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AIRs - LM in Understanding Culture Society and Politics

Quarter 1: Week 2 - Module 2



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UNDERSTANDING CULTURE SOCIETY AND POLITICS

Grade 11/12 Quarter 1: Week 2 - Module 2

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La Union Schools Division

Region I

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Understanding Culture Society and Politics

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Target

Culture and society are complexly related. As the society changes, culture follows and vice versa. Today, we consider the world very complicated, hence it is very important to pay attention to the interplay of society and culture. These two are fundamentals in understanding human behavior, conduct and activities and social groups against the backdrop of globalization and industrialization. Therefore, students as individuals and vital members of the society are expected to value their roles in the society, apply the knowledge they learned from school, and translate the gained knowledge/ideas into actions beneficial to nation building.

In your preceding lesson, you have learned about the nature, goals and perspectives in/of anthropology, sociology and political science. Anthropology deals with the study of human culture particularly the components, characteristics, functions, modes, and adaptation of culture, as well as culture values and practices (Ariola, 2012). Sociology deals with the study of society and social interactions taking place therein (Arcinas, 2016). Political is a study and research about human activity that deals, to a certain extent, with power, conflict, and decision making (Francisco and Francisco, 2015). In short, it deals with study of the state, its institutions, its laws and processes.

This lesson will provide you with information and various activities that will help you understand the concepts, aspects and changes in/of culture and society.

After going through this lesson, you are expected to analyze the concepts, aspects and changes in/of culture and society (**UCSP11/12SPU-1b-3**).

Specific Learning Objectives

1. explain the concept of society and culture in anthropological and sociological perspective;
2. describe some major characteristics of society and culture;
3. differentiate between the various meanings of culture within society; and
4. appreciate the significance of culture in the society

Before going on, perform the activity below.

