

# **THE HUMAN GROUP**

# CULTURE

- Culture refers to that complex whole which includes knowledge, beliefs, art, morals, law, customs, and any other capabilities and habits acquired by man as a member of society
- A organized body of conventional understandings manifest in art and artifacts, which, persisting through tradition, characterizes a human group.
- Culture is the social heritage of a society that is transmitted to each generation. It is learned behavior that is shared with others.

# CULTURE

- Consists of patterns, explicit and implicit, of and for behavior acquired and transmitted by symbols, constituting the distinctive achievements of human groups, including their embodiment in artifacts. The essential core of culture consists of traditional ideas and their attached values.
- May be thought of as a design for living or a roadmap that guides the behavior of members of a society, permitting them to live together in an organized, orderly manner. It is part of his environment which man himself has created.

# CHARACTERISTICS OF CULTURE

- Culture is learned and acquired.
  - Culture is not instinctive. It is acquired by each person through the senses and from experience. Each individual must learn from himself.
- Culture is shared and transmitted.
  - Shared and transmitted to and among members of a social group.
- Culture is social.
  - Is a product developed by many persons interacting in a group. It is a result of the group's accumulation of knowledge and expectations.
- Culture is ideational.
  - Man forms ideas and uses them to assign meanings to his environment and experiences. Within any given culture are patterns of habits and expectations which every member is expected to follow.

# CHARACTERISTICS OF CULTURE

- Culture gratifies human needs.
  - An individual is likely to utilize habitually a cultural technique which gratifies him in some way. The patterns of culture continues to persist if they continue to satisfy man's needs.
- Culture is adaptive.
  - All cultures are dynamic. They change over time and these changes are adjustments to the prevailing environment.
- Culture tends toward integration.
  - Over a period of time, ant culture will exhibit a tendency toward a coherence of its elements.
- Culture is cumulative.
  - Through the ages, the people of any given place are able to retain certain features of their culture that are significant in their relationship and interaction with other fellow human beings.

# TYPES OF CULTURE

- Material Culture
  - refers to the concrete and tangible things that a man creates and uses
  - includes physical objects or artifacts, the things that human beings create by altering the natural environment. Examples of these are dwelling units, clothing, tools, weapons.
- Non- material Culture
  - words people use, habits they follow, ideas, customs, behavior, of any society profess and to which they strive to confirm

# COMPONENTS OF CULTURE

## 1. Norms

### – Folkways

- Are customary ways. They are the repetitive or the typical habits and patterns of expected behavior followed within a group of community. They are followed until they become self-perpetuating.
- Examples: taking a bath everyday, shaking of hands, not drinking liquor in church, shave armpits

### – Moeres

- Are seen as extremely important and are considered vital for the group's welfare and survival. While folkways specify socially correct and proper behavior, mores define what is morally right and morally wrong.
- Includes standards on sex behavior (ex. pre-marital sex), family relations (ex. monogamy), attitudes toward authority, religion, (ex. suicide, honor killings), etc.
- As a consequence, violations result in strong disapproval and even severe punishment

# COMPONENTS OF CULTURE

## – Laws

- Norms that are enforced formally by a special political organization. They are formalized social norms enacted by people who have been vested through the machinery of the state. Enforcing agencies are the police, courts, etc.
- Examples: no jaywalking, theft, murder, trespassing, no spitting, no chewing gum

## 2. Values

- Unlike norms which constitute standards for behavior, values represent the standards we use to evaluate the desirability of things. By analyzing the norms of a society, one can determine the basic values of that society.
- In a study by Jaime Bulatao, these are the values held highly by Filipinos:
  - Emotional closeness and security in the family
  - Authoritative value
  - Economic and social betterment
  - Patience, suffering, endurance



# COMPONENTS OF CULTURE

## 3. Language



# COMPONENTS OF CULTURE

## 4. Fashion, fads, craze



#YOLO



# ADAPTATIONS OF CULTURE

- **Parallelism**

- refers to the independent development of a culture characteristic in two widely separated cultures
- ex. dwelling places, weapons/ tools, way of farming, means of transportation



# ADAPTATIONS OF CULTURE

- **Diffusion**

- is the much more common process of patterns and traits passing back and forth from one culture to another
- ex. food, customs, religious practices, rituals, festivities

- **Fission**

- is a process that can be traced historically when a long established society breaks up into two or more independent units
- ex. North American Indians, Eskimos, Aetas of Zambales, Igorot of Bontoc

- **Convergence**

- the fusion of two or more cultures into a new one which is somewhat different from its predecessors
- fusion of the Moorish and Spanish cultures

# MODES OF ACQUIRING CULTURE

- **Imitation**

- The process of imitation becomes possible because of the examples set by the social environment. And the individual continually undergoes the process of imitation from childhood until adult life.

- Ex. “ate”/”kuya”, mano po

- **Indoctrination**

- This may take the form of formal teaching or training which may take place anywhere the individuals finds himself interacting with his fellow humans.

- Ex. SCHOOL- learning formal language, traditional dances, values, religion  
WORKPLACE- being on time, handling meetings

- **Conditioning**

- Through the social norms prevailing in one’s social and cultural milieu, the individual acquires a certain pattern of beliefs, values, behavior, and actions through the process of conditioning. He acquires behaviors that are rewarded by society than those behaviors that are punished.

- Ex. high grades/ education, white skin vs dark skin

# FUNCTIONS OF CULTURE

- Culture as a category.
- Culture as a tool in prediction.
- Culture serves as a “trademark” that distinguishes one society from another.
- Culture brings together, contains, and interprets the values of a society in a more or less systematic manner.
- Culture provides basis for social solidarity.
- Culture provides a blueprint of social structure.
- Culture is the dominant factor in establishing and molding the social personality.
- Culture provides behavioral patterns.
- Culture provides individuals with the meaning and direction of his existence.

# OTHER CONCEPTS ON CULTURE

- Subcultures

Important features of subcultures:

- Provides a sense of belonging and identity
- Develops unique features (ex. language, way of dressing, etc)
- Rules of behavior are set up for dealing with the outside world.
- Guidelines support group members in their daily activities.
- Even if they are ridiculed by other groups in society, subculture members knows that upon returning to their own group, they will receive the social support and approval they need.
- Special signals such as language, dress, handshake/ gestures, etc.
- The feeling of “us” against “them”
  - Social classes (ex. LGBT, Jejemon, etc)
  - Religion (ex. Mormon, etc)
  - Occupation (ex. military, lawyers, etc)
  - Other interests (ex. rock/punk culture, cosplay/otaku, etc)







# OTHER CONCEPTS ON CULTURE

- Ethnocentrism vs Cultural Relativism
- Culture Shock
- Cultural Lag
- Cultural Dualism

# HOMEWORK

Do a movie review based on your specific assignments. Not less than 2 pages, letter, 1.15 spacing, arial 12.

China	Joy Luck Club
Poland/Germany	The Book Thief
USA	12 Years A Slave
Rwanda	Hotel Rwanda
Afghanistan	The Kite Runner
Japan	Memoirs Of A Geisha

To be submitted on **September 13, 2016.**