

## Culture

- ✓ Culture refers to the cumulative deposit of knowledge, experience, beliefs, values, attitudes, meanings, hierarchies, religion, notions of time, roles, spatial relations, concepts of the universe, ~~and~~ material objects and possessions acquired by a group of people in the course of generations through individual and group striving.
- ✓ Culture is the systems of knowledge shared by a relatively large group of people.
- ✓ Culture is communication, communication is culture.
- ✓ Culture in its broadest sense is cultivated behavior; that is the totality of a person's learned, accumulated experience which is socially transmitted, or more briefly, behavior through social learning.
- ✓ A culture is a way of life of a group of people—the behaviors, beliefs, values, and symbols that they accept, generally without thinking about them, and that are passed along by communication and imitation from one generation to the next.
- ✓ Culture is learnt
- ✓ It is social
- ✓ Culture is shared
- ✓ Transmissive
- ✓ Continuous and cumulative
- ✓ Dynamic and adapted
- ✓ Cultures varies from society to society

### Material Culture:

Material culture is the physical evidence of a culture in the objects and architecture they make, or have made. The term tends to be relevant only in archeological studies, but it specifically means all material evidence which can be attributed to culture, past or present.

### Non Material Culture:

Culture consists of both material culture and non-material culture. Thoughts or ideas that make up a culture are called the non-material culture. In contrast to material culture, non-material culture does not include any physical objects or artifacts.

### CULTURAL DETERMINISM

- The position that the ideas, meanings, beliefs and values people learn as members of society determines human nature. People are what they learn. Optimistic version of cultural determinism place no limits on the abilities of human beings to do or to be whatever they want. Some anthropologists suggest that there is no universal "right way" of being human. "Right way" is almost always "our way"; that "our way" in one society almost never corresponds to "our way" in any other society. Proper attitude of an informed human being could only be that of tolerance.
- The optimistic version of this theory postulates that human nature being infinitely malleable; human being can choose the ways of life they prefer.
- The pessimistic version maintains that people are what they are conditioned to be; this is something over which they have no control. Human beings are passive creatures and do whatever their culture tells them to do. This explanation leads to behaviorism that locates the causes of human behavior in a realm that is totally beyond human control.

### CULTURAL ETHNOCENTRISM

Ethnocentrism is the belief that one's own culture is superior to that of other cultures. It is a form of reductionism that reduces the "other way" of life to a distorted version of one's own. This is particularly important in case of global dealings when a company or an individual is imbued with the idea that methods, materials, or ideas that worked in the home country will also work abroad. Environmental differences are, therefore, ignored. Ethnocentrism, in relation to global dealings, can be categorized as follows:

- ❖ Important factors in business are overlooked because of the obsession with certain cause-effect relationships in one's own country. It is always a good idea to refer to checklists of human variables in order to be assured that all major factors have been at least considered while working abroad.
- ❖ Even though one may recognize the environmental differences and problems associated with change, but may focus only on achieving objectives related to the home-country. This may result in the loss of effectiveness of a company or an individual in terms of international competitiveness. The objectives set for global operations should also be global.
- ❖ The differences are recognized, but it is assumed that associated changes are so basic that they can be achieved effortlessly. It is always a good idea to perform a cost-benefit analysis of the changes proposed. Sometimes a change may upset important values and thereby may face resistance from being implemented. The cost of some changes may exceed the benefits derived from the implementation of such changes.

### Cultural Relativism: Truth Is Relative

- ❖ Cultural relativism is the view that no culture is superior to any other culture when comparing systems of morality, law, politics, etc. It's the philosophical notion that all cultural beliefs are equally valid and that truth itself is relative, depending on the cultural environment. Those who hold to cultural relativism hold that all religious, ethical, aesthetic, and political beliefs are completely relative to the individual within a cultural identity. Relativism often includes moral relativism (ethics depend on a social construct), situational relativism (right or wrong is based on the particular situation), and cognitive relativism (truth itself has no objective standard)

### MANIFESTATIONS OF CULTURE

Cultural differences manifest themselves in different ways and differing levels of depth. Symbols represent the most superficial and values the deepest manifestations of culture, with heroes and rituals in between.

