

- 1  **Culture**  
The values, beliefs, behavior and material objects that together form a people's way of life
- 2  **Culture- con't**
  - This includes knowledge – beliefs – art – morals – laws – customs and any other capabilities and habits acquired as a member of society.
- 3  **Culture- con't**
  - Shapes what we do
  - How we act
  - Forms our personalities
  
  - Ex: Yanomamo- Brazil (aggressiveness)
    - Semai- Malaysia (peaceful/cooperative)
    - U.S. & Japanese- (hardwork/achievement)
- 4  **Human Intelligence:**  
the primary basis for-
  - Differences between humans and other primates
  - Our ability to form cultural survival to our specific environment
  - Fashion our environment to our needs
  - Socialability
  - Relationship building and lasting bonds
- 5  **Human Intelligence- con't**
  - Child rearing
  - Mutual protection
  - Hands which can manipulate objects with precision
  - Ability to make and remake our world
- 6  **Components of Culture**
  - Symbols
  
  - Language
  
  - Values
  
  - Norms
- 7  **Symbols**
  - Anything that carries a particular meaning recognized by people who share a culture
  - Ex: word (phrase)
    - Whistle

- Wall of graffiti
- Flashing red light
- Raised fist
- Flag

8

- Culture shock occurs when entering an unfamiliar culture. You are unaware of the symbols and their meanings.
- Culture shock includes a person from outside the culture, entering and acting in ways that offend the culture.
  - Ex: ordering a hamburger in India

9  **Language**

- A system of symbols which allow people to communicate together.
  - Ex: alphabets of the world
    - Writing right to left
    - Writing left to right
    - Writing top to bottom

10  **Language-con't**

- Also insures the continuity of the culture. It is a culture heritage in coded form, and the key to cultural transmission.
  - Ex: How the culture is passed from one generation to the next.

11

- Sapir-Whorf thesis: People perceive the world through the cultural lens of Language.

Each language has its own distinct symbols that build into reality. Each language is unique in that there are words/symbols which have no exact word/symbol in another language.

12  **Language- con't**

- Nonverbal Communication:
  - Communication using body movements, gestures, and facial expressions in place of speech.

13  **Values**

- People assess desirability, goodness, and beauty that serve as broad guidelines for social living.
- Broad principles which underlie beliefs.

14

- Beliefs- specific statements that people believe to be true. (or false)
- Ex: Equal opportunity (qualified woman as U.S. President)

- 15  **Williams developed 10 values central to U.S. culture.**
- Equal Opportunity
  - Achievement & Success (competition)
  - Material Comfort
  - Activity and Work (action)
  - Practicality and efficiency
- 16  **Williams values- con't**
- Progress (move forward)
  - Science
  - Democracy and Free enterprise (individual rights have significant value)
  - Freedom (individual over the group)
  - Racism and group superiority
- 17
- **\*\*Values will come into conflict. When they do, we generally give more weight to one over the other to ease the conflict**
- 18  **Norms:** rules and expectations which society uses to guide the behavior of members.
- **Mores-** (pronounced MORE'-ays) referring to Norms with moral significance.
    - Ex: any law which governs our behavior. (killing another person)
  - **Folkways-** norms for casual/routine behavior
    - These are used within the culture to suggest how we should behave. (Ideal culture)
- 19  **Evolution of Societies/ Technology and Culture**
- Sociocultural Evolution
- Lenski/Lenski 1999: The changes that occur as a society acquires new technology, passing through four levels of development.
- Hunting and Gathering
  - Horticulture and Pastoralism
  - Agriculture
  - Industry
- 20
- Hunting and Gathering:** the use of simple tools to hunt animals and gather vegetation.
- From 3 million years ago to about 1800
  - Generally small groups of people (family like)
  - Nomadic
  - All participate in Hunting/Gathering roles
  - Few formal leaders
- 21
- Horticulture and Pastoralism-** Farming and domestication of animals.
- Horticulture:
    - 10,000 years ago to today (in the Middle East)
    - Use of hand tools to raise crops
    - Settle in one place

- Larger groups (hundreds of people)
- Other tasks are performed within the group
- Usually a ruling family within the group

22

#### Pastoralism

- 10,000 years ago to today (Middle East)
- Domestication of animals
- Nomadic
- Larger groups (hundreds of people)
- Other tasks performed within the group
- Usually a ruling family within the group

23

Agriculture- large scale cultivation using plows attached to a power source.

- 5,000 years ago to today
- Referred to as “Dawn of Civilization”
- Food sources able to feed millions as technology allows for transportation of food.
- Common exchange system replaces barter

24

Agriculture- con’t

- Increase in social inequality
- Most people are workers with few elites to study philosophy, art and literature. Men gain more power over women.
- Ag tech increases to give people enough control over the world (nature) that cultural diversity increases.

25

Industry- production of goods using advanced sources of energy to drive large machinery.

- 1775 Steam power in England, productivity increases, changes culture
- More people work away from home/family
- Traditional values within culture become less important
- Raised standards of living

26

Industry- con’t

- Extension of life span
- Schooling/education becomes part of culture
- Reduction of economic inequality
- Extension of political rights
- Intensified individualism

27

Post-industrial Society- beyond industrial society

- Production centers on computers that create, process, store and apply ideas and information
- People need to learn to work with symbols by speaking, writing, computing and creating images and sounds

- Children are presented with “virtual culture” given to them by culture-makers through television, movies and computer screen

28

- Subculture: patterns that set apart some segment of society’s population.

- Ex: Rap
  - Hip-Hop
  - Polish Americans
  - Amish

29

Many people participate in several subcultural categories without committing to any of them.

U.S. has been viewed as a “melting pot” of many cultures which have mixed together to make up the “American Culture.”

Is the melting pot still an accurate view of culture?

30

- Some Sociologists prefer the view of Multiculturalism.
  - An educational program which recognizes the cultural diversity in the U.S. and promote the equality of all cultural traditions.

\*\*Many view this as a Neo-political view instead of a Sociological view.

31

- Counterculture: patterns that strongly oppose those widely accepted within a society.
- Many of these examples are connected to youth.
  - Ex: 1960’s Hippie culture
    - Small bands of militant groups
    - Al Qaeda