

Citation information. *in esse: English Studies in Albania*. Volume 4, Issue 2, Page 59-69. ISSN 2078 – 7413.

Only My Culture and I Exist: Ethnocentrism as an Overcome Cultural and Political Concept in Intercultural Communication

Liljana SILJANOVSKA and Vlera EJUPI, *SEE University, Tetovo, Republic of Macedonia*

l.siljanovska@seeu.edu.mk; v.ejupi@seeu.edu.mk

Abstract

Scientific attitudes, theoretically and practically used as cultural-communicational reality, explain many examples of how people belonging to a certain culture, view the cultures, different from their own. Thus, similar cultures are characterized as modern, civilized or cultivated, whereas those that are different are qualified as uncivilized, barbarian and primitive. The notion of ethnocentrism persists in modern times among individuals, nations, and religious groups who consider their culture as superior. These entities underestimate other cultures through stereotypes and prejudices.

In modern society, ethnocentrism is becoming a serious cultural and political problem because countries are becoming increasingly linked. This modern state of affairs promotes more communication among different cultures and has inspired a modern cultural discourse called cultural relativism, which has means to evaluate cultures along more equal lines. On the contrary, ethnocentrism has negative effects that lead to social isolation. Nevertheless, positive cultural exchange is an important factor in the growth and progress of societies, especially multicultural ones such as the Republic of Macedonia. Therefore, Hofstede's (2001) thesis regarding culture as a "mind programme" is relevant, which means that the reactions of people are likely to reflect their culture. In turn, this can serve as a programme of thoughts in a socio-cultural environment.

Keywords: *ethnocentrism, intercultural communication, cultural relativity, political concept, Hoffsteder*