

## TOPIC: ETHNOCENTRISM VS. CULTURAL RELATIVISM

◆ When experiencing new cultures, people tend to have one of two mindsets:

### Ethnocentrism

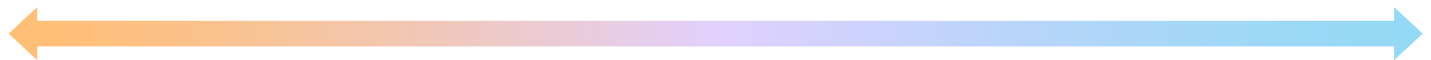
Evaluating and \_\_\_\_\_ a culture based on one's own cultural norms. Can include:

- The belief that one's own culture is the "default" or "\_\_\_\_\_" way of life.
- The belief that one's own culture is \_\_\_\_\_.

### Cultural Relativism

The practice of assessing a culture based on its own standards, \_\_\_\_\_ judgement.

- Requires a willingness to \_\_\_\_\_ consider new values, norms, and customs.
- This is part of the *sociological imagination*.



### Culture Shock

A sense of disorientation or \_\_\_\_\_ when entering a new cultural environment.

## EXAMPLE

Culture shock is a very typical response to being immersed in a new culture, regardless of a person's mindset. How might a person with an ethnocentric mindset respond emotionally or mentally during culture shock? How could this response differ for someone approaching the situation with a cultural relativist mindset?

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### **PRACTICE**

Ethnocentrism can involve all of the following EXCEPT:

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- a) Judging a culture based on one's own cultural norms.
- b) Believing that one's own culture is superior.
- c) Nonjudgmentally considering new values, behaviors, and norms within their cultural context.
- d) Believing that one's own culture is the default.

### **PRACTICE**

Gabriel, who is from Mexico, is attempting to backpack across Eastern Europe. Though he occasionally experiences a bit of culture shock, each time he enters a new community he makes an effort to be curious and learn about their culture non-judgmentally. It sounds like Gabriel is attempting to practice which mindset?

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- a) Ethnocentrism.
- b) Cultural relativism.