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## Components of culture slideshare

1 What culture is culture? Components of Cultural Diversity: Many Ways of Living in One World Theoretical Analysis of Culture 2 What is Culture? Culture is the most important concept in social sciences. These include values, beliefs, behaviors, and material objects that, together, shape people's way of life. Non-Material- Beliefs and ideas created by members in certain communities. Material- Tangible objects made by members of the public. Including items that people find their worth. 3 Culture, Nation, and SocietyCulture is a way of living together, a nation is a political entity, and community is the organized interaction of people in a nation. Each of these concepts is important to sociologists. 4 The Cultural Component of Culture consists of five different components: symbols, language, values, beliefs, and norms. Material culture now includes technology. Any symbol that stands for or represents something else. These include: symbolic words, phrases, and images related to social and ideological movements, which can evoke powerful images and emotional reactions. 5 Languages- The key to the world of culture. A symbol system that allows people to communicate with each other. Cultural transmission - the process by which one generation passes on the culture to the next. The collective value of what is desired. This conception usually has an emotional and symbolic component. Values can range from being subjectively meaningful to a particular individual to those that are the norm of shared culture. Beliefs, specific statements that people hold to become reality. 6 Key Value U.S. Cultural Opportunities – Society should give everyone the opportunity to progress according to individual talents and efforts. Achievements and successes- Our way of life encourages competition for that everyone's gifts should reflect personal benefits. Material convenience- Success in the U.S. generally means making money and enjoying what it's going to buy. 7 Activities and work- Our culture values action on reflection and passively controls events accepting one's fate. Practicality and efficiency- People in the U.S. value practicality over theoretical, or do over dreaming. Progress- U.S. culture celebrates progress that equates the very latest with the best. U.S. science has a cultural tendency to devalue emotions and intuition as a source of knowledge. 8 Democracy and corporations- We believe that the right political system is based on free elections in which adults choose their leader and as an economy that responds to individual consumer choices. Freedom- The cultural value of our freedom means that we place a higher value on individual initiatives than on collective conformity. Racism and excellence Despite strong ideas about individualism and freedom, most people The U.S. is still evaluating individuals according to gender, racial ethnicity, and social class. Proscriptive: what not to do. Receptive: what to do. More- norms are widely observed and have great moral significance. Folkways- routine norms and casual interactions. Social Control – the various ways in which community members encourage conformity to norms. 10 Ideals and real Cultures- Values and norms tell us how to behave, they don't take into account all the different variables in a person's life, but rather they tell us about how we should behave. 11 High Cultural Diversity - referring to people who are social elites of society. They went to the opera and attended a symposium. Popular culture- is a cultural pattern that is widespread among the population. Subcultures- cultural patterns that distinguish several segments of the population of society. Examples: Skateboarders, bowlers, young people listening to rap music, people who like to step in two, or sandcastle builders. 12 Multiculturalism- an educational program that recognizes U.S. cultural diversity and promotes the equality of all cultural traditions. Eurocentrism- the dominance of European cultural patterns. Afrocentrism- the dominance of African cultural patterns. Countercultures, which strongly oppose those who are widely accepted in society. Cultural integration- close ties between various elements of the cultural system. 13 Discovery Discovery Today – the process of creating a new cultural element of the phone – the 1876 aircraft- 1903 computer – late 1940s Ethnocentrism – the practice of assessing other cultures by one's own cultural standards. Cultural relativism- the practice of evaluating culture by its own standards. 14 Global Culture 1. Global Economy: the flow of goods.2. Global Communication: the flow of information. 3. Global Migration: the flow of people. 