



# AIRs - LM in Understanding Culture Society and Politics Quarter 1: Week 3 - Module 3



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Region I

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# **Understanding Culture, Society, and Politics**

## **Quarter 1: Week 3 - Module 3**



## **Target**

History and environment are two of the primary factors that shape the human behavior. These two factors affect the human conditions that promotes variations and diversity in cultural practices and traditions.

Many human group around the world believe that their culture are in fact superior to that of others. This promotes plurality in human condition and traditions and sometimes push them to discriminate other.

As you read along this module, always keep this questions in mind: What makes us different? Are humans really different from each other, or are our differences just superficial?

This module will provide information and activities that will help you understand the importance of cultural relativism in appreciating and accepting the uniqueness of one's society's cultural traits and traditions.

After finishing this module, you are expected to:

- 1. define cultural variation, cultural relativism and ethnocentrism; and**
- 2. explain the importance of cultural relativism in attaining cultural understanding.**

Before going on, check how much you know about this topic. Answer the pretest on the next page in a separate sheet of paper.

**Pretest**

**Direction:** Carefully read each item. Write the letter of the best answer. Use separate sheets for your answers.

1. What cultural term refers to people's convictions that hold to be true?  
A. Belief              B. Culture              C. Religion              D. Tradition
2. What cultural term refers to the experience of personal disorientation when confronted with unfamiliar way of life?  
A. Cultural Adaptation              C. Cultural Shock  
B. Cultural Relativism              D. Cultural Variation
3. What cultural terms refer to the evaluation of another culture according to the standards of one's culture?  
A. Cultural Adaptation              C. Cultural Variation  
B. Cultural Relativism              D. Ethnocentrism
4. What sociological term refers to shared beliefs, values and practices?  
A. Belief              B. Culture              C. Religion              D. Tradition
5. What cultural terms refers to the groups that share a specific identification, apart from a society's majority, even as the members exist within a larger society?  
A. Counter Culture              C. Popular Culture  
B. High Culture              D. Subculture
6. What is the cultural pattern of the elite?  
A. Counter Culture              C. Popular Culture  
B. High Culture              D. Subculture
7. What is the cultural pattern followed by the mainstream of the society?  
A. Counter Culture              C. Popular Culture  
B. High Culture              D. Subculture
8. What is the cultural patterns or traits that are globally common to all societies?  
A. Cultural Shock              C. Cultural Variation  
B. Cultural Universal              D. Subculture
9. What cultural practice is being used to assess a culture using its own standards, and not by comparison to another culture?  
A. Cultural Adaptation              C. Cultural Variation  
B. Cultural Relativism              D. Ethnocentrism
10. What cultural patterns rejects and oppose society's widely accepted cultural patterns?  
A. Counter Culture              C. Popular Culture  
B. High Culture              D. Subculture

Accomplish the activity below. This will help you understand the lesson. Have fun and good luck!



## **Jumpstart**

### **Activity 1: Chef be Like!**

You are a chef in the world food exhibit. The exhibit aims to showcase how local cuisines have adapted the techniques of other culinary traditions.

As a delegate of the Philippine team, you will select dishes that represents the fusion of our local delicacy. Which among the following suggested cuisines you will select?

After selecting, discuss the influences of the cuisine to sets of judges who will evaluate your presentation. Write your answer on the space provided.



**BALOT**

(Photo courtesy of Kinobe)

<https://outoftownblog.com/guts-frogs-bugs-and-everything-wild-top-10-exotic-food-in-the-philippines/>



**ADOBONG ABUOS (Ants Eggs)**

(Photo courtesy of Louis R via Flickr)

<https://outoftownblog.com/guts-frogs-bugs-and-everything-wild-top-10-exotic-food-in-the-philippines/>



**LECHON BUWAYA  
(Roasted Crocodile)**

(Photo Courtesy of Abner San Juan)

[http://coralfarms.com.ph/index.php?id\\_cms=45&controller=cms#:~:text=Instead%20of%20the%20traditional%20roasted,lechon%20buwaya%E2%80%99](http://coralfarms.com.ph/index.php?id_cms=45&controller=cms#:~:text=Instead%20of%20the%20traditional%20roasted,lechon%20buwaya%E2%80%99)



**PYTHON ADOBO  
(Adobong Sawa)**

(Photo Courtesy of Dish is Eat Blogger)

[http://foodtrip22.blogspot.com/2012\\_03\\_18\\_archive.html](http://foodtrip22.blogspot.com/2012_03_18_archive.html)



## ***Discover***

We all belong to one species. You may have noticed that we have different physical characteristics, behavioral patterns, languages, cultural patterns and environmental conditions.

Human are social beings. Since the dawn of Homo sapiens around 250,000 years ago, people formed groups or communities in order to survive. Living together as one in one community, people had formed common habits and behaviors from hunting techniques to family fostering.