- Symbols are words, gestures, pictures, or objects that carry a particular meaning which is only recognized by those who share a particular culture. New symbols easily develop, old ones disappear. Symbols from one particular group are regularly copied by others. This is why symbols represent the outermost layer of a culture.
- Heroes are persons, past or present, real or fictitious, who possess characteristics that are highly prized in a culture. They also serve as models for behavior.

- Rituals are collective activities, sometimes superfluous in reaching desired objectives, but are considered as socially essential. They are therefore carried out most of the times for their own sake (ways of greetings, paying respect to others, religious and social ceremonies, etc.).
- The core of a culture is formed by values. They are broad tendencies for preferences of certain state of affairs to others (good-evil, right-wrong, natural-unnatural). Many values remain unconscious to those who hold them. Therefore they often cannot be discussed, nor can they be directly observed by others. Values can only be inferred from the way people act under different circumstances.
- Symbols, heroes, and rituals are the tangible or visual aspects of the practices of a culture. The true cultural meaning of the practices is intangible; this is revealed only when the practices are interpreted by the insiders.

**Cultural diffusion** is the spread of cultural beliefs and social activities from one group to another. The mixing of world cultures through different ethnicities, religions and nationalities has increased with advanced communication, transportation and technology.

### LAYERS OF CULTURE

People even within the same culture carry several layers of mental programming within themselves. Different layers of culture exist at the following levels:

- The national level: Associated with the nation as a whole.
- The regional level: Associated with ethnic, linguistic, or religious differences that exist within a nation.
- The gender level: Associated with gender differences (female vs. male)
- The generation level: Associated with the differences between grandparents and parents, parents and children.
- Family Level: *with the family.*
- Personal Level: *with personality.*
- The social class level: Associated with educational opportunities and differences in occupation.
- The corporate level: Associated with the particular culture of an organization. Applicable to those who are employed.

### Cultural lag & Cultural Conflict:

The term cultural lag refers to the notion that culture takes time to catch up with technological innovations, and that social problems and conflicts are caused by this lag. Subsequently, cultural lag does not ~~only~~ apply to this idea only, but also relates to theory and explanation. It helps by identifying and explaining social problems and also to predict future problems.

As explained by James W. Woodward, when the material conditions change, changes are occasioned in the adaptive culture, but these changes in the adaptive culture do not synchronize exactly with the change in the material culture, this delay is the culture lag. The term was coined by sociologist William F. Ogburn in his 1922 work *Social change with respect to culture and original nature*. His theory of cultural lag suggests that a period of maladjustment occurs when the non-material culture is struggling to adapt to new material conditions. This resonates with ideas of technological determinism, in that it presupposes that technology has independent effects on society at large.

According to Ogburn, cultural lag is a common societal phenomenon due to the tendency of material culture to evolve and change rapidly and voluminously while non-material culture tends to resist change and remain fixed for a far longer period of time. Due to the opposing nature of these two aspects of culture, adaptation of new technology becomes rather difficult. This distinction between material and non-material culture is also a contribution of Ogburn's 1922 work on social change.

Cultural lag creates problems for a society in a multitude of ways. The issue of cultural lag tends to permeate any discussion in which the implementation of some new technology is a topic. For example, the advent of stem cell research has given rise to many new, potentially beneficial medical technologies; however these new technologies have also raised serious ethical questions about the use of stem cells in medicine. Cultural lag is seen as a critical ethical issue because failure to develop broad social consensus on appropriate applications of modern technology may lead to breakdowns in social solidarity and the rise of social conflict.

**For example:** Childhood Development - Since the 1980's, video games have become increasingly popular. Many children, even at very young ages, have tablets on which they play regularly. However, research is increasingly supporting the idea of limiting these activities because of proof that children's long term overuse of technology is negatively impacting the development of some motor skills and social skills. The development of games and technology far outpaced the development of research regarding the impact of use of that technology. That lag has, possibly, resulted in stunted development in early childhood for many children.

### Cultural conflict

**Cultural conflict** is a type of conflict that occurs when different cultural values and beliefs clash. It has been used to explain violence and crime.