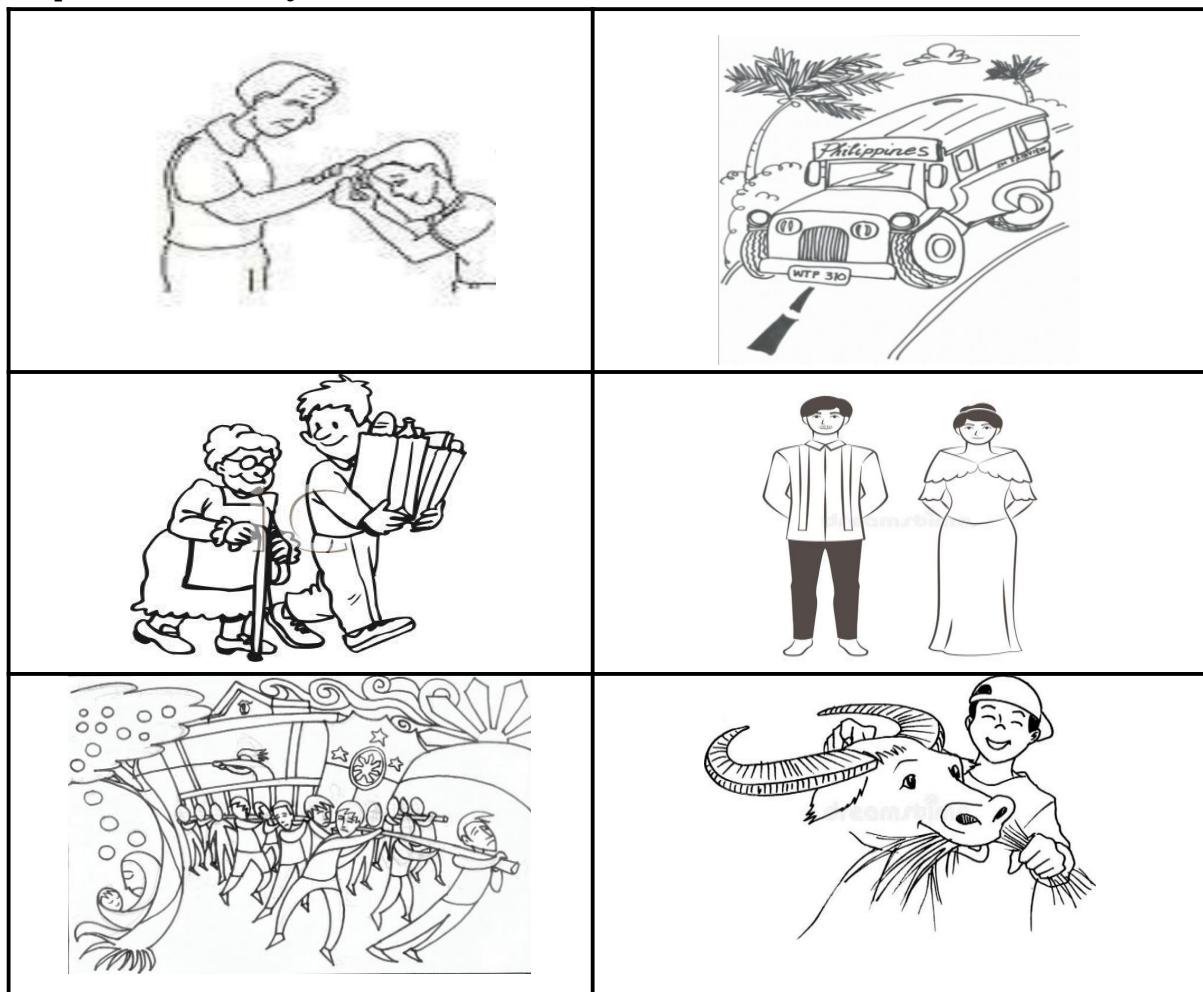


Jumpstart

Answer the diagnostic activities below to check on what you know about the topic. Have fun and good luck!

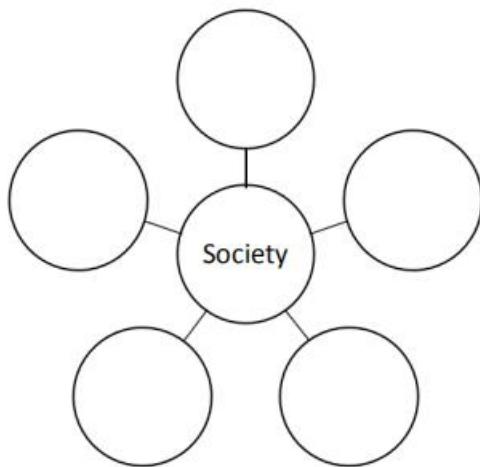
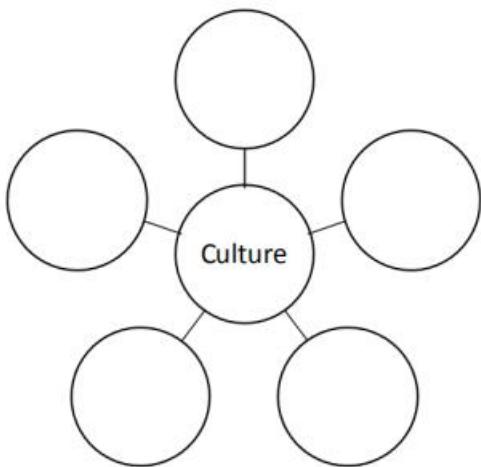
Activity 1 Picture Analysis

Directions: Write your impression/s about the pictures/images below. Use separate sheet for your answer.



Activity 2. Write the Difference

Directions: Copy the diagrams below in a separate sheet of paper. Write the difference between culture and society.



Discover

The Concept of Society

Meaning and Nature of Society

According to sociologist, a society is a group of people with common territory, interaction, and culture. Arcinas (2016) in his book, Understanding Culture, Society, and Politics, defined society as group of people who share a common territory and culture. It is a group of people living together in a definite territory, having a sense of belongingness, mutually interdependent of each other, and follow a certain way of life. Society is derived from the Latin term “societas”, from *socius*, which means companion or associate. Thus, it refers to all people, collectively regarded as constituting a community of related, interdependent individuals living in a definite place, following a certain mode of life (Ariola, 2012).

