

# **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***

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

# 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**