Warm-Up

• Come up with three reasons why the use of Native Americans as mascots (like the one to the right) would be considered offensive.
The Negatives of Diffusion

Ethnocentrism, Racism, Ethnic/Cultural Conflict, Xenophobia
Ethnocentrism

• Judging another culture based off the values and principles off your own culture
  – Cultures labeling cultural traits as “wrong”
Xenophobia

• Viewing foreigners as a threat or a danger
  – Leads to the rejection or hatred of groups of people
Ethnic/Cultural Conflict

- Rejection or persecution against cultural or ethnic groups that can lead to conflict

Rwandan Conflict Victim
Racism

• The persecution or denial of rights to a person because of their perceived physical differences

Apartheid South Africa  Segregation in the United States