Definition of society has two types - the functional definition and the structural definition. From the functional point of view, society is defined as a complex of groups in reciprocal relationships, interacting upon one another, enabling human organisms to carry on their life-activities and helping each person to fulfill his wishes and accomplish his interests in association with his fellows. From the structural point of view, society is the total social heritage of folkways,

mores and institutions; of habits, sentiments and ideals. The important aspect of society is the system of relationships, the pattern of the norms of interaction by which the members of the society maintain themselves.

The following are reasons people live together as a society (Ariola, 2012):

- a. For survival – No man is an island. No man can live alone. From birth to death, man always dependsn upon his parents and from others. The care, support, and protection given by them are importnt factors for survival.
- b. Feeling of gregariousness – This is the desire of people to be with other people, esecially of their own culture. People flock together for emotional warmth and belongingness. the need for approval, sympathy and understanding to which the individual belongs is a psychosocial need. Among Filipinos, the feeling of gregariousness is found in all levels of society, especially among the lower socio-economic classess. The more the person is needy, the more he craves sympathy and understanding from someone else.
- c. Specialization – Teachers, businessmen, students, physicians, nurses, lawyers, pharmacists, and other professionals organize themselves into societies or associations to promote and protect their own professions.

Characteristics of Society

Society comprises of a group of people who share a common culture, live in a particular area and feel themselves to constitute a unified and distinct entity. Society or human society is a group of people related to each other through persistent relations such as kinship, marriage, social status, roles and social networks. By extension, society denotes the people of a region or country, sometimes even the world, taken as a whole.

Society has the following characteristics:

1. **It is a social system.** A social system consists of individuals interacting with rach other. A system consists of sub-parts whereby a change in one part affects the other parts. Thus, a change in one group of individuals will affect the stability of the other parts of the system.
2. **It is relatively large.** The people must be socialy integrated to be considered relatively large than if the people are individually scattered. Thus, the people in a family, clan, tribe, neighborhood, community are socially integrated to be relatively large in scope.
3. **It socializes its members and from those from without.** Since most of society's members are born to it, they are taught the basic norms and expectations. Those who come from other societies, before being accepted as functioning members, are socialized and taught the basic norms and expectations of the society.
4. **It endures, produces and sustains its members for generations.** For society to survive, it must have the ability to produce, endure and

sustain its new members for at least several generations. For instance, if a society cannot assist its members during their extreme conditions of hunger and poverty, that society will not survive long.

5. **It holds its members through a common culture.** The individuals in a society are held together because that society has symbols, norms, values, patterns of interaction, vision and mission that are commonly shared by the members of such society.
6. **It has clearly-defined geographical territory.** The members in a society must live in a certain specific habitat or place and have a common belongingness and sense of purpose.

Major Functions of Society

A society is important because they have the following functions:

1. **It provides a system of socialization.** Knowledge and skills, dominant patterns of behavior, moral and social values, and aspects of personality are transmitted to each members, especially to the young. the family, the peer group, the school, the church and other government and non-government organizations play a role in the individual's development.
2. **It provides the basic needs of its members.** Food, clothing, shelter, medicine, education, transportsations and communication facilities, among others must be provided by society to satisfy the basic needds of its members.
3. **It regulates and controls people's behavior.** Conformity to the prevailing norms of conduct ensures social control. The police, armed forces, law enforcement agencies and even the church and other government and non-government organizations exist as means of social control. Peace and order are created through a system of norms and formal organizations.
4. **It provides the means of social participation.** Through social participation, the individuals in a society learn to interact with each other, present and discuss their concerns and solve their own problems or renew their commitment and values. the people are give the opportunities to contribute to their knowledge and skills for the betterment of their family, neighborhood and community. religious organizations, civic organizations, people's organizations (PO) and non-government organizations (NGOs) do their part in community developement.
5. **It provides mutual support to the members.** Mutual support is provided to the members of society in the form of relief in any form and solution to problems met by them. This form of assistance may come from the family, neighbors, clans, government and non-government agencies, civic and religious organizations.

