

# International marketing – culture issue

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We have done everything in our power to appeal against this decision. Unfortunately, despite efforts that were made down to the wire, including just minutes ago, we are distraught to confirm that the show will be cancelled," it said on its Backbone page. The promoter said it was losing more than 1.1 million ringgit (RM, MYR) because of the cancellation. It urged the Malaysian government to "engage in a productive dialogue" with concert promoters to prevent similar incidents in future. She spoke of her frustration at the cancellation on Twitter saying: "To be clear. I did NOT cancel. I was not allowed to play."

And then I was going to play anyways and was threatened with imprisonment. "Jason Kong, head of PR for Lifespan, said the pop star had consulted the organizer on what would happen if she ignored the ban. "We told her we would advise against it because the authority will shut down the show," he told Malaysian newspaper The Star. "I don't know where the imprisonment [claim] came from. I don't think anyone from the government was in touch with her. I think it was a tweet of frustration." The Malaysian ministry of communications and multimedia did not elaborate further on its reasons for the ban in its statement.

The Muslim country has strict rules for female performers, who must cover up from the top of the chest to the knees. Beyond previously pulling a concert in Malaysia in 2007, weeks after Gwen Stefani reluctantly agreed to cover up after protests her raunchy costumes could corrupt the country's youth. The Pussycat Dolls were also censured in 2006, with local promoters fined for allowing them to perform "sexually suggestive" routines. Last month, Malaysian officials also barred a performance by US metal band

Lamb of God, saying the group's work was blasphemous. [Http://www. BBC. Co. UK/news/entertainment-arts-24691757](http://www.BBC.Co.UK/news/entertainment-arts-24691757)

Answer: The news article demonstrate Malaysia's Authorities have banned a planned concert by U. S pop singer Eek\$ha due to cultural and religious issues. Change the wardrobe and lyrics. This is because of the strong cultural and religious norms. This demonstrates the elements of culture of Relations with the universe. This element may include religious beliefs, symbolic meaning and superstition (Fletcher et al 2011). Malaysia is known as a Muslim country that is strictly disagreeing to anything that related to sexism. In addition, religion is one the most sensitive elements of culture that will impact on value systems.

Second, the cancellation of the concert by the Malaysia's authorities has demonstrated lack of long term orientation. Long term orientation is defined as an observance of future relationships, thrift and persistence (Fletcher et al 2011). Eek\$ha have spoke of her frustration at the cancellation on Twitter and it seems difficult for the promoter to invite back Eek\$ha to perform in Malaysia. Others, this will also results in difficulties to invite other popular artist to from U. S to come to Malaysia due to this incident. Third, there is an intention by Lifespan to enter into an international negotiation.