

# SPANISH LANGUAGE AND LINGUISTICS SPEAKER SERIES AT CSUB

THURSDAY, MARCH 7, 2018 • 7:00 P.M.

CSUB, HUMANITIES COMPLEX 1109

## CULTURAL COMPETENCE AND METAPHOR IN MEDICAL SPANISH INTERACTIONS

Cultural competence is key for effective communication in health care interactions and in forming interpersonal interactions with patients. This talk turns to metaphor use among groups of Spanish speakers in different health care contexts to offer explicit examples of cultural competence. Metaphors are pervasive in all cultures and languages and reveal important information about people's attitudes and feelings about a range of conditions and circumstances. They are culturally embedded and context dependent and can inform us about value systems and ideologies across cultures. For instance, English speakers often talk about mental health in terms of a directional metaphor (e.g. depression is feeling "low", mania is feeling "high"). However, data from doctor-patient interactions reveal that this metaphor is absent among specific groups of Spanish-speaking Latino/as and that using this metaphor causes misunderstandings. Drawing from authentic materials, this talk will discuss examples from mental health and cancer discourse to illustrate how Spanish-speaking Latinxs use figurative representations to discuss diseases or symptoms. This work contributes to the discussion on improving patient-centered care based on how Spanish speakers conceptualize health. This work supports creating awareness about cultural competence across language varieties and contextual situations.

**FREE AND OPEN TO THE PUBLIC**

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