### Wider definition

Jonathan H. Turner defines it as a conflict caused by "differences in cultural values and beliefs that place people at odds with one another". On a micro level, Alexander Grewe discusses a cultural conflict between guests of different culture and nationality as seen in a British 1970 sitcom, *Fawlty Towers*. He defines this conflict as one that occurs when people's expectations of a certain behavior coming from their cultural backgrounds are not met, as others have different cultural backgrounds and different expectations.

Cultural conflicts are difficult to resolve as parties to the conflict have different beliefs. Cultural conflicts intensify when those differences become reflected in politics, particularly on a macro level. An example of cultural conflict is the debate over abortion. Ethnic cleansing is another extreme example of cultural conflict. Wars can also be a result of a cultural conflict; for example the differing views on slavery were one of the reasons for the American civil war.



### Civilization:

- ✓ The term Civilization is derived from the Latin word 'civitas' which means a city.
- ✓ The society, culture, and way of life of a particular area. *is civilization.*
- ✓ Civilization is also used to cover all the social organizations and other attainments of man which mark him off from other animals.
- ✓ Evolved from culture
- ✓ It refers to those devices and instruments by which nature is controlled.
- ✓ The stage of human social development and organization which is considered most advanced.
- ✓ The process by which a society or place reaches an advanced stage of social development and organization.
- ✓ A civilization is generally defined as an advanced state of human society containing highly developed forms of government, culture, industry, and common social norms.
- ✓ Of course, not all scholars agree with this definition. In fact, there is much debate over what constitutes a civilization and what does not. Furthermore, who determines what is 'advanced' and what is not?

### Relationship between Culture and Civilization

- ✓ Civilization is the making of culture rather its an embodiment of culture. They both go hand in hand, although culture keeps on changing with changing times but it does abide unique to a particular civilization which is quite evident from the existing civilizations throughout the globe.
- ✓ Culture is the totality of knowledge, beliefs, art and customs shared by a human group. Civilization is the organized development of one or more cultures within an urban center (from Latin *civis*, citizen).
- ✓ Culture is a subset of civilization, mostly.
- ✓ *civilization* Culture has a precise standard of measurement but not culture
- ✓ Civilization is always advancing but not culture
- ✓ The products of civilizations are more easily communicated than those of culture
- ✓ Civilization is borrowed without loss or change but not culture.
- ✓ Civilization is external but culture is internal
- ✓ Culture can be tangible or intangible whereas civilization is something that is more tangible because it is what you see as a whole *total.*

### Historical Civilizations:

#### Ancient Egypt

Ancient Egypt was a civilization of ancient Northeastern Africa, concentrated along the lower reaches of the Nile River in what is now the modern country of Egypt. It is one of six civilizations globally to arise independently. Egyptian civilization coalesced around 3150 BC (according to conventional Egyptian chronology) with the political unification of Upper and Lower Egypt under the first pharaoh. The history of ancient Egypt occurred in a series of stable Kingdoms, separated by periods of relative instability known as Intermediate Periods: the Old Kingdom of the Early Bronze Age, the Middle Kingdom of the Middle Bronze Age and the New Kingdom of the Late Bronze Age.

The ancient Egyptians built their pyramids, tombs, temples and palaces out of stone, the most durable of all building materials. Although earthquakes, wars and the forces of nature have taken their toll, the remains of Egypt's monumental architectural achievements are visible across the land, a tribute to the greatness of this civilization. These building projects took a high degree of architectural and engineering skill, and the organization of a large workforce consisting of highly trained craftsmen and labourers.

Apart from the pyramids, Egyptian buildings were decorated with paintings, carved stone images, hieroglyphs and three-dimensional statues. The art tells the story of the pharaohs, the gods, the common people and the natural world of plants, birds and animals. The beauty and grandeur of these sites are beyond compare. How the ancient Egyptians were able to construct these massive structures using primitive tools is still a mystery.

