**BIS-660 ADMIN BUSINESS COMMUNICATION**

CULTURAL PAPER

By

Name: Swetha Gummakonda

Student –Id: 614856

Date: 01/27/2015

**Culture:**

**C**ulture means, it’s a group of people’s communication. Culture in based on the way of beliefs, Behavior’s, Knowledge, attitude. Different culture has different food style, clothing and celebrating their festivals etc. Different countries have different culture.

**European Culture:**

**Food:** Most of the Europeans includes meats in their dishes. Similar to Asian countries even these countries use different type of sauces and seasonings in their food. Steak is the most prominent food used by them. Bread made by Wheat is also used by them in almost all the meals by them. They use several Dairy products in their cuisine. People there love Pasta so much and even they use mashed potato and pastries in their meal.

**Clothing:**  “France”, country in Europe is called as the fashion world. This can make people think that it is fashion hub. There are wide varieties of dressing style in Europe. Different country has different dressing style. But the basic and the most popular is the formal dressing with Suite and trouser, which is being for called as the business wear now-a-days. Besides this they also wear jeans, t-shirts etc called as the latest fashion.

**Festivals:** European people have some different festivals. Music festival is the best festival to celebrate in summer. The traditional festival called “UP Helly Ae”, Europeans largest Fire Festival in Scotland. During this festival, People will wear some traditional costumes and torchlight parades, dancing the party will go on until the last flame goes away. Whereas, In Italy, The festival call “Battle of oranges”. The people will fight with organs and those who are not interested to involve or participate they wear red hat.

**Sports:** The most famous sports in Europe is football (soccer). The players have highest paid in the world. In the southern part of the Europe, Rugby is most common. “Cricket” is popular in England, Netherlands and some small parts of the country. Basketball, water pool, volley ball and field hockey are most commonly played in Europe. Most of people will play individual sport. Europe is the first country which had introduced **“Olympics”**.

**Religion:** As we all know that Europe is one of the oldest and the modern city in the world, it has also several religions. Most of the Europeans countries are populated with Christians. Almost 70% of the people consider themselves as Christians and then followed by Catholics, and Protestants. Some parts of the Europe has Muslims too. And people in countries like France, Hungary with its least population follow Judaism.

**Home Culture:**

My home culture, which I am going to explain now is about the Indian culture. Indian Culture is one of the oldest culture in the world. As in the history India was ruled by Europeans about 200 years it has adapted some of the European culture too. Now coming to the Indian culture it is one of the oldest and unique. India is divided on to 4 different parts North India, South India East India and West India. As India is surrounded by water from three sides it is called as “Peninsula”. India is very prominent for its Vedas too. There are 4 Vedas. 1.) RIG Veda. 2.) Ayur Veda. 3.) Sama Veda and 4.) Atharva Veda.

**Food:** Indian food is influenced by almost all parts of the world. Indians adapted mainly Arabs, Turkish and European, And also the Chinese food styles too. Most of the Indians maintain rice in their diet, though it changes from region to region rice is common. The Northerners' mainly have Roti and any curry with it. While Easterners mainly sea food, and coming to South and certain parts of westerners they use rice in their daily diet. Almost each and every state in India they use spices and herbs in their food. Due to the foreign invasion Indians also have pizzas, burgers, pasta etc called as junk food. India is a country where you can find wide varieties of food. Though it isn't good for health Street food in India is famous for its taste and spiciness.

**clothing:** India is famous for its traditional wear. As told before culture changes from place to place in India even the clothing changes from place to place. The traditional dress of Indians are Dhoti and Kurta for men and Sarris for women. Though the name of dressing is similar the type of wearing is totally different from place to place. people here wear new clothes for every occasion and every festival they celebrate.

**Language**: India is large country with Diversity. There are hundreds of languages spoken in India. Each state has almost different languages. out of every language spoken there are 22 official languages. The Sanskrit language from India is famous for its wonderful structure, almost called as more perfect than Greek. "HINDI" is called as the National Language. All the languages are more probably taken from all the Vedas. ( Vedas mentioned in the introduction of Home culture).

**Religion:** India, the country of birth place for several Religions. There are 4 major religions and followed by several small religions. Hinduism, Buddhism, Jainism, Sikhism are populated densely. Besides this India also has religions like Islam, Christianity, etc. According to the recent survey it shows that Hinduism and Buddhism stand 3 and 4 place in terms of population. Each and every religion is again sub divided into smaller religions. Like Hinduism is divided in to mainly 4. Brahmans, Vyshyas, Kshatriyas and Kshudras.

**Similarities and differences:**

In the Ancient times as Indian culture is totally different from the British culture like Food, Clothing, Traditions etc there should be worried . But after the British rule in India it had adapted several things from the Britisher's mainly the food and clothing. Even the Technology makes very much difference in the culture. Europeans mainly have meat in their diet but some Indians being Vegetarians that makes huge difference. Europeans mainly use sandwiches, salads as their diet but Indians on the other side use spices and herbs made at home specially.

As India ruled by Britisher's English is also known as the national language apart from HINDI. Now India is mostly influenced by the western culture which shows us many similarities like food, clothing, language.

**Preparation:**

Moving to Europe from one continent to other for the first time in life will be very difficult for a person to totally adapt the new culture. The individual must be in such a way that he can have varieties of food. And even he should be well prepared with the language he is going to use. He/she should be prepared in such a way that he can resist the colder climates as Europe is cold when compared to India.

**REFERENCES:**

**http://en.wikipedia.org/wiki/Culture\_of\_Europe**

**http://ec.europa.eu/programmes/creative-europe/actions/capitals-culture\_en.htm**

**http://en.wikipedia.org/wiki/Culture\_of\_India**

**http://www.kwintessential.co.uk/resources/global-etiquette/india-country-profile.html**

**http://www.eupedia.com/europe/cultural\_differences\_europe\_usa.shtml**