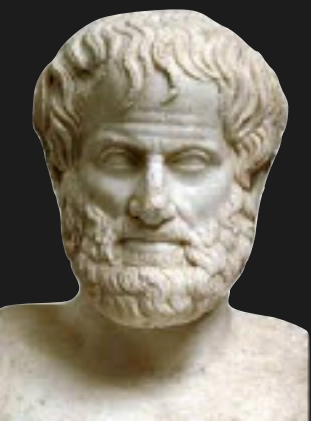


RETHINKING CULTURE

- For instance, consider Weber's argument about the **protestant work ethic**: why does the behavior persist if the idea no longer holds the same appeal?
- For Swidler, **culture** provides the **toolbox** from which strategies of action—or general ways of organizing action—are shaped, rather than motivating the action itself.
- In other words, **people do not just live within a culture**, but **culture is something we use**: A set of beliefs, practices, moods, and perspectives that we manipulate.



CULTURE AS ACTION

