

Warm-Up

- Take a few minutes to think about your own culture...now describe it.



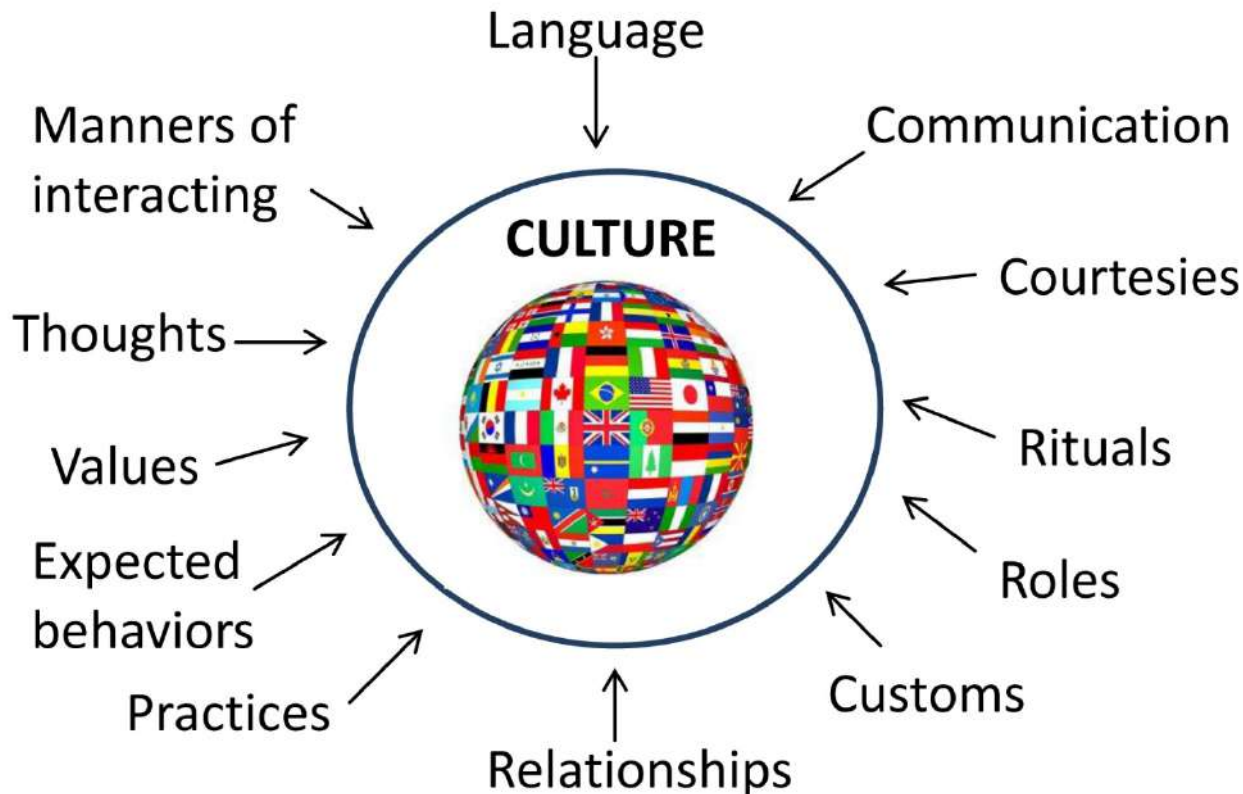
CULTURE

Standards

- **SSSocC1: Students will explain the development and importance of culture.**
 - Describe how culture is a social construction.
 - Identify the basic characteristics of culture.
 - Explain the importance of culture as an organizing tool in society.
 - Describe the components of culture to include language, symbols, norms, and values.
- **SSSocC2: Students will evaluate how cultures develop and evolve.**
 - Explain cultural change and diversity include ethnocentrism, cultural relevance, folk culture, pop culture, counterculture, subculture, and culture shock.
 - Compare material and non-material culture.
 - Analyze the impact of globalization on US and other world cultures.

Culture defined....

- Knowledge, values, customs, and physical objects that are shared by members of a society



Why does Culture Exist?



- Structural Functionalists

- Culture provides order and organization to people- a way to belong to something

- Symbolic Interactionists

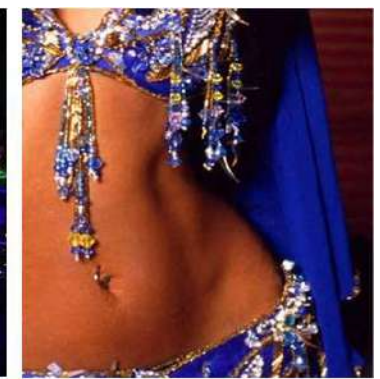
- Culture is what people make of it-
They either try to fit in or stand out



- Conflict Theorists

Culture is a way of defining and dividing the haves and have-nots





- Material culture
 - The concrete tangible objects of a culture

- Nonmaterial culture
 - Ideas, knowledge and beliefs that influence people's behavior

The Iceberg Concept of Culture

Like an iceberg,
nine-tenths of culture is below the surface.

