

From Nutley to Paris: How the culture of communities shapes organizational identity

From Nutley to Paris: How the Culture of Communities Shapes Organizational Identity

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Abstract

We explore the role of geographic communities in the construction of an organization's identity as narrated in the pages of Martha Stewart Living magazine, the flagship product of the Martha Stewart Living Omnimedia organization. We content analyzed 253 columns published between 1990 and 2004. We found that communities figured prominently in the emergence and institutionalization of the organization's identity, with over 800 mentions of specific places, from Stewart's childhood home of Nutley, New Jersey, to storied Paris, France. We examined how Stewart's use of places compared with descriptions of these same places in the Lonely Planet Travel. Our evidence suggests that the invocation of community enabled the organization to legitimate its product offerings as well as claim and partition complex and sometimes contradictory identity elements that included both highbrow culture and Americana "rural apple-pie goodness."

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We are losing our national and cultural identity. Because of recent advances in technology and the easy availability and speed of air travel, different countries are communicating more often and are therefore becoming more and more alike. The same shopping malls and fast food outlets can be found almost everywhere. So can the same types of office blocks, motorways, TV programmes and even lifestyles. How can we maintain the traditions that make each nation unique? Dear Sirs I am writing with reference to the article on the loss of national and cultural identity, published in one of your lates How a person sees themselves? In this way, cultural identity is both characteristic of the individual but also of the culturally identical group of members sharing the same cultural identity. It is very important to your cultural identity, because you usually have the culture of your ethnicity. Your ethnicity also sometimes determines how you look, though not always, because most ethnicities have universal looks: for example there are both white and brown Arabs. 5 Religion Your religion is the god that you worship and follow. Religions have also helped to shape culture Christianity has influenced culture greatly in Europe and in the Americas, and Islam has in the Middle East. 6 Social Class How much money you have, and how it benefits your life in society. Organizational culture is quite complex. Every company has its own unique personality, just like people do. Organizational culture is a system of shared assumptions, values, and beliefs, which governs how people behave in organizations. Organizational culture includes an organization's expectations, experiences, philosophy, and values that hold it together, and is expressed in its self-image, inner workings, interactions with the outside world, and future expectations. According to Elizabeth Skringar, "Organizational culture is shaped by the main culture of the society we live in, albeit with greater emphasis on particular parts of it." According to Abdi Osman Jama, "An organization is a living culture that can adapt to the reality 4s fast as possible."

