

# Cross cultural



**ASSIGN  
BUSTER**

Cross-Cultural Perspectives Bobby St George ETH/316 January 28, 2013 Harry Lou Herman Cross-Cultural Perspectives The World Wrestling Entertainment (WWE) is a well-known global organization. Throughout the years wrestling has been a source of entertainment during the Civil War the troops wrestled each other to pass the time on both side of the war.

When the war was over many of the troops would tour different carnivals to show off his wrestling skills. Wrestling is one of the world oldest Sport. One man name Phineas Taylor Barnum born July 5, 1810, and died in April 17, 1891 decided he would capitalize on the on the showmanship, giving the entertainers costumes, and choosing different characters to fix matches. When television came into play wrestling would be seen by people who could afford it. In today's society wrestling has become a cultural issue in the global market affecting men and women as well. One of the most controversial issues in wrestling is women who perform in the ring many culture outside the United States believes that women in the ring is an unethical issue. Women in the rings business sell most countries believe women uncovered are wrong in their society.

In America children and adults thinks it is humorous and loves to see the women come out in their half-naked outfits and show off their bodies rolling around in the ring. Many countries across the globe will not allow females in the ring to wrestle, let alone wear skimpy out fits. Countries in the middle-east consider women wrestling is an embarrassing and disrespectful and will not let the females go into a ring.

The middle-east considers women wrestlers an issue there is a few female amateur that competes in the sport for the competition. The WWE, Impact Wrestling, Friday night Smack-down and others organizations promotes their own women during their tour. Sexuality exploitation with women is an unethical issue in some countries. One reason the WWE is so successful in the United States is that the majority of Americans believe that sex sells everywhere whether it is ethical or unethical.

Not only do wrestling fans support female wrestlers, the United States and other countries are always scouting for different ways to exploit the females. When the wrestlers travel the globe the scouts are always looking for different talent to exploit for instance midget or small people. A great deal of issue in the WWE will never be resolve because of the way the company is set up for entertaining. A person whom has a problem with exploitation of females the best way to show concern is not watch the show Vince McMahon has made billions of dollar providing members of the WWE an opportunity to exploit his or her talent in the squared ring. The WWE has broadcast more than 145 countries and 30 languages to reach more than 600 million homes throughout the World, 72% of the WWE audience is more than 21 or older. WWE has a strong philosophy to give back to the communities and children whom we touch. ??? WWE in Your Corner is WWEs charitable arm that focuses on literacy programs, civic engagement, military support and a 30 year partnership with the Make-A-Wish Foundation??? (WWE, 2012).

Like many companies throughout world WWE is held by the law and is committed to maintaining a fair and honest work environment in accordance with the law. Although the WWE is committed to keeping the work

environment of present and future employees a pleasant work environment there have been some questionable moments, like sexual harassment as an issue. By the wrestlers have to travel over the globe there may be times when the wrestlers have to been in tight quarters and unethical issue can be a problem. Some examples of inappropriate conduct without limitation: \* Physically touching each other inappropriately. \* Threats or retaliation against a person while filing a claim on an unlawful harassment.

\* Interfering with an employee ability to perform his or her job, by creating an offensive work environment by insults, jokes, tricks, sexual favors, or sexual gestures. \* Legally protecting sexual symbols, pictures, and sexual orientation. When dealing with customers and suppliers the WWE do not seek to benefit from any unscrupulous advantages through the inopportune use of professional courtesies or other encouragement. Good decision and self-control must be implemented to avoid misunderstanding and hostile effects on the reputation of the Company. The WWE accepts contributions, favoritisms, which are inconsistency with the practice of most businesses.

The WWE can accept gift and favors if they are \* If the value is not in excess value and may not be accepted as a payoff or bribe. \* If the gift do not violate any ethical standards or laws. \* If the gift or favor does not embarrass employee or company. \* If the gift or favor is consistency with the traditional practices. To explain what is further expected of the employee of the WWE a list of some things that not expected of behaviors but goes on anyway is provided below: \* Working while drinking alcohol or taking illegal drugs. \* Possession of unauthorized or dangerous material in the workplace (for example explosive, firearms, baseball bats, hammers, or anything that can

harm wrestlers). \* Threats of violence in the workplace (this one goes on because of the job).

\* Disrespectful and insubordinate (Always happening). \* Spreading nasty gossip or making false allegations on another employee (To get ahead in the WWE ungodly things are done said to get the edge on the competition. \* Theft of company property or possession of property.

\* Tampering with other employee property. \* Fighting on the job (The Company builds its reputation on fighting). ConclusionThe WWE world is like no other while the basic laws and code of conduct applies to almost any company the WWE is just the opposite when it concerning the conduct and behaviors. The WWE has many ethical and cultural issues regarding the exploitation of females. Because the WWE deals with females different from the rest of the world the company will always have issues when concerning the female population.

Because sex sells in most countries the WWE will always continue to be an outstanding television show. ReferencesWWE. (2012). Retrieved from WWE Corporate Community Overview: <http://corporate.wwe.com/community/overview.jsp>