Surface Culture
Most easily seen
Emotional level - low

Food, dress,
music, visual arts,
drama, crafts,
dance, literature,
languages, celebrations, games



Shallow Culture
Unspoken Rules
Emotional level - high

courtesy, contextual conversational patterns, concept of time, personal space, rules of conduct, facial expressions, nonverbal communication, body language, touching, eye contact, patterns of handling emotions, notions of modesty, concept of beauty, courtship practices, relationships to animals, notions of leadership, tempo of work, concepts of food, ideals of child rearing, theory of disease, social interaction rate, nature of friendships, tone of voice, attitudes toward elders, concept of cleanliness, notions of adolescence, patterns of group decision-making, definition of insanity, preferences for competition or cooperation, tolerance of physical pain, concept of "self", concept of past and future, definition of obscenity, attitudes toward dependents, problem solving roles in relation to age, sex, class, occupation, kinship, and ...

Deep Culture
Unconscious Rules
Emotional level - intense

Cultural Universals

- General cultural traits that exist in all cultures
 - Sports
 - Cooking
 - Courtship
 - Division of labor
 - Education
 - Etiquette
 - Joking
 - Marriage
 - Funeral rites
 - Etc





CULTURE SHOCK

a feeling of confusion, doubt, or nervousness caused by being in a place (such as a foreign country) that is very different from what you are used to.

Ethnocentrism

- Judging others in terms of one's own cultural standards.

Cultural Relativism

- Learning to look at things from a point of view different from your own, and not making value judgments based on your beliefs and norms.

Criticism



“THE IDEA OF CULTURAL RELATIVISM IS
NOTHING BUT AN EXCUSE TO VIOLATE HUMAN
RIGHTS.”

SHIRIN EBADI

© Lifehack Quotes

So where do we draw the line between respect for one society's culture and abuse of human rights?

Norms: rules defining appropriate and inappropriate behavior

- 1. Women have to wear clothes that cover their breasts in public (definitely a norm in most countries, not a norm for some tribes in Africa, for instance)
- 2. Women covering their faces in public (norm in Muslim societies, not a norm in Western societies)
- 3. Greeting someone you know when you see them for the first time during the day
- 4. Not staring at people you don't know (staring is considered rude in US, but perfectly normal in other societies)
- 5. Kissing someone on the cheek when you meet them (not mandatory, but still a norm in Latino cultures; not a norm in US)
- 6. Domestic violence not allowed (norm in US, not a norm in other countries)
- 7. Women wearing makeup, children not wearing makeup
- 8. Respect for the elders
- 9. Men holding doors for women and allowing them to pass through first (except in a restaurant, where the norm says the man has to go in first)
- 10. Men kissing a woman's hand when they are introduced to her (not a norm in US, a norm in other countries)
- 11. Using titles of respect for elders or people whom we don't know well (less of a norm in US, more of a norm in other societies)
- 12. Offering your seat to elders in a public transportation vehicle
- 13. Bringing a present to someone's birthday party (less of a norm in US, more of a norm in other countries)
- 14. Knowing your neighbors well (not a norm in US, a norm in other countries)
- 15. Nose-rubbing as a form of greeting (norm in Alaska, not a norm in other countries)

Components of Culture

Symbols

- A thing that stands for or represents something else.



Language

- Spoken or written words that allows humans to communicate and create culture



Even body language

IT'S WHAT YOU **DON'T SAY** THAT COUNTS!



LEARN TO **READ AND INFLUENCE** PEOPLE THROUGH
NONVERBAL COMMUNICATION.

Components of Culture

Beliefs

- Ideas about the nature of reality

Folkways

- Norms that lack moral significance

Values

- Broad ideas about what is good or desirable shared by people of a society

Mores

- Norms that have moral dimensions and that should be followed by members of the society

What is it....

- Honesty
- Saying “Bless You” when someone sneezes
- Going to church nude
- Christianity
- Doing drugs
- Integrity
- Living together with someone of the opposite gender
- Belching at the dinner table
- Monotheism
- Polygamy
- Cannibalism

Components of Culture

Laws

- A norm that is formally defined and enforced by officials.



Taboos

- a rule of behavior, the violation of which calls for strong punishment

In Chinese culture giving a clock as a present is a taboo due to the Chinese word for clock sounding like death.

