

DISCOVER



COVA da MOURA

(Associação Cultural Moinho da Juventude)

www.moinhodajuventude.pt/

Study Visit
30 March 2011
11^º 8^ª
1 April 2011
11^º 5^ª

Cova da Moura is just at stone's throw from where most of us live ... and yet! Can we distance ourselves from all the stereotyping and prejudice there is against a neighbourhood all of us have heard about and very few actually visited?

What exactly are your **expectations**? What shaped them? The media? Hearsay? What do you actually know about it?

Here is a concept that might help us think and become aware of our own (mis)conceptions.

Ethnocentrism consists in judging other cultures according to the norms and standards of one's own culture. Because that invariably means treating the standards of one's own culture as right or best, ethnocentrism tends further to consist in feelings of superiority, and can lead to racism (discriminatory attitudes against other races on the supposed grounds of inferiority) and xenophobia (dislike and lack of acceptance of foreigners).

In A. C. Grayling (2010). *Ideas that matter – a personal guide for the 21st century*. Phoenix Ed.

Your expectations:

During the visit your task will be (as in our previous study visit to Baixa/Mouraria/Martim Moniz) to keep your eyes, ears and mind wide open!

Be alert. Watch. Observe.

Ask questions. Make notes. Draw sketches. Take photos.

PEOPLE

What are they doing?

What do they look like?

What are they wearing?

Do they look happy? Sad? Hasty? Busy? ...

Are they alone? In pairs? In groups? Walking a dog?...

How are they interacting?

What languages do they speak?

BUILDINGS/HOUSES / ATMOSPHERE

What kinds of buildings are there? What are they for?

How many monuments are there? What kind?

What kinds of shops?

Does the area look modern? Old? Planned? Chaotic? Derelict? Renovated? ...

Are there any graffiti?

Is everything clean? Dirty?

What sounds can you hear?

What can you smell?

???

THE PLACE YOU LIVE IN

What differences do you find?

What similarities?

What may cause these differences/similarities?

TOPICS to relate with

What do local people do for a living? Do they have to commute?

What is their daily life like?

What kind of economic activity is there in the area?

What impact does it have on people's lives?

A world of many CULTURES

Who are the people that live in the area? Who works there?

Are there any signs of different cultures mixing together? Or do they just coexist? Side by side?

What are people's attitudes towards diversity?

What can you find there that you've never seen before?

Consumer Society /Advertising

Is this particular place a 'good' example of our 'Name Brand society'?

Are there billboards/neons everywhere? Of what kind?

Are people happy with this kind of environment? Indifferent?

What impact does it have on people's lives?

What kind of shops are there? Is a particular branch more common? Why?

Our WORLD (Environment)

What is the atmosphere like?

Are people aware of the impact of their actions?

Are there any environmental hazards in the area?

What is causing them?

(Our guide from *Moinho da Juventude*: Heidir)