

# (The CSS Point) Ethnocentrism

(4)

- As a belief that one's own group, race, society and culture is good, normal and right superior to other groups.
- Horton and Hunt described ethnocentrism as the habit of every group of taking for granted the superiority of its culture.
- Even within a society different social groups are ethnocentric.
- Smaller groups are more ethnocentric than larger groups.
- Advantages.
  - (i) It encourages social solidarity in groups and in society.
  - (ii) It provides protection to group members by creating sense of belonging among them. It provides compensation to the people of low status.
  - (iii) It promote nationalism or patriotism among the members of society.
  - (iv) Caste, Bivardie are developed by ethnocentrism in which marriage and other social relations are facilitated.

## Disadvantages

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- (i) It creates tight boundaries among various social groups.
- (ii) The process of social relations among various groups gets slower.
- (iii) It can create conflicts and tension among various groups.
- (iv) It limits an individual in a small social group.
- (v) The national development is general slow down in such cultures where ethnocentrism is emphasized in books, newspapers, radio and TV.

The CSS Point

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