

Culture Making: Recovering Our Creative Calling

Importance of Culture

- Culture affects market demand.
- Managerial behavior is driven by his/her cultural knowledge
- Knowledge of Native culture is useful when dealing with home markets but it has little value when dealing in foreign markets
- Culture affects the nature of business negotiations
- Culture acts as a hidden entry barrier, but it can be overcome with cultural sensitivity, hard work & quality

Have you ever thought about the power of culture and its influence on our lives? Culture is a complex web of beliefs, values, traditions, and practices that shape the way we think, act, and express ourselves. In a world where consuming culture has become the norm, it's time to reclaim the lost art of culture making.

What is Culture Making?

Culture making is the intentional act of creating, shaping, and influencing the world around us. It involves identifying and understanding the existing cultural

narratives and then actively participating in shaping new ones. It goes beyond simply consuming or critiquing culture – it is about actively contributing to the collective story of humanity.



Culture Making: Recovering Our Creative Calling

by Andy Crouch (Kindle Edition)

★★★★☆ 4.5 out of 5

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Text-to-Speech : Enabled

Enhanced typesetting : Enabled

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Print length : 286 pages

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The Importance of Culture Making

Why is culture making so important? Here are a few reasons:

- **1. Shaping Values:** Culture reflects and shapes our values and beliefs. By engaging in culture making, we have the opportunity to shape a more compassionate, just, and inclusive society. We can challenge harmful narratives and promote positive change.
- **2. Individual Expression:** Culture making allows us to express our unique perspectives, experiences, and talents. It empowers individuals to contribute their creativity and make a lasting impact on the world around them.
- **3. Community Building:** Culture making brings people together, fostering a sense of belonging and shared identity. It creates spaces for dialogue, collaboration, and collective action, driving social progress and innovation.

- **4. Preservation of Heritage:** Culture making helps preserve and celebrate diverse cultural traditions and practices. It ensures that our cultural heritage is not lost or forgotten in the fast-paced, globalized world we live in.

The Challenges of Culture Making

While culture making is a powerful and transformative act, it is not without its challenges. Here are a few obstacles that individuals and communities often face:

- **1. Fear of Failure:** The fear of failure and the pressure to conform to established norms can hinder our willingness to take risks and create something new.
- **2. Lack of Resources:** Limited access to resources, such as funding, equipment, or educational opportunities, can pose significant barriers to culture making, especially for marginalized communities.
- **3. Dominance of Mass Culture:** The dominance of mass-produced, commercialized culture can overshadow and suppress independent, diverse cultural expressions.
- **4. Resistance and Criticism:** When challenging existing cultural narratives, individuals often face resistance and criticism from those who are comfortable with the status quo.

Cultivating a Culture-Making Mindset

So, how can we cultivate a culture-making mindset and encourage others to join us on this creative journey?

- **1. Embrace Curiosity:** Stay curious and open-minded, actively seeking out new experiences, perspectives, and ideas. Engage in continuous learning and exploration.

- **2. Nurture Creativity:** Embrace your own creative potential and encourage creativity in others. Experiment with different forms of artistic expression and encourage interdisciplinary collaborations.
- **3. Foster Inclusivity:** Create spaces that are inclusive, welcoming diverse voices and perspectives. Actively seek out and amplify underrepresented voices and stories.
- **4. Support Cultural Initiatives:** Support local artists, creators, and cultural organizations. Attend exhibitions, performances, and events that celebrate and promote culture making.
- **5. Challenge the Status Quo:** Question dominant cultural narratives and challenge societal norms that perpetuate inequality, discrimination, or injustice. Use your creativity to shape new narratives that promote positive change.

Culture making is not reserved for a select few; it is a universal human calling. By embracing our creative potential and actively participating in culture making, we can shape a more vibrant, inclusive, and empathetic society. Let us reclaim our role as cultural creators and storytellers, making a lasting impact on the world we inhabit.



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2009 Christianity Today Book Award winner!

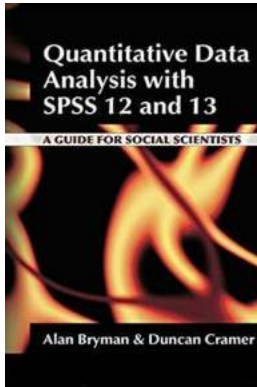
Named one of Publishers Weekly's best books of 2008 (religion category)

It is not enough to condemn culture. Nor is it sufficient merely to critique culture or to copy culture. Most of the time, we just consume culture. But the only way to change culture is to create culture.

Andy Crouch unleashes a stirring manifesto calling Christians to be culture makers. For too long, Christians have had an insufficient view of culture and have waged misguided "culture wars." But we must reclaim the cultural mandate to be the creative cultivators that God designed us to be. Culture is what we make of the world, both in creating cultural artifacts as well as in making sense of the world around us. By making chairs and omelets, languages and laws, we participate in the good work of culture making.

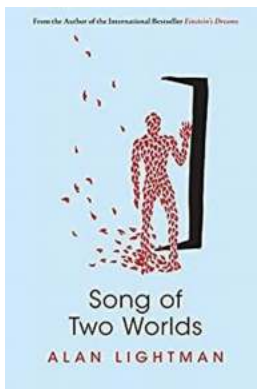
Crouch unpacks the complexities of how culture works and gives us tools for cultivating and creating culture. He navigates the dynamics of cultural change and probes the role and efficacy of our various cultural gestures and postures. Keen biblical exposition demonstrates that creating culture is central to the whole scriptural narrative, the ministry of Jesus and the call to the church. He guards against naive assumptions about "changing the world," but points us to hopeful examples from church history and contemporary society of how culture is made and shaped. Ultimately, our culture making is done in partnership with God's own making and transforming of culture.

A model of his premise, this landmark book is sure to be a rallying cry for a new generation of culturally creative Christians. Discover your calling and join the culture makers.



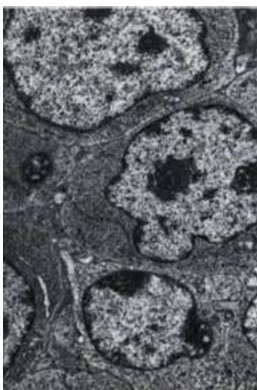
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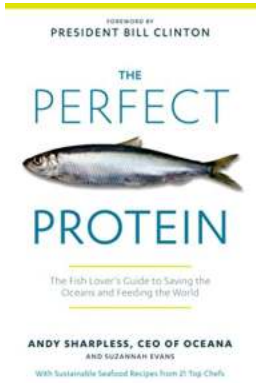
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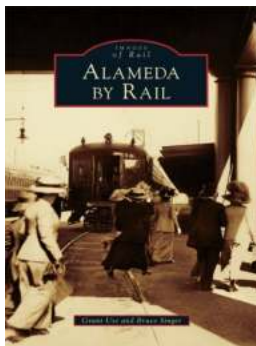
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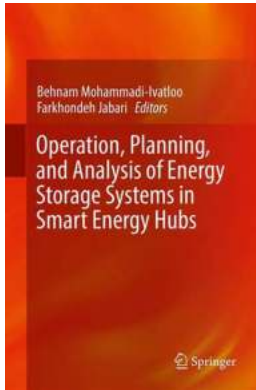
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