#### Mesopotamia

Mesopotamia is a name for the area of the Tigris-Euphrates river system, corresponding to modern-day Iraq, Kuwait, the northeastern section of Syria, as well as parts of southeastern Turkey and of southwestern Iran. Widely considered to be the cradle of civilization by the Western world, Bronze Age Mesopotamia included Sumer and the Akkadian, Babylonian, and Assyrian empires, all native to the territory of modern-day Iraq. In the Iron Age, it was controlled by the Neo-Assyrian and Neo-Babylonian Empires. The indigenous Sumerians and Akkadians (including Assyrians and Babylonians) dominated Mesopotamia from the beginning of written history (c. 3100 BC) to the fall of Babylon in 539 BC, when it was conquered by the Achaemenid Empire. It fell to Alexander the Great in 332 BC, and after his death, it became part of the Greek Seleucid Empire.

#### Sumer Civilization:

Sumer was the southernmost region of ancient Mesopotamia (modern-day Iraq and Kuwait) which is generally considered the cradle of civilization. The name comes from Akkadian, the language of the north of Mesopotamia, and means "land of the civilized kings". The Sumerians called themselves "the black headed people" and their land, in cuneiform script, was simply "the land" or "the land of the black headed people". In the biblical Book of Genesis Sumer is known as Shinar. According to the Sumerian King List, when the gods first gave human beings the gifts necessary for cultivating society, they did so by establishing the city of Eridu in the region of Sumer. While the Sumerian city of Uruk is held to be the oldest city in the world, the ancient Mesopotamians believed that it was Eridu and that it was here that order was established and civilization began.

#### Babylon

Babylon is the most famous city from ancient Mesopotamia whose ruins lie in modern-day Iraq 59 miles (94 kilometres) southwest of Baghdad. The name is thought to derive from *bav-ilor* *bav-ilim* which, in the Akkadian language of the time, meant 'Gate of God' or 'Gate of the Gods' and 'Babylon' coming from Greek. The city owes its fame (or infamy) to the many references the Bible makes to it; all of which are unfavourable. In the Book of Genesis, chapter 11, Babylon is featured in the story of The Tower of Babel and the Hebrews claimed the city was named for the confusion which ensued after God caused the people to begin speaking in different languages so they would not be able to complete their great tower to the heavens (the Hebrew word *bavel* means 'confusion').

Babylon also appears prominently in the biblical books of Daniel, Jeremiah, and Isaiah, among others, and, most notably, The Book of Revelation. It was these biblical references which sparked interest in Mesopotamian archaeology and the expedition by the German archaeologist Robert Koldewey who first excavated the ruins of Babylon in 1899 CE. Outside of the sinful reputation given it by the Bible, the city is known for its impressive walls and buildings, its reputation as a great seat of learning and culture, the formation of a code of law which pre-dates the Mosaic Law, and for the Hanging Gardens of Babylon which were man-made terraces of flora and fauna, watered by machinery, which were cited by Herodotus as one of the Seven Wonders of the World.

#### Assyria

Assyria was the region in the Near East which, under the Neo-Assyrian Empire, reached from Mesopotamia (modern-day Iraq) through Asia Minor (modern Turkey) and down through Egypt. The empire began modestly at the city of Ashur (known as Subartu to the Sumerians), located in Mesopotamia north-east of Babylon, where merchants who traded in Anatolia became increasingly wealthy, and that affluence allowed for the growth and prosperity of the city. According to one interpretation of passages in the biblical Book of Genesis, Ashur was founded by a man named Ashur son of Shem, son of Noah, after the Great Flood, who then went on to found the other important Assyrian cities. A more likely account is that the city was named Ashur after the deity of that name sometime in the 3rd millennium BCE; the same god's name is the origin for 'Assyria'. The biblical version of the origin of Ashur appears later in the historical record after the Assyrians had accepted Christianity, and so it is thought to be a re-interpretation of their early history which was more in keeping with their belief system. The Assyrians were a Semitic people who originally spoke and wrote Akkadian before the easier to use Aramaic language became more popular. Historians have divided the rise and fall of the Assyrian Empire into three periods: The Old Kingdom, The Middle Empire, and The Late Empire (also known as the Neo-Assyrian Empire), although it should be noted that Assyrian history continued on past that point, and there are still Assyrians living in the regions of Iran and Iraq, and elsewhere, in the present day. The Assyrian Empire is considered the greatest of the Mesopotamian empires due to its expanse and the development of the bureaucracy and military strategies which allowed it to grow and flourish.

