








- 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

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- 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.

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- 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.

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- 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
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- 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
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- 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

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

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### Palism

- 00 years ago to today (Middle East)
- domestication of animals
- adic
- per groups (hundreds of people)
- er tasks performed within the group
- ally a ruling family within the group

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

- 00 years ago to today
- fered to as "Dawn of Civilization"
- od sources able to fed millions as technology allows for transportation of food.
- mmon exchange system replaces barter

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iculture- 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.

g tech increases to give people enough control over the world (nature) that cultural diversity increases.

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dustry- 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

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dustry- con't

Extension of life span

Schooling/education becomes part of culture

Reduction of economic inequality

Extension of political rights

Intensified individualism

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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

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

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

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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?

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- 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.

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- **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