

Name _____ Global Studies
 Date _____ Period # _____

Ethnocentrism

Some people believe that their own ethnic or cultural group is superior to any other. In their opinion, their group is "Number One" or "The Best" in every way that is important. This leads them to use their own values and standards to base their judgment of others groups. If something is right or wrong for them, it is right or wrong for everyone else. For example, Westerners usually view dogs and cats as pets. In some areas of Asia, dogs and cats are considered food. The Westerners who say that the Asians are wrong to eat dogs and cats are judging the Asian by a Western standard. This is called **ethnocentrism**.

Ethnocentrism is found to some degree in almost every ethnic or cultural groups. Ethnocentric statements often appear in written material. It is especially important to be able to recognize such statements when studying global issues or events.

Study the following examples:

Example 1

"I contend that we are the first race in the world and that the more of the world we inhabit the better it is for the human race. I contend that every acre added to our territory provides for the birth of more of the English race, who otherwise would not be brought into existence.....I believe it is my duty to God, my Queen and my country to paint the whole map of Africa red....."

Example 2

White Man's Burden by Rudyard Kipling

Take up the White Man's Burden
 Send forth the best ye breed-
 Go bind your sons to exile
 To meet your captive's need;
 To wait the heavy harness
 On fluttered folk and wild-
 Your new-caught sullen peoples
 Half -devil and half child.

1. What country does that speaker belong to?
2. What group does the speaker feel superior to?
3. List some ethnocentric statements from the above examples.

ETHNOCENTRISM

Instructions: For each of the examples listed below, rate your country by using a scale of 1-5. Circle your rating.

Rating scale:

- 1= My country is the worst.
- 2= My country is below average.
- 3= My country is average.
- 4= My country is above average.
- 5= My country is the best.

Characteristic	Scale				
	Best		Avg.		Worst
1. Moral Standards	5	4	3	2	1
2. Ability to make/produce goods	5	4	3	2	1
3. Scientific ideas/achievements	5	4	3	2	1
4. Cultural contributions (ex. to music, art, dance, etc.)	5	4	3	2	1
5. Tolerates other races	5	4	3	2	1
6. Tolerates other religions	5	4	3	2	1
7. Opportunity for happiness	5	4	3	2	1
8. Cleanliness of people	5	4	3	2	1
9. The way people dress	5	4	3	2	1
10. High standard of living	5	4	3	2	1

Total Score

Activity: Add up your circled numbers, then divide that total by ten. This will give you your "ethnocentrism" score.