

## Chapter 2

# CULTURE

(reminder: first test in two weeks)

1

What do you think of when you hear the word **Culture**?

Have you ever talked with someone about a different **culture**? If so, what was the conversation about?

What are the **things** that make one culture different from another?

2

For those who have experienced a different culture:

What were some of the major cultural differences you experienced when coming to the U.S.?

Consider, for example, language differences, gestures, money, religion, use of space, others....

3

# CULTURE

The American Handshake -

<http://www.youtube.com/watch?v=yDhXD25fmMo&feature=related>

Health Care by Country

[http://www.youtube.com/results?search\\_query=health+care+37&aq=f](http://www.youtube.com/results?search_query=health+care+37&aq=f)

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## Components of Culture

- ⌘ language
- ⌘ gestures
- ⌘ norms (rules of behavior)
- ⌘ beliefs and values (what is desirable)
- ⌘ material objects (jewelry, art, buildings, food, clothing)
- ⌘ positive sanctions (response to an approved behavior)
- ⌘ negative sanctions (response to a disapproved behavior)

5

How is **language** related to culture?

The Sapir-Whorf Hypothesis—  
language has embedded within it ways of looking at the world.

What does this mean?  
Examples?

6

How is language related to what is "real" ?

Reality is only our perception of what we think it is.

Thinking and perception are shaped by language.

7

How is culture related to what is "real"?

And

What is ethnocentrism?

8

⌘ Ethnocentrism—the tendency to use one's own culture as a yardstick for judging the ways of other societies.

⌘ It can create in-group loyalties or lead to harmful prejudice and discrimination.

9

Does anyone know the difference between prejudice and discrimination?

(Hint: one is thought the other is action.)

10

What is cultural relativism?

(Hint: opposite of ethnocentrism)

11

Cultural Relativism—  
Trying to understand other cultures without judging them by your own culture.

We can analyze how the elements of culture fit together without judgment.

12

**Cultural Lag**—non-material culture lags behind material culture, particularly in areas of technology.

What might be some examples?

13

**Cultural diffusion**—the spread of cultural characteristics from one group to another.

Can you think of any examples of cultural diffusion in the U.S.?

To what extent has it impacted American culture?

14

From your experience:

What are some examples of subtle positive or negative sanctions that might differ between cultures?



16

What are "values"?

How might values differ for those for and against abortion?

16

## Examples of American Values

- Achievement
- Individualism
- Activity & work
- Efficiency
- Science
- Progress
- Material comfort
- Humanitarianism
- Freedom
- Democracy
- Equality
- Religion
- Education

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How would you guess value contradictions and social change are related?

18

⌘ What new values do you currently see emerging?

self-fulfillment, physical fitness, environment, leisure

Why do you think they are emerging at this point in time?

19

"Real" vs "ideal" culture?

20

What do you think "material" culture might refer to?

"Non-material" (or symbolic) culture?

21

Non-material Culture:

What gestures should a foreign student coming to the U.S. know?

22

⌘ **Material Culture**— objects of a culture including clothing, tools, buildings.

⌘ **Non-Material Culture**—a groups way of thinking and patterns of behavior.

⌘ Reflected in language, norms, beliefs, gestures, etc.


23

⌘ Subcultures are groups within a culture that have their own distinctive characteristics that distinguish them from the larger culture.

⌘ Their values and norms are compatible with the dominant culture.

What are some examples of subcultures?

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Counter culture  
vs  
subculture

Counter cultures have values  
that are at odds with the  
dominant culture