#### Ancient China

In Asia, a civilization developed many thousands of years ago that still endures to this day. This civilization is known as China, or the Chinese Civilization. Like the Indus Valley Civilization, China's strength lied in the fact that it was cut off from the rest of the world. Surrounded by oceans, mountains, and by the Gobi Desert, their homeland was virtually inaccessible to outside invaders.

The Xia Dynasty (2070 BC - 1600 BC) is the first dynasty in China to be described in ancient historical chronicles. The Records of the Grand Historian and the Classic of Rites say that Yu the Great, the founder of the Xia dynasty, was the grandson of Zhuanxu, one of the legendary "Five Emperors" who were the first rulers of China.

#### Indus Valley Civilization (IVC)

The Indus Valley Civilization (IVC) was a Bronze Age civilisation (3300–1300 BCE; mature period 2600–1900 BCE, pre-Harappan cultures starting c.7500 BCE in northwest Indian subcontinent (including present day Pakistan, northwest India) and also in some regions in northeast Afghanistan. Along with Ancient Egypt and Mesopotamia, it was one of three early civilisations of the Old World, and the most widespread among them, covering an area of 1.25 million km<sup>2</sup>. It flourished in the basins of the Indus River, one of the major rivers of Asia, and the now dried up Sarasvati River, which once coursed through northwest India and eastern Pakistan together with its tributaries flowed along a channel, presently identified as that of the Ghaggar-Hakra River on the basis of various scientific studies. Due to the spread of the civilization along both the river valleys, some scholars use the term Indus-Sarasvati Civilisation.

At its peak, the Indus Civilization may have had a population of more than 5 million. Inhabitants of the ancient Indus river valley developed new techniques in handicraft (carnelian products, seal carving) and metallurgy (copper, bronze, lead, and tin). The Indus cities are noted for their urban planning, baked brick houses, elaborate drainage systems, water supply systems, and clusters of large non-residential buildings.

#### Hebrews

In at least one branch of their descendants the Semitic peoples of Babylonia still live. Ancient Babylon has disappeared, and its land has become a waste, inhabited by a feeble folk bearing little or no kinship to the mighty race of earth's first empire builders. But the Hebrews of today are the living tree that has sprung from that marvelous root of Babylonian culture, character, and religion. To the Hebrews, our modern world is indebted for the germ of its religious thought, the realization of the one almighty Power enfolding the universe, "the all-wise and the all-loving too." This thought, though not in its full clearness, the Hebrews carried with them in their departure from Babylonia. They carried also the Babylonian shrewdness at trade, and keenness at figures, and, as a less valuable inheritance, an instinctive leaning towards the unclean ritual of Ishtar, the nature goddess, or love goddess, of ancient Summer. Abraham, the founder of the Hebrew race, was a Semite, dwelling, as the Bible tells us, in the city of "Ur of the Chaldees." This may mean either the great Sumerian city of Ur, or a particular suburb of Babylon which had the same name. In the latter case, which is the one that recent research makes more probable, Abraham's own eyes and those of his kinsfolk rested often and familiarly on the sights of the great metropolis in the days of Sumu-abi and the first powerful Semitic kings. Amid these surroundings there came to the patriarch the impulse, God-given as are all high impulses, to leave the oppressive civilization for a freer, purer life. We have no means of setting exact dates to these wanderings of Abraham and his descendants. If we make the first migration from Ur coincident with the Elamite conquest, the time would be about 2285 B.C. Joseph's period of rule in Egypt must have been not far from the year 1720 B.C.; and the exodus under Moses may have occurred about 1300 B.C.

#### Ancient Greece

Ancient Greece was a civilization belonging to a period of Greek history that lasted from the Archaic period of the 8th to 6th centuries BC to the end of antiquity (c. 600 AD). Immediately following this period was the beginning of the Early Middle Ages and the Byzantine era. Included in ancient Greece is the period of Classical Greece, which flourished during the 5th to 4th centuries BC. Classical Greece began with the repelling of a Persian



invasion by Athenian leadership. Because of conquests by Alexander the Great of Macedonia, Hellenistic civilization flourished from Central Asia to the western end of the Mediterranean Sea.