Types of Societies

Societies exist in particular places and times, and they change over time. Societies are organized in particular patterns, patterns that are shaped by a range of factors, including the way people procure food, the availability of resources, contact with other societies, and cultural beliefs. For example, people can change from herding to farming only if they have the knowledge, skills, and desire to do so and only in environments that will support agriculture. As societies develop, changes take place in the social structures and relationships between people that characterize each type of society. For example, in industrialized societies, relationships between people typically must become more formal because people must interact with strangers and not just relatives. It is important to note that not all societies go through all stages. Some are jolted into the future by political events or changes in the global system, and some resist pressures to become modernized and continue to live in simpler social systems.

Sociologists and anthropologists (experts who study early and tribal cultures) identified different types and classification of societies. Below are the different types of societies as mentioned by Ariola (2012) in his book Sociology and Anthropology with Family Planning:

According to Economic and Material System	According to Evolutionary View	According to People's Substinance
1. Pre-class Societies – They are characterized by communal ownership of property and division of labor. Examples of these societies are earliest clans and tribes.	1.Simple Societies – These were predominantly small, nomadic and leadership is unstable. The people had no specialization of skills, thus they lived in a simple life.	1.Food Gathering Societies (more than 16, 000 years ago) – The people survived from day to day through hunting larger animals, collecting shellfish and vegetable gathering. Their tools were made of stones, wood and bones.
2.Asiatic Societies – The people are economically self-sufficient but their leaders are despotic and powerful.	2.Compound Societies – Two or more simple societies merged to form a new and bigger society. These societies tended to be predominantly settled agricultural societies and tended to be characterized by a division of four or five social classes.	2.Horticultural Societies (12, 000 to 15, 000 years ago) - The people planted seeds as a means of production for subsistence.
3. Ancient Societies –	3. Doubly Compound	3. Pastoral Societies –

<p>These are characterized by private land ownership. The rich (those who haves) owned big tract of private properties while the poor (those who-have-nots) worked as laborers. Thus, wealth is limited to a few people.</p>	<p>Societies - These are completely integrated, more definite in political and religious structure and more complex division of labor. Considerable progress in infrastructure and knowledge in arts had taken place.</p>	<p>Most of the people are nomadic who follow their herds in quest of animals for food and clothing to satisfy their needs. They raised animals to provide milk, fur and blood for protein. These societies typically are relatively small, wandering communities organized along male-centered kinship groups.</p>
<p>4.Feudal Societies – The aristocrats (feudal lords) owned the wealth of the country due to their ownership of big tracts of lands. The peasants worked on the lands of the feudal lords with only few benefits received by them. However, these types of societies collapsed due to the rise of cities and metropolis as a result of the rise of trades and industries.</p>	<p>4.Militant Societies – These are characterized by the following: (a) the existence of military organization and military rank; (b) individual lives and private possessions are at the disposal of the State; and (c) individual activities such as recreation, movements, satisfaction of biological needs, and production of goods are totally regulated by the State. In other words, individuals exist to serve the State.</p>	<p>4.Agricultural Societies – In the early agricultural societies, people used plow than hoe in food production. By the use of plow, it turns the topsoil deeper allowing for better aerating and fertilizing thus improving better yield when harvested. Irrigation farming was introduced which resulted to a larger yield of production that can even feed large number of people who did not know how to produce food by themselves.</p>
<p>5.Capitalists Societies – These societies existed in societies where two classes of people appeared. The bourgeoisie (property owners) who owned the capital and the means of production and the proletariat (the laborers or workers) who are compelled to work for the capitalists or sell their small properties to the capitalists.</p>	<p>5.Industrial Societies – These societies are characterized by the following: (a) people elect their representatives to protect their individual initiatives; (b) freedom of belief, religion, production of industrial goods exist; (c) disputes and grievances are settled through peaceful arbitration; and (d) business organizations</p>	<p>5.Industrial Societies - These societies began in the 18th century during the Industrial Revolution and gained momentum by the turn of the 19th century. This period is characterized by the use of machines as means of food production. Mass production of guns, invention of steam locomotives and large production of steel, and</p>

