

## LEC 05 - Culture

### Aspects of Culture

**Culture:** A collection of learned ideas, practices, symbols, customs, and material objects

- Transcends geographic boundaries
  - Changes over time
  - Is plural
  
  - Customs and rites of passage
    - Traditional foods and celebrations
  - Technology
  - Clothing
  - Shared symbols
    - Language
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### Sociological Study of Culture

#### **Nations and ethnicity:**

**Dominant culture** → The culture in a society that holds the majority power and influence

**Subculture** → A smaller cultural group within a larger culture, sharing distinct norms and values

**Counterculture** → A group that rejects and opposes the dominant culture's values

**Ethnocentrism** → Judging other cultures by the standards of one's own

**Cultural Relativism** → Understanding and evaluating cultures based on their own norms and values

**Multiculturalism** → The coexistence of diverse cultures

**Ethnicity** → Shared cultural traits, ancestry, language, or history that define a social group

#### **Status and Identity:**

**High Culture** → Cultural products associated with the elite, such as fine art

**Popular / Mass Culture** → Mainstream, widely accessible cultural products such as television and pop music

**Consumerism** → The emphasis on acquiring goods as social and economic value

**Conspicuous Consumption** → Buying luxury goods to display wealth and social status

**Material Culture** → The physical objects and artifacts that reflect a society's culture, such as clothing or technology