As each human group experiences different environmental conditions, cultural variations are established.

**Cultural Variation** refers to the rich diversity in social patterns that different human groups exhibit around the world. Music, dance, languages, cuisine, and art are different from one culture to another.

The variation in human conditions promotes diversity in cultural traditions. What may be considered good practice in one culture may be considered bad practice in another.

Comparing the traditions practiced by Muslims that pork is served in their meals are forbidden because it is prohibited in their Holy Quran while for Christian community, pork is a part of their meal.

As people travel farther, moving from different regions to entirely different parts of the world, certain aspects of culture become dramatically unfamiliar. What happened when we encounter different cultures? As we interact with different cultures other than our own, we become aware of the differences or diversity and commonalities between our own and the others' world.

**Note:** We must remember that cultural variation or diversity do not only occur between people's culture coming from different countries, but also between people with different practices within the same country.

Comparison of one's culture to another reveal obvious differences but all cultures share common elements.

**Cultural Universals** are patterns or traits that are globally common to all societies.

One example of cultural universal is the family unit. Every human group recognizes family as the building blocks of the society that regulates sexual reproduction and care of their children.

Another example of cultural universal is the language and the concept of giving names to member of the family.

### Variation between Cultures

Within a human group, certain segments of the society develop cultural patterns that differs from the patterns of the dominant society.

**1. Subculture** is a culture that is shared with a distinctive pattern of mores, folkways, and values which differ from a larger society. The group of society who exhibit subculture have a specific and unique set of beliefs and values that set them apart from the dominant culture.

Examples:



Photo Courtesy of Flash90

**Hanukah** is lesser Jewish festival lasting 8 days from the 25<sup>th</sup> day of Kislev (in December) and commemorating the rededication of the Temple in 165BC by the Maccabees after its desecration by the Syrians. It is marked by the successive kindling of 8 lights.

(<https://www.slideshare.net/CarlPatrickTade01/human-cultural-variation-social-differences>)



**Cockfighting** is a blood sport in which two roosters specifically bred for aggression are placed beak to beak in a small ring and encouraged to fight to the death.

(<https://en.wikipedia.org/wiki/Cockfight>)

**2. Counter Culture** is a culture practice by groups whose values and norms place it at odds with mainstream society or a group that actively rejects the dominant cultural values and norms.

Example:

Paramilitary is a semi-militarized force whose organizational structure, tactics, trainings, and functions are similar to professional military and not included as parts of formal armed forces like NPA and ISIS groups.

**3. High Culture** is a culture practiced and patronized by the upper classes of the society.

Example: watching opera, classical music and live theater

**4. Popular Culture** is a culture practiced or patronized by the middle and working classes of the society.

Example: Watching soap opera over the televisions, movies and rock concerts

Many cultures around the world believe that their beliefs, practices are in fact superior to that of others. This mentality sometimes leads to discrimination and ostracism.

**Ethnocentrism** is the regard that one's own culture and society is the center of everything and seen as the most efficient and superior among the cultures in the world.

A person who exhibits ethnocentrism feels that his or her culture is correct and appropriate as compared to other cultures thus an ethnocentric attitude can be a problem in understanding each other culture and foster tensions, misunderstanding and conflicts between societies.

Ethnocentrism can be so strong but when confronted with all of the differences of a new culture, one may experience culture shock.

**Culture Shock** is the feeling of disoriented, uncertain, out of place or even fearful when immersed in an unfamiliar culture.

As people experience unanticipated differences from their own culture, their excitement gives way to discomfort and doubts how to behave appropriately in the new situation. However, while people learn more about the culture, eventually they will recover from culture shock.

Culture shocks may appear because people aren't always expecting cultural differences. People evaluate the particular culture based on their own culture which often give problems and bias due to his or her own perspective that his or her culture is the efficient and appropriate for the environment.

When faced with plurality of culture, one must adapt the conceptual tool of cultural relativism.

**Cultural Relativism** is the practice by assessing a culture by its own standards rather than viewing it through the lens of one's own culture. It is the practice that one must understand in the context of their locality.

Practicing cultural relativism requires an open mind and a willingness to consider, and even adapt to, new values and norms. Using the lens of cultural relativism, member of the society can be more tolerant towards different attitudes and practices of others' culture. It also promotes the idea that a society has to be viewed from inside so that the inner aspects can be explained.

Ferraro and Andretta as mentioned by Custodio advocate that cultural relativism is more culturally relative approach in understanding human group. They said that one can build emotional resilience by understanding one's culture by not necessarily mean to offend them but be guided by their own cultural norms.

Advantages of Cultural Relativism:

**1. It promotes cooperation.** Embracing the differences of the different society can create cooperation because it allows a stronger bond with one another in the society.

