

CULTURE: DEFINITION

- **A pattern of basic assumptions, shared values, norms and beliefs and patterns of behavior that bind members of a society together.**

CULTURE

- A way of life of groups of people
- A society's identity
- A society's reaction and adaptation to its environment

CULTURE and SOCIETY

- Society: A large number of people living in the same territory who are relatively independent of people and societies outside their area and who participate in a common culture.
- Society is the largest form of human group which consists of people who share a common culture.
- A society cannot go on living without a culture and a culture cannot exist or develop without a society.

FACTORS INFLUENCING CULTURE

- Climate
- Geography
- Population
- Natural disasters
- Technology
- Historical events
- Religion
- Other societies

CHARACTERISTICS OF CULTURE

- **Culture is learned**
- **Culture is shared**
- **Culture can change**
- **Culture provides satisfaction**
- **Culture is integrative**
- **Culture transmits**

CLASSIFICATION OF CULTURE

- **MATERIAL vs. NONMATERIAL**
- **POST FIGURATIVE vs. COFIGURATIVE
vs. PREFIGURATIVE**
- **OPEN vs. CLOSE**

CULTURAL UNIVERSALS

- **CALENDARS**
- **DANCING**
- **DECORATIVE ART**
- **FOOD HABITS**
- **FUNERAL CEREMONIES**
- **GAMES**
- **GESTURES**
- **GIFT GIVING**
- **HAIRSTYLES**
- **HOUSING**
- **LANGUAGE**
- **LAWS**
- **MARRIAGE**
- **MUSIC**
- **MYTHS**
- **RELIGION**
- **SEXUAL RESTRICTIONS**
- **TOOLMAKING**
- **FAMILY LIFE**

ELEMENTS OF CULTURE

- **LANGUAGE**
- **NORMS (guidelines)**
- **SANCTIONS**
- **VALUES (socially shared ideas)**
- **BELIEFS AND ATTITUDES**
- **EDUCATION**
- **CUSTOMS AND CEREMONIES**

NORMS AND SANCTIONS

| SANCTIONS | | |
|------------------|--------------------------|--------------------------|
| NORMS | Positive | Negative |
| Formal | Salary bonus | Demotion |
| | Testimonial diner | Firing from a job |
| | Medal | Jail sentence |
| | Diploma | Expulsion |
| Informal | Smile | Frown |
| | Compliment | Humiliation |
| | Cheers | Ostracism |

CULTURAL VARIATION

- **SUBCULTURES**
- **COUNTER CULTURES**
- **CULTURE SHOCK**
- *Is a general culture (society) a sum of its subcultures?*

SUBCULTURES

- A general culture equals to something bigger than the sum of its subcultures.

ATTITUDES TOWARD CULTURAL VARIATION

- ✓ **ETHNOCENTRISM**
- ✓ **CULTURAL RELATIVISM**