

# The indian culture referring to the seven dimensions



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In order to explain the Indian culture according to That's cultural dimension it is necessary to have some general information in the back of the head. India is a Democratic Republic consisting out of 26 states each having an own government. ( Sickbay's-Hillary, Mark: 2004: 6) India belongs to the Commonwealth of nations due to the fact that it has been a British colony in the 19th century. This association cooperates within a framework of common values and goals. Wisped: 012) Most of its members are prior British colonies. Nowadays the mayor and administrative language is still English but the population about more than one billion has many different languages and accents. A keyword for India is " Diversity". The huge country covering million km is divers regarding religion, language and population, and is therefore hard to define. (Sickbay's-Hillary, Mark: 2004: 6) Regarding the Trampers' first dimension Universalism vs.. Particularistic India is allocated to be particularistic-oriented. Indians focus on relationships rather than on he actual outcome.

It is very important for them that they trust people before they agree to any contracts. Besides that, a contract is not considered as being a binding agreement. However, relationships are seen as binding agreements.

( Eastland, Eastland, 2010: 31) The reason for that might be, that people in India cannot trust law that it is acting suitably. Furthermore Justice is not applied equally among all members of society. (Parrish, N. 2012) The next dimension in which we examine India is called Individualism vs..

Communitarian's. Indian people like harmony within a group.

They rather work for their fellow men and family than for their own success.

(Trampers, Hampered- Turner: 2001 : 9) They are consensus-oriented and

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often say no in conflicting cases in order to maintain harmony. This means that they are communitarian's-oriented. Their individual desire is not as important as the wealth of the group. (Trampers, Hampered-Turner: 2001: 50) Regarding the third dimension, Specific vs.. Diffuse, India tends to be more diffuse. (Trampers, Hampered-Turner: 2001 : 93) For them working life and private life is connected. Here, too, relationships play an important role.

It may take some time to get into close contact to the people but simply due to the fact that they have to take care of whom they totally let into their live and trust. Moreover religion plays an important role for this dimension.

People belonging to the Hinduism and Buddhism religion believe in karma. In order to get into nirvana or to be reincarnated they need to collect as much positive karma as possible. This is why the Indians try to build up good relations. The next dimension is about how a culture handles emotions. A culture either acts affective or neutral regarding emotions.

Indian society can be described as a neutral. (Trampers, Hampered-Turner: 2001 : 93) Most of the Indian try to keep their feelings controlled in public places and do not show any emotions. When they welcome each another they bend down their heads or bow slightly. (Intellectual: 2012) For Indian cultures it is not common that a person shows his or her affection towards a person by hugging and kissing him or her, but for doing things for each other. After a HIVE awareness event the Supreme Court wanted to arrest Richard Greer or kissing Plywood star Shills Sheets.

This example shows how significant it is not to show emotions in public.

(Parrish, N. : 2012) Regarding the achievement-ascription dimension the

Indian culture is very complex. Two elements distinguish the Indian status. First of all, Indian culture is rather considered to follow the ascription : 106) In India ' s society a caste system is implemented. Especially in the past, people affiliate with a specific caste due to their ancestors. Also their descendants would belong to that caste. There was no way out. This meaner that the Indian culture is ore ascription.

However, due to globalization and the demand for higher educated people within India, there is a change within society. People can reach a higher status by achieving education, and success. So there is an important change in India ' s society preceding. However, in villages and smaller cities, where people are still very conservative and traditional, they stick to their caste system because the system is deeply rooted in Indian society. (Eastland, Eastland: 2010: 42-62) Another dimension of Trampers copes with the relation towards time. This emission is divided into two parts.

First of all which importance a culture gives to time. For Indian culture the past is very important. Due to their belief they are trying to collect as much good karma as possible. They belief that if they are living a bad life it is due to things they have done in their prior life. Regarding how the handle time, Indian cultures behaves asynchronously. ( Eastland, Eastland: 2010: 22) For them time is a dynamic and intangible element. Furthermore, Indians tend to give time to people to whom they have a relation to as a sign of trust and respect.

Tramper, Hammed-Turner, Charles: 2001: 125) This dimension is about how people interact with nature and environment, external vs.. Internal. The

Indian Culture can be allocated as being an outer-directed culture.

(Trampers, Hampered-Turner: 2001: 144) This might be surprising on the first look due to their religious belief of reincarnation, but it is explained that way, that if the failed to meet exceptions in their former life they have to cope with the consequences. And therefore it is not their choice of what their life will be in the following.