

Cross-cultural Relationships in a Postmodern Era of Global Exchange: Deconstructing the East vs. West Construct

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ABSTRACT

This paper examines the detrimental effects of false cognitive and material dualism that is embedded in language and ideology. This dualism adversely affects cross-cultural exchange of commodities and ideas because it imposes "Difference" even where difference does not exist. The premise of this paper is threefold, and proceeds as follows: 1) Effective communication and productive cross-cultural relationships require the deconstruction of Eastern versus Western constructs. 2) Dualism concerning East versus West is erroneous at best and destructive at worst. 3) In a postmodern era of global exchange capital systems, literary and scientific constructs and aesthetic perspectives are all subject to a certain amount of leakage across cultural boundaries. In fact, these systems, constructs and perspectives are all part of a world culture where "Difference" [ethnic or national in-group/out group distinctions] is less and less stable.

KEYWORDS: Culture, Deconstruction, Dialectics, "Difference", Dualism, Hermeneutics, Hyperreality, Postmodern, "The Other".