**2. Respect and Equality is encouraged.** People from different culture with different ideas that share their own perspectives and experiences in the society can promote respect and equality.

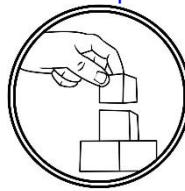
**3. It preserves human cultures.** Respect with the diverse set of traditions, ideas and practices would help preserve the culture.

**4. Cultural relativism creates a society without judgement.** Worrying and practicing your own culture prevent disagreement & judgement in the society.

Culture is evolving. New things are added to material cultures every day can cause cultural change.

**Cultural Change** is observed when new opens up new ways of living and when new ideas enter a culture as a result of globalization.

Mastering the lesson is our outmost priority. Below is an enrichment activity that will help you master the lesson. Good



## **Explore**

### **Enrichment Activity 1:**

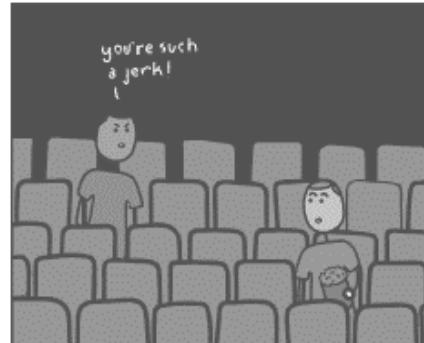
Which of the following pictures portray Ethnocentrism and Cultural Relativism? Write your answers on the space provided.

1. \_\_\_\_\_



Picture # 1

2. \_\_\_\_\_



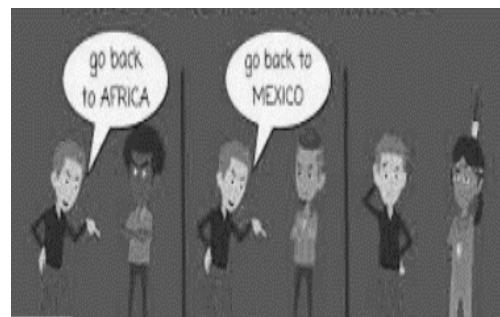
Picture # 2

3. \_\_\_\_\_



Picture # 3

4. \_\_\_\_\_

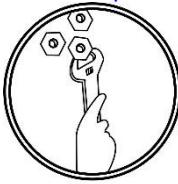


Picture # 4

5. \_\_\_\_\_



Picture # 5



*Deepen*

## **Activity 1**

One of the lasting issues that multicultural countries face is racism and discrimination. Even in the most developed countries like United States, this issue haunts them.

If you are the president of that country, how will you address the issue of racism and discrimination to break cultural barriers?

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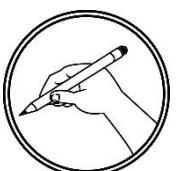
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### Rubrics:

- 5pts - Had given 4 solutions to address the issue of racism and discrimination
  - 3pts - Had given 2 solutions to address the issue of racism and discrimination
  - 1pts - Had answered but irrelevant



## *Gauge*

## **Post Assessment:**

**Direction:** Read carefully each item. Write the letter of the best answer. Use separate sheets for your answers.

1. What cultural term refers to the perspective that promotes an individual's culture as the most efficient and superior?

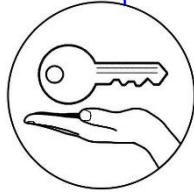
  - A. Cultural Relativism
  - B. Cultural Variation
  - C. Culture Shock
  - D. Ethnocentrism



**II. TRUE or FALSE.** Write **True** if the statement is correct and **FALSE** if the statement is incorrect.

1. Traditions, social norms, political identities are not static because they are often affected by the environment.
2. Plurality in cultural traditions lead to racism.
3. Global cultural differences in values orientation is resulted from the perspective of cultural relativism.
4. Some scholars propose that there should be biological egalitarianism among humans to prevent racism.
5. Filipinos have also been subjected to various forms of racism during colonization era.
6. New railroads and telecommunication company can change our culture.
7. Young people who drawn to oppose mainstream conventions are called popular culture.
8. Subculture share a specific identity.
9. High culture is viewed superior over popular culture.
10. There are multitude of cultural differences between the societies in the world.

Congratulations for a job well done. You are almost done with this module.



## ***Answer Key***

I	1. TRUE	10. A
	2. A	9. B
	3. A	8. C
	4. C	7. B
	5. A	6. B
	6. B	5. A
	7. B	4. C
	8. C	3. A
	9. B	2. A
	10. A	1. D

II	1. TRUE	10. TRUE
	2. TRUE	9. TRUE
	3. FALSE	8. TRUE
	4. TRUE	7. FALSE
	5. TRUE	6. TRUE
	6. TRUE	5. TRUE
	7. FALSE	4. TRUE
	8. C	3. A
	9. B	2. A
	10. A	1. D

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### **Online Resources**

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