Laws

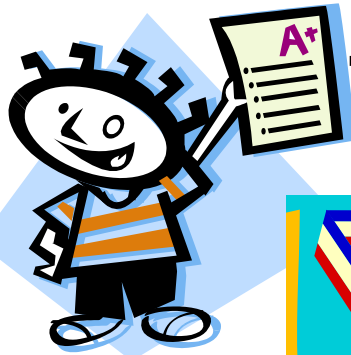


Some interesting laws still on the books...

- Alabama-illegal to drive a vehicle while blindfolded
- Arizona- hunting camels is prohibited
- Florida- if an elephant is left tied to a parking meter, the fee has to be paid just as it would be for a vehicle
- Iowa- Kisses may last for as much as, but no more than, five minutes
- Massachusetts: No gorilla is allowed in the back seat of any car
- Minnesota: A person may not cross state lines with a duck atop his or her head

Examples of Taboos

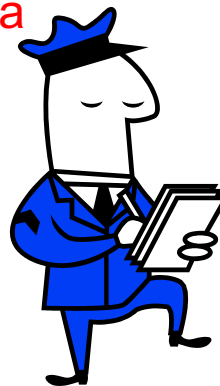
- Blood products - Jehovah Witnesses are forbidden to use blood products, including blood transfusions
- Cannibalism - a human being eating the flesh of another human being
- Flowers - giving an even number of flowers is taboo in Russia because they are for the dead
- Head position - in Indonesia, it is taboo to have your head higher than an elder person
- Gestures - certain gestures are considered obscene
- Incest - sexual relations between relatives. Different cultures have different definitions of how close a relative would be considered taboo.
- Infanticide - killing an infant
- Wearing shoes inside - in some places, shoes are not worn inside a house



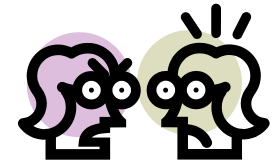
Types of Sanctions



- Formal Sanctions- Positive or negative consequences that are applied by officials
 - Positive
 - good grade given by a teacher
 - Medal of Honor- Gov't
 - Negative
 - Speeding ticket given by a cop
 - Detention given by principal



- Informal Sanctions- Positive or negative consequences given out by members of the group
 - Positive
 - Inviting someone to sit with you in the cafeteria because they helped you in class
 - Negative
 - Giving someone a dirty look for telling on you in class
 - Yelling at someone talking/texting loudly in a movie theater





High Culture

- Tastes and creations used by the upper classes
- Sets them apart from the rest of society
- Requires:
 - elaborate training
 - technical proficiency
 - considerable resources
- Ex. Opera, ballet, fine works of art

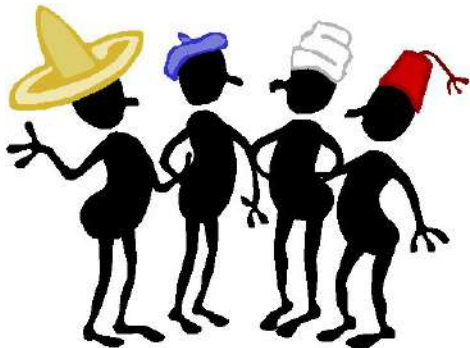
Folk Culture

- Tastes and creations used by working-class and minorities
- Produced for and by ordinary people:
 - Spontaneous
 - Familiar
 - Practical
- Ex. Quilt making, graffiti, break dancing



Multiculturalism

- Encourages respect and appreciation for cultural differences
- Seeks to reverse centuries of cultural intolerance and oppression of minority groups
 - Brought changes to American education and society
 - Global languages
 - Different ethnic literature and perspectives



Popular Culture

- Tastes and items that appeal to the masses
- Consists of products and items designed for
 - Leisure
 - Entertainment
 - Mass consumption
 - Fashion
- Fads- short-lived, widespread items/ideas
- Ex. Baseball cards, Santa Claus, *NSYNC

Subcultures

- Groups that share many elements of mainstream culture but maintain their own distinctive customs, values, norms, and lifestyles
- *Based on:*
 - Age, gender, wealth, sexual preference, education, occupation, ethnicity, music, SES, etc.
- *Examples:*
 - Residents of China town, circus people, soldiers in the military



Countercultures

- Deliberately and consciously opposed to certain central beliefs or attitudes of the mainstream culture
- *Organize because of:*
 - Inequalities of class, race, age, gender, etc.
- *Examples:*
 - Skinheads, Gang members, Hippies



Assignment: make a T Chart showing Subculture/Counterculture

- Latino Americans
- Bikers
- Hippies
- Amish
- Gamers
- Asian Americans
- Flappers
- Gangsters
- Goths
- Jewish people
- Skateboarders
- African Americans
- Punks
- Native Americans
- New Age Spirituality
- Ravers
- Wiccans