

# 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”



Maori Facial  
Tattoo

# Xenophobia

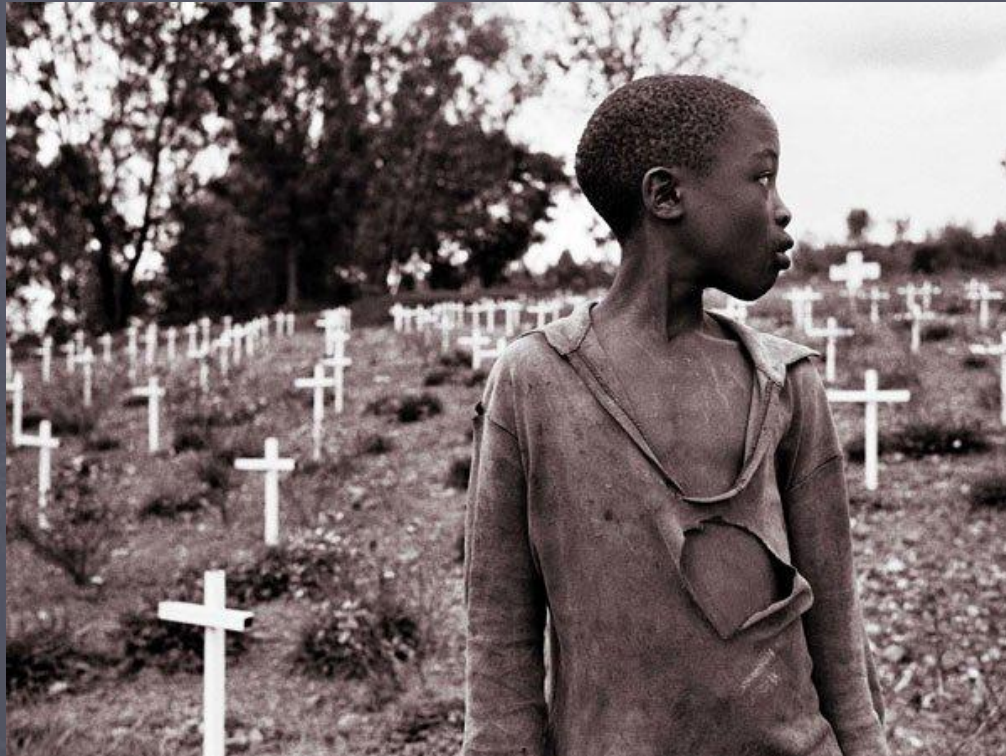
- Viewing foreigners as a threat or a danger
  - Leads to the rejection or hatred of groups of people

**Notice to Contractors.** —The whitewashing and paporing of Hackett & Keefe's Saloon will be given to the lowest bidder. Bids to be in sealed proposals and not to exceed \$13—the balance in whisky. **No Irish need apply.**

**HACKETT & KEEFE.**

# Ethnic/Cultural Conflict

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



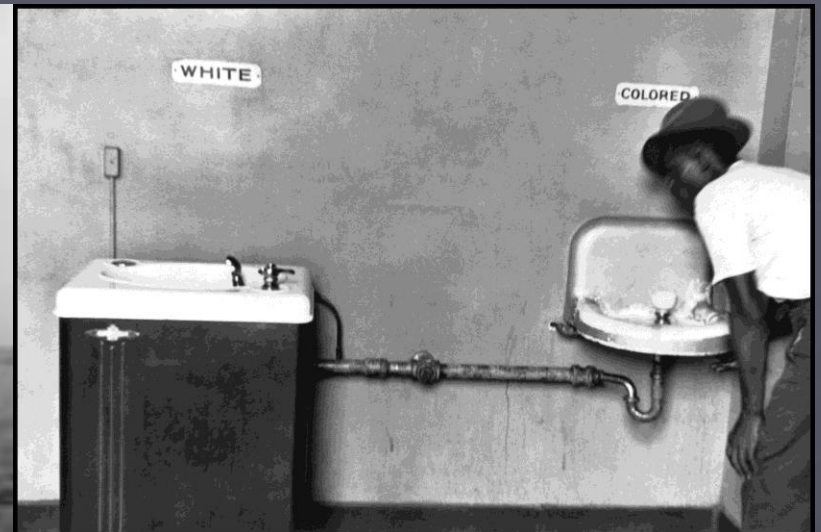
Rwandan Conflict  
Victim

# Racism

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



Apartheid South Africa



Segregation in the United States