



SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35

19BAE717 – Cross Cultural Management

UNIT-I Importance's and Roles of Culture

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1st

**Indian
Institution
To
Implement**

**Design
Thinking
Curriculum**

Redesigning Common
Mind and Business
Towards Excellence



TODAY'S TOPIC:

Importance's and Rules of Culture





IMPORTANCES OF CULTURE:

Ancestry: Our cultures help us gain valuable information about our ancestry. Cultural traditions are like pages in a history book which should be read with interest. Human beings do not live for eternity, but their cultures do. Cultures give us a gateway to study about our ancestors.

Self-realization: When we study about the roots of our cultures and follow them accordingly, we get to know about ourselves much better. We can better relate to our origin and value ourselves more. It boosts our self-respect and dignity to follow our culture. It also makes us feel proud to belong to our own culture.

Evolutionary enlightenment: Knowing our culture in-depth gives us a sneak peek into our evolution. Cultures have originated in ancient times when human beings started to live as a community. Thus, studying about our cultures and of the entire world`s is extremely interesting and it sure give us some enlightenment about ancient times. This also gives us the required clarity against all our doubts.



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Moral values: Following a culture instills moral values in us. Every culture has its share of knowledge and beliefs which make us better human beings. It makes us responsible people who can co-exist with each other in a harmonious society.

Discipline: Cultural traditions keep us disciplined. Every culture has certain norms and laws laid down, which if followed leads to peaceful existence. The rules were made for a reason and should be followed rightly. Neglecting cultural traditions is not wise and should not be kept as an option.

Knowledge: Detailed study about every aspect of our culture can give us profound knowledge. Cultures never demand blind followers. Everything is well explained and accounted for in history. Studying about them will make us more knowledgeable.



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Compassion: Every culture teaches us to co-exist with all the other cultures in the world. Cultural teachings always aim for peace. They teach us to live compassionately and respectfully with everyone, so that peace prevails.

Meaning of life: Cultures teach us the real meaning of life. Every phase of our life demands different actions and our culture teaches us that. As we grow up and grow old, our culture holds our hand and directs us towards the right path.

Safeguard future generations: Cultural traditions were made by our experienced ancestors who wanted to pass on their valued knowledge about life to every generation of mankind henceforth, to make their survival easier.

Responsibility: Cultural traditions teach us to be responsible human beings. A culture-less and lawless human being is just another animal. Our culture and society make us be the responsible entities that we are



ROLES OF CULTURE:

Culture preserves and transmits knowledge

Knowledge about the society of southern England in the first half of the nineteenth century – from what dances were popular to the established daily schedule—can be acquired as much from history books as from the novels of Jane Austen. As for the details of daily life in London at the turn of the century, it is worth looking for them in the Sherlock Holmes book series.

Culture creates values and symbols

Even a beard can become a value and a symbol, or a lack of thereof. For instance, in 1705 Peter the Great, who had set himself the goal of modernizing Russia in step with Europe, introduced a tax on men who wore beards and moustaches. In contrast, in 1999, some three hundred years later, the first Movember charity event was held. It involved men growing moustaches and beards throughout the month of November to raise awareness about prostate cancer and raise funds for the charity foundation. In both cases, symbols influenced the ensuing development of culture.



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Culture cultivates

Participation in culture and the potential for creation are important for the “Universal Man” of the Renaissance. One of the most prominent examples is Leonardo da Vinci who combined scientific and writing activities with artistic output.

Culture strengthens social relations

The “Kraina Mriy” festival gathers around 40 thousand visitors every year. By familiarising people with the traditional forms of Ukrainian culture, from music to pottery, the festival promotes the formation of a common national identity.



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Culture creates new needs

The culture of saving energy and the intelligent use of natural resources creates needs such as the creation of infrastructures for sorting and recycling different types of waste, the installation of solar panels in homes and access to affordable electric cars. For example, in 2017 the company Tesla Motors will offer buyers an electric car at \$35,000 while it used to cost as much as \$100,000.

Culture contributes to economy

The turnover of cultural and creative industries is \$1.3 trillion, and its rate of growth outpaces the production and services sectors. Cultural tourism accounts for roughly 40 per cent of the world tourism sector revenue and, in the last decade, has demonstrated its ability to maintain steady growth. Worldwide culture is becoming an ever more important source of employment and revenue.



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Culture helps cities

In 1997, the Guggenheim museum was opened in Bilbao, Spain. The originality of the design has turned the place into a standout landmark that has breathed new life into this provincial city. In the first three years of the museum's activity, tourists visiting Bilbao spent more than €100 million (\$110 million) in regional tax. Such influence of architecture on a city's economy is now dubbed the “Bilbao Effect”.



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