	<p>appear where cooperative efforts between management and labor are based on contractual agreement. In other words, individual freedom, rights and initiatives are being protected.</p>	<p>well-coordinated labor force took place. Thus, the people began to be highly skilled and highly diversified in their occupation.</p>
<p>6.Democratic Societies – These societies are characterized by free enterprise where people are free to engage in any lawful business for profit or gain. People had to work on their own livelihood according to what the law mandates.</p>	<p>6.Post-Industrial Societies – These are characterized by: (a) spread of computer machines and existence of information and communication; (b) inventions and discoveries in medicines, agriculture, business whether in physical and natural sciences emerged; and (c) pollution, diseases, calamities are prevalent as a result of the use of advanced technology.</p>	<p>6.Post-Industrial Societies or Information Societies – Information and communication technology is the hallmark of these modern societies. These are characterized by the spread of computer technology, advances in this technology are made by highly-trained computer specialists who work to increase the capabilities of computers and internet. The use of modern technology gave rise to several technological problems such as pollution, lung illness, skin problems and other.</p>

Dissolution of a Society

There are several ways by which a society is dissolved: (1) when the people kill each other through civil revolution; (2) when an outside force exterminates the members of the society; (3) when the members become apathetic among themselves or have no more sense of belongingness; (4) when a small society is absorbed by a stronger and larger society by means of conquest or territorial absorption; (5) when an existing society is submerged in water killing all the people and other living things in it; or (6) when the people living in such a society voluntarily attach themselves to another existing society.

The Concept of Culture

Meaning and Nature of Culture

It was E.B. Taylor who conceptualized the definition of culture in 1860s. According to him, culture is a complex whole which consist of knowledge, beliefs, ideas, habits, attitudes, skills, abilities, values, norms, art, law, morals, customs, traditions, feelings and other capabilities of man which are acquired, learned and socially transmitted by man from one generation to another through language and living together as members of the society (Arcinas, 2016).

Below are other definitions of culture as mentioned in the book of David and Macaraeg (2010) entitled “Sociology: Exploring Society and Culture”:

- Culture is a historically transmitted pattern of meanings embodied in symbols, a system of inherited conceptions expressed in symbolic form by means of which men communicate, perpetuate, and develop their knowledge about and attitudes towards life. – *Clifford Geertz*
- Culture consists of learned systems of meaning, communicated by means of natural language and other symbol systems, having representational, directive, and affective functions, and capable of creating cultural entities and particular senses of reality. – *Roy D'Andrade*
- Culture is an extrasomatic (nongenetic, nonbodily), temporal continuum of things and events dependent upon symbols. Culture consists of tools, implements, utensils, clothing, ornaments, customs, institutions, beliefs, rituals, games, works of art, language, etc. – *Leslie White*
- Culture consists in the shared patterns of behavior and associated meanings that people learn and participate in within the groups to which they belong. – *Whitten and Hunter*
- A society's culture consists of whatever it is one has to know or believe in order to operate in a manner acceptable to its members. – *Ward Goodenough*
- Culture is an instrumental reality, and apparatus for the satisfaction of the biological and derived need”. It is the integral whole consisting of implements in consumers' goods, of constitutional characters for the various social groupings, of human ideas and crafts, beliefs and custom. – *Malinowski*
- Culture in general as a descriptive concept means the accumulated treasury of human creation: books, paintings, buildings, and the like; the knowledge of ways of adjusting to our surroundings, both human and physical; language, customs, and systems of etiquette, ethics, religion and morals that have been built up through the ages. – *Kluckhohn and Kelly*
- Culture refers to that part of the total setting [of human existence] which includes the material objects of human manufacture, techniques, social orientations, points of view, and sanctioned ends that are the immediate

conditioning factors underlying behavior or in simple terms it is the “man made part of the environment. – *Herskovits*

