**RISK OF INCREASING BUSINESS AND CULTURE CONTRACT BETWEEN NATIONS**

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Increasing business and culture contract between nations brings interaction between nations which has brought forth the development and improvement of Cross culture understanding. However such development are the primary cause of the erosion of culture identity in many countries.

cultural identity provides the feeling of belonging to a group with similar characteristics.It includes how you see yourself, your nationality, ethnicity, believes and religion, social class and if you belong to a group that has his own culture. It is the way of life through which you define yourself and add values to your social relationship. Culture is not something that stand still. It changes and grows.culture does not necessarily change in relation to economic and political circumstances. It changes and alter in dialogue with other cultures which they have come across with through economic and political relations because people create cultures themselves. The alterations of them is subject to whether they reject or integrate with other culture influence.

Risk of increasing business and culture contract to the economy is that international companies are producing and selling product to customer between the contract agreement and policies thus leading to homogenizing countries into accessible zone where consumer goods are all the same. in this perspective cultural characteristics are likely to be lost and identity are eliminated.

increasing this business and culture contract between many countries brings different people from different countries together which can also pose a threat to local culture, language and traditions and replacing them with a transitionals culture, For instance widespread of English and Chinese language in business world is good for creating economic opportunities for people from different countries all over the world but it also threatens their indigenous languages. Teaching of English and Chinese language in school today is fast replacing local languages as medium of instructions thereby hampering the development of local languages. Erosion of local culture is the disappearance of ancient culture and customs due to technological changes brought by interaction between nations which are doing business together. Example is the use of camel by some countries not only as mode of transport but also for milk, making of clothes and ceremonies costumes has been outdated by advance mean of transport that is car and trains, costumes being made out of nylons and cotton brought by countries doing contract together that are far above the other, advanced medical care forsaking traditions medicine which are natural.

Through increasing business and culture contract between nations may bring widening of inequalities where nation that is more advance than the other may have more opportunities than the other for they own benefit claiming to assist the other nations to be at par. Example being the third world country and the first world country where in these third world country have plenty of natural resources but lacking the manufacturing and producing factory while first world country have plenty of the manufacturing company this by assisting them building of this company the country may have to sign a contract with this other nations thulus in building the nation offering support will have much more advantage to benefit from the resources than the country owning these resources but lack means of manufacturing. The sponsor ing country will have tho benefit and continue flourishing than the other nations. in this case those advanced nations also tends to have legal immigration to those slow growing and this slow growing countries may experience less opportunities immigrating to more advance countries due to high cost is immigration skills such as visas and entry barriers which are only available to those who can afford them.

International contract brings people together and this proximity can also generate friction as different cultures struggle to maintain they own identity. This can also results conflict of values and occasionally violence.

International relationship brought by contract may also have advarse impact on the environment cultural practice to one region may spread to others. Irrespective of whether or not they may be suited to the ecology of the regions. for instance in many parts of different nations foods was traditionally consumed in organic, locally sourced container such as those made from tree leaves,woods or bamboo but the spread of plastic which are non decomposing leading to environmental pollution. Through some other influence from other nations in some things may also cause pollution and destruction of environment ,example being mining which after the mining of the resources and the resources are depleted the Mining site are left open reading soil erosion or even this sites posing danger of one falling and other accidents. Example being the cause is land slide to some area that sand mining was done leading to death of animals and also people. çausing of acid raing by the company releasing gas recklessly to the environment also the importing of some commodity like oil and petroleum products betweens countries bourderjng oçeans and seas may also pose dange to pollution of this water bodies incase of drowning of those product cargo ships

Every advantages brought by this contract have its own cultural risk to any of the nation. for instance contract signed to bring certain consumer goods has lead to forsaking traditions cultures due to introduction of new goods in market brought by interaction between nations. leading to some culture been seen as useless