



**Lecture 4: Let's put the finger to where it hurts-  
Intro to issues on ethnocentrism, discrimination,  
racism and other sibilant menace**

Despite the foetid connotation (sometimes), on at least 2 occasions, the word “race” serves positive contribution. Which 2?

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❖ 1. medical

❖ 2. forensic

With similar principle, what about these two words - “stereotype” and “prejudice”?

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- ❖ When “stereotype” is a good thing:
- ❖ critical cognitive capacity, e.g. learning, self-defense, etc.

- ❖ Prejudice, slightly different
- ❖ -definition
- ❖ -propensity for all human beings
- ❖ -good for group-blending purpose, but the end doesn't necessarily justify the means

Prejudice at a national identity/  
cultural level = ?

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“ethnocentrism”

Q: which cultures are ethnocentric cultures?

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# Why cannot we eliminate these problems?

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- ❖ Too many reasons, why don't you tell me why?
- ❖ Video clip "How do American people live", produced by North Korean propaganda

The troubles escalate when all of these evolve to the stage of...

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❖ Racism

# The 5 types of racism and examples (let's see if you suffered or committed any of them!)

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- ❖ old-fashioned
- ❖ aversive
- ❖ symbolic/modern
- ❖ token/reverse
- ❖ new proposal : superiority-driven
- ❖ p.s. do not confuse with “positive discrimination”

The 100% political correctness is fiction, but, the need to avoid using the following terms is reality

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- ❖ The “N” word
- ❖ The “W” word
- ❖ The “C” word
- ❖ Bear it in mind: it’s always easier to insult somebody when you are not a native speaker of that person’s language. Why?

# Some interesting lines from recent literature

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“Pendant longtemps, je n'ai pas su que j'étais arabe parce que personne ne m'insultait. On me l'a seulement appris à l'école.”

— Romain Gary

*La Vie devant soi*

“Le résultat reste le même : nous parlons de gens que nous ne connaissons pas. Il ne suffit pas de savoir que ces gens sont sous une dictature, qu’ils n’ont pas de travail décent, qu’ils ont des problèmes de santé et d’éducation, pour les connaître. Si l’être humain n’était que cela, la vie ne vaudrait pas la peine. Qui va mesurer la qualité du rêve de ces gens, l’intensité de l’émotion nichée dans une vie brève ? La force du désir quand la plaine est en flammes ? La vie mystérieuse ? L’énergie du désespoir ? La vie, pour certains, c’est comme prendre à mains nues un câble électrique qui traîne par terre. ”

——Dany Laferrière

*L'ART PRESQUE PERDU DE NE RIEN FAIRE*

# Example efforts in USA and its societal repercussion

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- ❖ affirmative action (in higher education and HRM)
- ❖ “Columbus Day” (anniversary of Christopher Columbus' arrival and “discovery” of America, which happened on October 12, 1492.)
- ❖ Equal Pay Day (The next Equal Pay Day is Tuesday, April 12, 2016)

# example in Norway in regards to sexual education for targeted refugees

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- ❖ What do you think? Any alternatives or other suggestion? (trap question- at which stage can you ask this question?)
- ❖ The island
- ❖ Jean-Paul Sartre

# Q & A

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