



Faculty of Administration Science & Policies Studies

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THE STUDY ON THE PERCEPTION OF EMPLOYEES
TOWARDS FACIAL BASED DISCRIMINATION IN WORKPLACE

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January 2011 – December 2011

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CHAPTER ONE: INTRODUCTION

1.1 Introduction

“To be human is to discriminate” even it is hard to admit but it has been proved by many scholars that discrimination do happen in this world long time ago. According to Longman dictionary, discrimination is treatment or consideration of, or making a distinction in favor of or against, a person or thing based on the group, class, or category to which that person or thing belongs rather than on individual merit. The discrimination is varied; it can be racial, religious, wealth, ethnic, sexual and also physical appearance. For this study the physical appearance will be focused but only the facial criterion is the types of physical appearance discrimination that will be study on.

He (Aristotle) used to say that personal beauty was a better introduction than any letter. Thus, facial appearance play big role in each individual in society life. Facial appearance then can be divided into three as average, less beauty often said as ugly and beauty or good looking.

It is a normal for human to be more attracted to something that beautiful. It can be prove through the usual advertisement on television. Most of the model used to promote the product is someone who's good looking beautiful and attractive, it happen based on the assumption that they are the people who will more easily to be attracted. Thus as people were much affinity towards good looking people, it will lead to be more favor to good looking people and lead to discrimination to other whose less beauty. “Although our society professes a commitment to judge people by their inner worth, facial

DECLARATION

We declare that this report is our own work, except for extracts and summaries for which the original references are stated herein.

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