

Cultural differences essays example

[Business](#), [Marketing](#)



Management

Advertising in recent times

Because of the globalization, there is more tough competition. Advertising trends have also changed in the recent times. Advertising strategies are making these days after paying the detailed considerations to the minorities and diverse cultures because of the inclusion of the diverse customers in the country like ethnic customers comprise just 30% in the United States. Those newly changed trends also make the large influence in the advertising strategies and jargons involved in the advertising. .

Some of the examples of pure ethnic and the cultural differences advertising are as follows.

- In 2001, Toyota Company publish print ad by showing the close up of the black man's smile with the inclusion of the gold Toyota SUV carved to attract black buyers
- KFC and McDonald rapidly introduce “ RAMADAN offers” to attract Muslim customers now a days

Ethnic and Cultural difference backfire with explanation

Cultural differences mean the diversity of the people on the basis of race, religion, sex and nationality. Adopting the cultural differences and ethnicity in the organization means promoting the diverse workforce group for the purpose of doing various organizational tasks.

Ethnicity and cultural differences adoption have many advocates, but it can backfire also by a number of areas like it requires the great capability of the management to manage the work force diversity. There may also a situation

arise where the linguistic problems can occur because of the existence of the people from different countries where different mother language use.

There may also be a problem of escalation of negative form of conflicts (i. e. work conflict) in the organization as a result of the adoption of ethnicity and cultural differences. Work conflict is the form of conflict which relates to the working condition.

The adoption of ethnicity and cultural difference can also backfire at large in the country by following ways.

- Communication problem between people because of language barrier
- More tough for the inhabitants to get jobs because of the existence of more people from different cultures
- Harmonization between the people of the same country can decrease
- More security problems and more chances for terrorist activities
- More difficulty for the government to manage the country well

Works Cited

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