gloenvcha.2020.102180

Rosca, E., Agarwal, N., & Brem, A. (2020). Women entrepreneurs as agents of change: A comparative analysis of social entrepreneurship processes in emerging markets. *Technological Forecasting and Social Change*, *157*(2), 120067. https://doi.org/10.1016/j.techfore.2020.120067

Savage, M. (2021). *The return of inequality: social change and the weight of the past*. Harvard University Press.