









we use them

how



tools

most skilled

- We choose the games based upon our skills



# CULTURE AS ACTION

- We don't have much control over the tools that are favored by a particular culture, but we have a good deal of control over **how we use them**.
- As a result, the **tools** we are **most skilled** at using shape our values.
- **We choose the games** we feel we have the ability to win, **based upon our skills**.
- In order to see how differently culture can function, Swindler looks at what she calls **Two Models of Cultural Influence**: 'settled' and '**unsettled**' lives.



# UNSETTLED LIVES

- Swindler refers to groups of individuals living through transformative social change as “unsettled lives.”
- Ideologies provide new strategies for action that, over time, become habitual and even doctrinal: the new ‘way things have always been done around here.’
- Ideology as “a highly articulated, self-conscious belief and ritual system, aspiring to offer a unified answer to problems of social action...a phase in the development of a system of cultural meaning.”