Classical Greek culture, especially philosophy, had a powerful influence on the Roman Empire, which carried a version of it to many parts of the Mediterranean Basin and Europe. For this reason Classical Greece is generally considered to be the seminal culture which provided the foundation of modern Western culture and is considered as the cradle of Western civilization. Ancient Greece is called 'the birthplace of Western civilisation'. About 2500 years ago, the Greeks created a way of life that other people admired and copied. The Romans copied Greek art and Greek gods, for example. The Ancient Greeks tried out *democracy*, started the *Olympic Games* and left new ideas in science, art and philosophy (thinking about life).

#### **Ancient Rome**

Ancient Rome was an Italic civilization that began on the Italian Peninsula as early as the 8th century BC. Located along the Mediterranean Sea and centered on the city of Rome, it expanded to become one of the largest empires in the ancient world<sup>(1)</sup> with an estimated 50 to 90 million inhabitants (roughly 20% of the world's population and covering 6.5 million square kilometers (2.5 million sq mi) during its height between the first and second centuries AD. Ancient Roman society has contributed to modern government, law, politics, engineering, art, literature, architecture, technology, warfare, religion, language and society. A civilization highly developed for its time, Rome professionalized and expanded its military and created a system of government called *res publica*, the inspiration for modern republics such as the United States and France. It achieved impressive technological and architectural feats, such as the construction of an extensive system of aqueducts and roads, as well as large monuments, palaces, and public facilities.

#### **Mayan Civilization:**

The Maya are probably the best-known of the classical civilizations of Mesoamerica. Originating in the Yucatán around 2600 B.C., they rose to prominence around A.D. 250 in present-day southern Mexico, Guatemala, northern Belize and western Honduras. Building on the inherited inventions and ideas of earlier civilizations such as the Olmec, the Maya developed astronomy, calendrical systems and hieroglyphic writing. The Maya were noted as well for elaborate and highly decorated ceremonial architecture, including temple-pyramids, palaces and observatories, all built without metal tools. They were also skilled farmers, clearing large sections of tropical rain forest and, where groundwater was scarce, building sizeable underground reservoirs for the storage of rainwater. The Maya were equally skilled as weavers and potters, and cleared routes through jungles and swamps to foster extensive trade networks with distant peoples.

The Maya are an indigenous people of Mexico and Central America who have continuously inhabited the lands comprising modern-day Yucatan, Quintana Roo, Campeche, Tabasco, and Chiapas in Mexico and southward through Guatemala, Belize, El Salvador and Honduras. The designation *Maya* comes from the ancient Yucatan city of Mayapan, the last capital of a Mayan Kingdom in the Post-Classic Period. The Maya people refer to themselves by ethnicity and language bonds such as *Quiche* in the south or *Yucatec* in the north (though there are many others). The 'Mysterious Maya' have intrigued the world since their 'discovery' in the 1840's by John Lloyd Stephens and Frederick Catherwood but, in reality, much of the culture is not that mysterious when understood. Contrary to popular imagination, the Maya did not vanish and the descendants of the people who built the great cities of Chichen Itza, Bonampak, Uxmal and Altun Ha still exist on the same lands their ancestors did and continue to practice, sometimes in a modified form, the same rituals which would be recognized by a native of the land one thousand years ago.

#### **Inca Civilization**

The Inca Empire, or Inka Empire (Quechua: Tawantinsuyu), was the largest empire in pre-Columbian America. The administrative, political and military center of the empire was located in Cusco in modern-day Peru. The Inca civilization arose from the highlands of Peru sometime in the early 13th century.

From 1438 to 1533, the Incas used a variety of methods, from conquest to peaceful assimilation, to incorporate a large portion of western South America, centered on the Andean mountain ranges, including, besides Peru, large parts of modern Ecuador, western and south central Bolivia, northwest Argentina, north and north-central Chile and southern Colombia into a state comparable to the historical empires of Eurasia.