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Q.No.5. Define ethnocentrism and xenocentrism. Critically analyse how global media, consumer culture, and local identity politics produce simultaneous tendencies toward both in contemporary Pakistani youth. Suggest two practical steps educational institutions can take to reduce inter-ethnic hostility.

PART - II

QUESTION - 5

1) INTRODUCTION

Ethnocentrism is believing in the superiority of one's own culture. Whereas, Xenocentrism is believing in the inferiority of one's own culture.

In the contemporary Pakistani youth the tendencies of both are invoked by global media, consumer culture and local identity politics through media portrayal, cultural displaying and by culture based political affiliation. The educational institutes can promote ethnic events to invoke tolerance and teach the students the importance of rationality to counter the inter-ethnic hostility.

2) DEFINING ETHNOCENTRISM

Ethnocentrism is defined as

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believing that one's culture is superior to the other. It is characterized by strong affiliation with one's own culture while defying the other cultures

[UN-Definition]

3) DEFINING XENOCENTRISM

Xenocentrism is defined as a preference for the foreign culture over one's own culture and treating one's own culture as inferior. It is characterized by the strong affinity towards another culture while defying one's own culture

[UN-Definition]

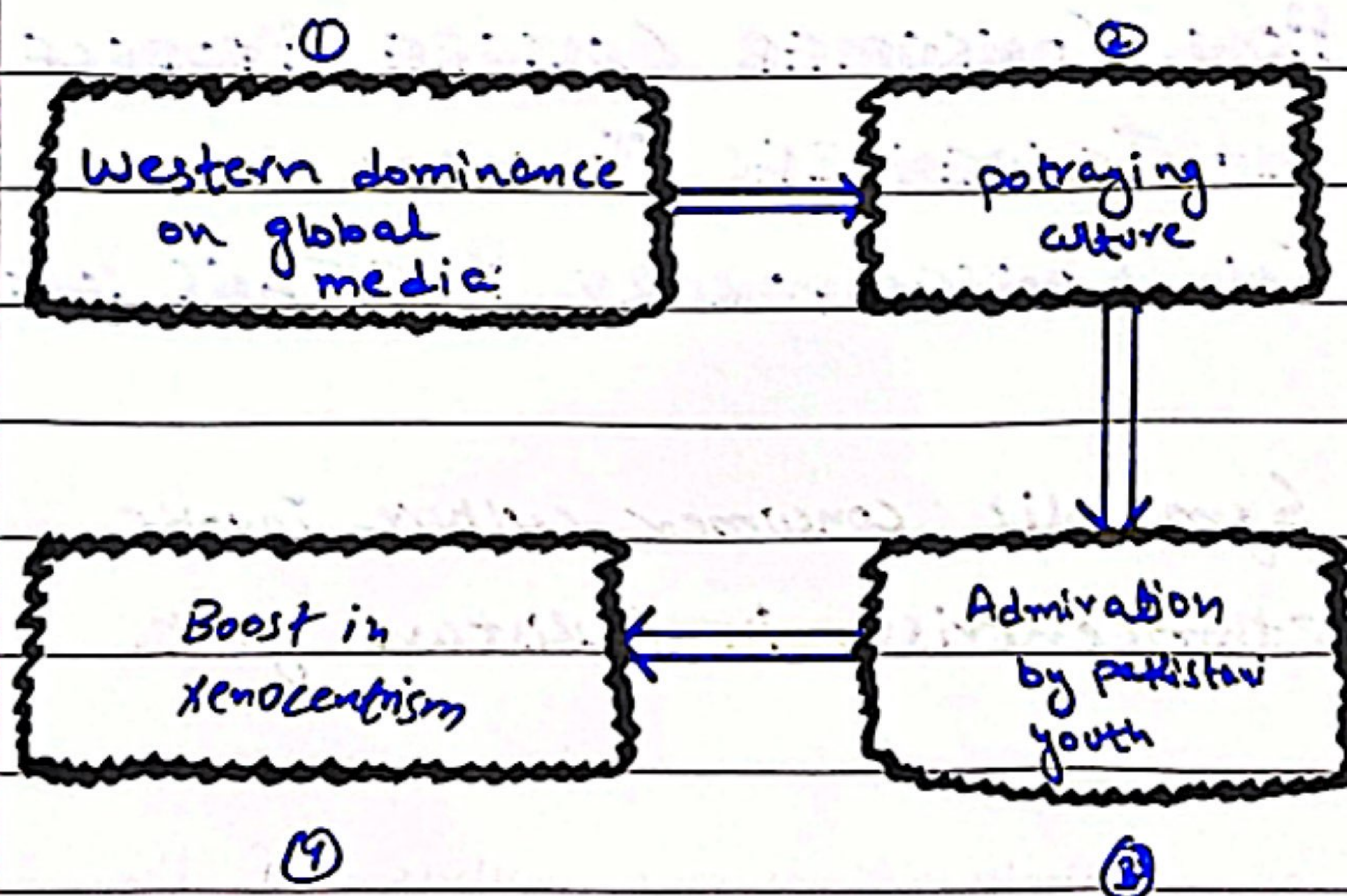
4) HOW GLOBAL MEDIA PRODUCE TENDENCIES TOWARDS BOTH IN CONTEMPORARY PAKISTANI YOUTH

