Ethnocentrism and Multiculturalism

(Name)

(Institutional Affiliation)

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Looking at the statement, it can be argued that the capabilities of communication between cultures are limited; thus, I will have to agree to the statement that ethnocentrism is already present a hundred years ago. Long ago, the lack of innovation and developments in enhancing the communication process between cultures proved to be the catalyst for the development of ethnocentrism and cultural relativism. In addition, different barriers were present in the old times. However, with the current trends brought about by globalization and technological advances, such concept is not applicable anymore. People are more open to these changes thus each becomes acquainted with such cultures.

Analyzing further the issue of ethnocentrism, Americans do not possess excess of that trait from the persons I know. Americans, on the other hand, are more culturally adaptive to the diversity of cultures present in a country. Although they tend show elements of nationalism and pride, it is not enough to justify such actions to be a prelude for ethnocentrism. Interaction among different cultures happens to us every day. Interaction and cultural exchange does not only come from formal communication processes, it also stems from the informal practices made by different people. The way we continue to patronize food, television, and movies of other cultures is an indication of interaction already—as we became acquainted, we learn and develop an understanding. Formal interaction may be possible; however, the process of informal communication remains to be an important component.

Gender Socialization

The development and evolution of different mediums in communication has paved the way for me to develop my own understanding of my gender role. However, critically analyzing the efforts of media to enforce learning can sometimes be biased and prejudiced. I as an

individual must critically assess the capabilities of media to showcase gender roles for me to have a proper notion of how things should be.

Looking at the article entitled "Media Effect on Girls: Body Image and Gender Identity", It was indicated that gender roles are assigned by different media as early as childhood among children. "Gender identity begins in toddlerhood (identifying self as a girl or boy) with gender roles being assigned to tasks early in the preschool years" (National Institute on Media and the Family, 2002, p.1).

In addition, media has influenced women on how to look and what the ideal look is for them. In a way, this affects the way they present themselves in the environment. "The popular media (television, movies, magazines, etc.) have, since World War II, increasingly held up a thinner and thinner body (and now ever more physically fit) image as the ideal for women" (National Institute on Media and the Family, 2002, p. 1).

The document also presented the way media greatly affects the way children (both men and women) create their own idea concerning identity. "The presence or absence of role models, how women and men, girls and boys are presented, and what activities they participate in on the screen powerfully affect how girls and boys view their role in the world" (National Institute on Media and the Family, 2002, p. 1). There is also the distinction of how women should do and act, which was presented in the document. "Studies looking at cartoons, regular television, and commercials show that although many changes have occurred and girls, in particular have a wider range of role models, for girls 'how they look' is more important than 'what they do'" (National Institute on Media and the Family, 2002, p. 1).

Reference

National Institute on Media and the Family. (2002). Media's Effect on Girls: Body Image

And Gender Identity. Retrieved February 25, 2008, from

http://www.mediafamily.org/facts/facts_mediaeffect.shtml