- A culture is the total socially acquired life-way or life-style of a group of people. It consists of the patterned, repetitive ways of thinking, feeling, and acting that are characteristic of the members of a particular society or segment of a society. – *Harris*
- The concept of culture as everything that people have, think, and do as members of a society. This definition can be instructive because the three verbs correspond to the three major components of culture. That is, everything that people have refers to material possessions; everything that people think refers to those things they carry around in their heads, such as ideas, values, and attitudes; and everything that people do refers to behavior patterns. Thus all cultures comprise (a) material objects, (b) ideas, values, and attitudes, and (c) patterned ways of behaving. – *Gary Ferraro*

In general, culture is a term used by social scientists, like anthropologists and sociologists, to encompass all the facets of human experience that extend beyond our physical fact. It simply refers to the way we understand ourselves both as individuals and as members of society, and includes stories, religion, media, rituals, and even language itself. Irrespective of the various definitions, conceptions and approaches to the understanding of the concept of culture, it is however agreed that culture is a way of life and morality is a part of culture. Practically all modern definitions share key features.

Characteristics of Culture

From the Perspective of Sociologists)	From the Perspective of Anthropologists
<p>1. Dynamic, flexible and adaptive</p> <ul style="list-style-type: none">- Culture necessarily changes, and is changed by, a variety of interactions, with individuals, media, and technology, just to name a few.- Cultures interact and change. Most societies interact with other societies, and as a consequence their cultures interact that lead to exchanges of material (ex: tools and furniture) and non-material (ex: ideas and symbols) components of culture.- All cultures change, or else, they would have problems adjusting and adapting to changing environments.- Culture is adaptive and dynamic, once we recognize problems, culture can adapt again, in a more positive way, to find solutions.- We need our cultural skills to stay alive.	<p>1. Learned</p> <ul style="list-style-type: none">- Culture is learned, as each person must learn how to “be” a member of that culture- Culture is acquired by being born into a particular society in the process of enculturation. Through language, the cultural traits of society are passed on to younger members in the process of growing up and through teaching.- Every human generation potentially can discover new things and invent better technologies. The new cultural skills and knowledge are added onto what was learned in previous generations.

<p>2. Shared and maybe challenged</p> <ul style="list-style-type: none"> - (Given the reality of social differentiation), as we share culture with others, we are able to act in appropriate ways as well as predict how others will act. Despite the shared nature of culture, that doesn't mean that culture is homogenous (the same). - It may be challenged by the presence of other cultures and other social forces in society like modernization, industrialization, and globalization. 	<p>2. Symbolic</p> <ul style="list-style-type: none"> - Culture is symbolic, as it based on the manipulation of symbols - Culture renders meaning to what people do. Beliefs, religion, rituals, myths, dances, performances, music, artworks, sense of taste, education, innovations, identity, ethnicity, and so on are meaningful human expressions of what people do and how they act.
<p>3. Learned through socialization or enculturation</p> <ul style="list-style-type: none"> - Culture is not biological, people do not inherit it but learned as interact in society. Much of learning culture is unconscious. People learn, absorb and acquire culture from families, friends, institutions, and the media. The process of learning culture is enculturation. 	<p>3. Systemic and integrated</p> <ul style="list-style-type: none"> - Culture is systemic and integrated as the parts of culture work together in an integrated whole. - The systems of meanings and many other facets (sides) of culture such as kindred, religion, economic activities, inheritance, and political process, do not function in isolation but an integrated whole that makes society work. - These varying systems of meanings, relations. And processes are shared within a group of people rendering culture bounded to those who seek a sense of belonging to the same society.
<p>4. Patterned social interactions</p> <ul style="list-style-type: none"> - Culture as a normative system has the capacity to define and control human behaviors. - Norms (for example) are cultural expectations in terms of how one will think, feel, or behave as set by one's culture. It sets the patterns in terms of what is appropriate or inappropriate in a given setting. - Human interactions are guided by some forms of standards and expectations which in the end regularize it. 	<p>4. Shared</p> <ul style="list-style-type: none"> - Culture is shared, as it offers all people ideas about behavior - Since culture is shared within exclusive domains of social relations, societies operate differently from each other leading for cultural variations. Even culture is bounded, it does not mean that there are no variations in how people act and relate with each other within a given system of their respective societies. On the contrary, the same society can be broadly diverse wherein people, for example, profess connections to each other yet practice different religion, values, or gender relations. - Societies do not always exist independently from each other.
<p>5. Transmitted through socialization or enculturation</p> <ul style="list-style-type: none"> - As we share our culture with others, we are able to pass it on to the new members of society or the younger generation in different ways. 	<p>5. Encompassing</p> <ul style="list-style-type: none"> - Culture covers every feature of humanity. Around the world, people as members of their own societies establish connections with each other and form relationship guided by their respective