15 Theoretical Analysis of Cultural Analysis-Functional- Structural-functional paradigm describes culture as a complex strategy to meet human needs. Cultural values give meaning to life and bind people together. Another aspect of cultural function in various ways that support the way of life. 16 Cultural Universals – traits that are part of every culture knowncultural universals – traits that are part of every known culture. In 1945 George Murdock identified dozens of universal cultures: families that control sexual reproduction and supervise the care of children, funeral ripens, every community copes with death, jokes that are universal and serve as a safe means to defuse social tensions. Social-Conflict Analysis – This paradigm emphasizes the relationship between culture and inequality. From this point of view, the nature of any culture benefits some members of the community in other people's expenses. Conflict analysis can begin by asking why certain values dominate society in the first place. 17 The theory of social conflict – rooted in the philosophical doctrine of materialism, which states that the material production system of society (like our own industrial-capitalist economy) has a strong effect on the rest of the culture. Sociology- a theoretical paradigm that explores the ways in which human biology influences how we create cultures. 18 Culture and Human Freedom-Underlying discussion in this chapter is an important question: To what extent are cultural beings free? Part 2: Cultural Components5 Cultural Components • Technology, Symbols, Languages, Values, & Norms • Components vary: • In culture • Between cultures • During timeTechnology • DEFINITION: knowledge and tools that people use for practical purposes • Sociologists are not only interested in skills but also acceptable rules of behavior when using darnSymbols material culture • DEFINITION: cultural representation of reality; carry meaning • Each word, movement, image, sound, physical object, event or element of natural worldHand movement in a different culture... why should biebs be careful! Language • DEFINITION: a culturally specific system of oral and written representation; conveying meaning about the world • Essential for cultural transmissionLanguage • Does language shape reality? • Sapir-Whorf hypothesis: • People view the world through the lens of language cultureValues & Beliefs • DEFINITIONS: culturally defined standards of what is good, right, fair and fair • Serves as a broad guideline for social life • The values held by the group help determine the character of its people and the type of material/non-material culture they createNorms • DEFINITION: rules & expectations in which the community guides the behavior of its membersNorms • Discussion Questions: • What are some examples of social norms in our society? • What happens if you violate social norms in our society? • What are some examples of social norms that have changed over time? • What are some examples of social norms in other countries? Norms • Norms vary around the world by culture \*: • Bulgaria:A nod means no, and shaking your head from side to side means yes • United Kingdom: Never touch the Queen, don't even gently guide him & don't shake his hand unless he reaches out to you first • German: Shake hands while your other hand is in your pocket considered disrespectful • Greece: Unlike England, Greeks don't respect lines, or queues, in public places • Italians consider it unsafe for a woman to pour wine • Russian: Whistling at a public meeting is a sign of disapproval & • Turkey: It is considered disrespectful to cross your arms over your chest or to your hand in your pocket while talking to someoneNorms • Oman:It is an insult to sit in such a way as to confront your host with the soles of your shoes showing. Don't put your feet on a table, table, or chair • Iran: Shaking hands with a child shows respect to his parents • Saudi Arabia: At political events, it is customary for men to greet elders and high officials by kissing their right front shoulder • China: Some push and shove in shops or when riding public transport is common and not considered rude • India: Since the head is considered a sacred part of the body in India, You should not pat children on the head or touch the head of older people • Japan: Women should avoid wearing high heels to avoid towering over their male counterparts • South Koreans: Koreans, especially women, keep their mouths shut when laughing to avoid showing the inside of their mouthNorms (food) Norms • Norms vary according to the context of behavior • Ex : Murderers vs. Soldiers or Police Officers • Other examples ... • People's Road v. Mores • 2 Types of Norms: Folkways vs. Mores • Folkways: • Norms that refer to people's customs for routine, casual interactions • Mores (MOR-ayz): • Norms that refer to society's standards of appropriate moral behavior • More serious things become lawsSanksi • Definition: • Gifts or penalties used to enforce conformity with normsSanksi Negative Sanctions • Positive: actions that appreciate a certain type of behavior • Negative: punishment or threat of punishment used to enforce conformity • Formal v. Informal • Formal Sanctions: Awards/penalties given by formal organizations such as schools, gov't • Informal: spontaneous expressions of consent or disapproval given by individuals or groupsNorm ViolationNorm Violations • Annual NY No Pants Subway Day Day

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