

The story of india essay sample



As a society many are not aware that development can be more compelling through knowledge about other society's life experiences. Even when becoming aware, societies continue with the lack of knowledge. This results in consequences in these societies and with international relations. There are tremendous forms of ethnocentrism that can cause crucial social problems, such as ethnic cleansing, colonialism, and racism. Many of these views are destined by world communities, however many frequently see the cases.

The Story of India The Story of India is a six set series that tells about one of the world's largest democracies and the rising economic giant. It explains how India is known for its mastery for computer technology, spiritual traditions, and its many armed gods. It shows how the surviving civilization dates back to pre-history. It shows how, like other civilizations, India has experienced several outstanding golden ages in culture and art. It was the religious leaders and great thinkers that changed the face of the world.

It sets out to show the glories and wonders of India, the diversity and richness of the people, landscapes and cultures, and drama concerning the past, (Wood, 2009). Ethnocentrism is a word that is frequently used where inter-ethnic relations, ethnicity, and similar social problems are concerned. One way to describe it is thinking that your own group is superior to others or judging people as inferior to your own. Each person is ethnocentric, as there's no way to avoid it and it cannot be willed away through a well-meaning or positive attitude.

Few countries have diverse and ancient cultures. India's can be tracked back for over 5, 000 years. The success of the culture has been improved by the

waves of migration, which they absorbed in their ways of life. It's this variety that is a distinguished symbol in India. The religious, racial, and physical varieties are just as immense as the linguistic diversity. Underneath the diversity is the continuity of the social structure and civilization from the earliest times through present day.

The modern India demonstrates unity in diversity in which history can provide no parallel, (India Culture, 2009). Presumption can reveal false constructive attitudes about other people's ways. For instance, we in the urban industrial society often think of people from India as being " money hungry and intruders" although this view fails to identify that there are many emphasis in their way of life, with the contribution to communities. False optimistic presumptions can be just as deceptive as false unconstructive assumptions.

The forms of discrimination against women negate or limit their potential for full exercise and enjoyment of basic fundamental freedoms and rights, that patriarchal social structure reinforces the forms of discrimination against women, specifically the ones with disabilities and that racism creates forms of patriarchal subordination for women. Many people with disabilities are affected by and/or susceptible to intersectional discrimination due to gender, race, age, ethnic origin, and other grounds and falls victim to societal and governmental neglect, (India Culture, 2009).

People from the same heritage can have great difficulty co-existing together after borders were opened. There are many differences in cultures even in everyday life. For instance, considering television adverts and general

advertises, there are huge differences between the countries. In liberal countries seeing nudity on television is common, while in other countries it's impossible to see nudity or sexual contents on any adverts. Even this can differ in European Union and Asian countries.

In Italy, women who are in adverts can be seen wearing only underwear, such as the one where Liz Hurley crawls into a car in her underwear. In some countries they are open-minded when it involves sex and nudity. On the other hand, India is very different. Women's rights have always been an issue and struggle in India. Women are usually mistreated or beaten for their actions, (Human Rights for Women in India, 2000). There are a number of things to consider with worldwide business. Some habit that is normal in one culture can be very rude in another.

For instance, in Japan if one is giving out a business card, the receiver is supposed to take the card with both hands and read it immediately. If not done this way, it is considered disrespectful and rude. These types of things are important to be aware of. Culture is spreading and people have been moving to different countries. In North America there is a large percentage of population that originates from another country, (American Factfinder, 2011). This can show that people are spreading their culture. Typically when people live away from their country, they bring their culture with them, such as food and religion.

For the large multi-nation corporations it's vital to ensure they know about the cultural around them. It is especially important for the managers to understand how the local system operates. These companies hire local

employees for a number of reasons, however that is depending on the type of company. With over 3, 000 languages spoken around the world, a general must is being able to understand and speak the language of that country, not all business is in English. Most high tech industries produce the same product throughout the world, regardless where the factory is located.

For example, Microsoft supplies the same product worldwide. In most cases, the selling is locally and that is where business has to think about the culture even though it is an identical product worldwide. In some cases the price of labor and resources cause a business to move to other countries. There are numerous international companies owned by the United States, however they have factories in Asia because it's cheaper and they can make a larger profit. This is one reason many tags say “ made in Taiwan” that does not relate to their culture or country.

International business need to be concerned and respect cultural differences. The world if a huge place and there are lots of different types of people and cultures. A company cannot generalize things and pretend what works in one place will work somewhere else. A great example of this is Euro Disney. Disney tried to their profitable business to Europe from America. At first, it was a failure, (Zimmer, N. D.). Speculating, it would be Disney just isn't very popular in Europe as it is America and perhaps they prefer other cartoons.

If that is the case, it shows that just because something was profitable and worked in America doesn't mean it will work somewhere else. It could be the case of cultural differences. In the era of globalization, India is a leading player worldwide. It's a land of astonishing contracts. The country involves

high tech brilliance and archaic splendor. While continuing to move into its 3rd millennium, India still remains in touch with the ancient past despite all of the issues that can arise due to cultural differences.

References

http://www.patrickzimmer.com/why_eurodisney_failed.htm