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4-1) Global media influenced by the west promoting ethnocentrism at the cost of xenocentrism in the south

The global media is influenced by the west where they portray their culture over the world, this causes fascination in the south especially Pakistan leading to xenocentrism ~~ethnocentrism~~ in the country. While the west further boost the xenocentric tendencies.



Description:-

The following chart shows how xenocentrism is boosted in Pakistani youth.

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4.2) Utilizing the global media to portray Pakistani culture boost ~~not~~ ethnocentrism

While utilizing the global media Pakistani culture can be represented at an international level during cultural events this can elevate the love of culture in the Pakistani youth to increase the traits of ethno-centrism

5) How CONSUMER CULTURE PRODUCE ~~THE~~ TENDENCIES TOWARDS BOTH IN CONTEMPORARY PAKISTANI YOUTH

5.1) Symbolic consumer culture invoke ethnocentrism in Pakistani youth

The symbolic consumer culture of the Sindhi caps, traditional dances, shalwar Kameez can aid to invoke a sense of love for the culture in Pakistani youth promoting ethnocentrism.

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5.2) Higher diversion in consumer culture with advancement of technology promoting xenocentrism

In the current era technology is everything which is dominated by the west. The use of it shifts the consumer culture to be west centric promoting xenocentrism in Pakistani youth. Consumer culture is the defining factor for the love towards one's own culture [Zahid Hussain, Consumption shapes culture]

6) ~~5~~ How IDENTITY POLITICS PRODUCE TENDENCIES TOWARDS BOTH IN CONTEMPORARY PAKISTANI YOUTH

6.1) Identity politics creating turmoil in Pakistan promoting xenocentrism leading to brain drain

The identity politics in Pakistan creates

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turbulence in Pakistan in the form of riots that damage the trust of people and promote xenocentrism, forcing the people to leave the country for a better lifestyle.

6.2) Identity politics incorporate tolerance among the people promoting ethnocentrism.

Identity politics based on locality helps people to learn about the other cultures present in Pakistan. This promotes patience among the people for the other culture, giving a broader room for ethnocentrism to maintain its foothold.

7) **SUGGESTIVE PRACTICAL STEPS
EDUCATIONAL INSTITUTIONS CAN
TAKE TO REDUCE INTER-ETHNIC
HOSTILITY**

7.1) Promote ethnicity displaying events in schools to promote acceptance of all ethnicities

The school should have fun fairs that let the students from diverse backgrounds to display their cultures' ~~very~~ unique aspects for mitigating the inter-ethnic hostility.

7.2) Encourage equality among the students by portraying everyone as a citizen of Pakistan

To end the inter-ethnic hostility the educational institutes should transmit a sense of being Pakistani only in the students. This would promote equality in them to resolve such tensions. **Every child's mind is a blank sheet of paper what ever he learns is printed on his mind, if he learns equality he would do equality**
[Gabriel Tarde, law of imitation]

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B) CONCLUSION

To conclude, ethnocentrism and xenocentrism are influenced in the Pakistani youth through global media, consumer culture, and local identity politics in positive as well as negative ways as well. However, the educational institutions can play a role to promote ethnocentrism by promoting cultural displaying in schools and promoting equality based on nationality for a better future.