<ul style="list-style-type: none"> - In the process of socialization /enculturation, we were able to teach them about many things in life and equip them with the culturally acceptable ways of surviving, competing, and making meaningful interaction with others in society. 	<ul style="list-style-type: none"> cultural practices and values. <p>- Edward Tylor defines culture as a complex whole which encompasses beliefs, practices, traits, values, attitudes, laws, norms, artifacts, symbols, knowledge, and everything that a person learns and shares as a member of society (David and Macaraeg, 2010).</p>
<p>6. Requires language and other forms of communication</p> <ul style="list-style-type: none"> - In the process of learning and transmitting culture, symbols and language are needed to communicate with others in society (Arcinas, 2016). 	

Importance/Functions of Culture

Sociologists recognize and regard culture as one of the most important concepts within sociology because it plays a vital role in our social lives. It is essential for shaping social relationships, maintaining and challenging social order, determining how we make sense of the world and our place in it, and in shaping our everyday actions and experiences in society. Moreover, culture is important to sociologists because it plays a significant and important role in the production of social order. The social order refers to the stability of society based on the collective agreement to rules and norms that allow us to cooperate, function as a society, and live together (ideally) in peace and harmony (Cole, 2019).

In the book of (David and Macaraeg, 2010), the following functions of culture were given emphasis: (1) it serves as the “trademark” of the people in the society; (2) it gives meaning and direction to one’s existence; (3) it promotes meaning to individual’s existence; (4) it predicts social behavior; (5) it unifies diverse behavior; (6) it provides social solidarity; (7) it establishes social personality; (8) it provides systematic behavioral pattern; (9) it provides social structure category; (10) it maintains the biologic functioning of the group; (11) it offers ready-made solutions to man’s material and immaterial problems; and (12) it develops man’s attitude and values and gives him a conscience.

Elements of Culture

1. **Symbols** refers to anything that is used to stand for something else. It is anything that gives meaning to the culture. People who share a culture often attach a specific meaning to an object, gesture, sound, or image. An example of which are the feasts we are celebrating. Those particular events give a representation of a particular culture. Even the meanings we provide to things such as colors and graphic symbols provide understanding which is common to a certain group of people (David and Macaraeg, 2010). For instance, a cross is a significant symbol to Christians. It is not simply two pieces of wood attached to each other, nor is it just an old object of torture and execution. To Christians, it represents the basis of their entire religion, and they have great reverence for the symbol.

2. **Language** is known as the storehouse of culture (Arcinas, 2016). It system of words and symbols used to communicate with other people. We have a lot of dialects in the Phillipines that provide a means of understanding. Through these, culture is hereby transmitted to future generation through learning (David and Macaraeg, 2010).
3. **Technology** refers to the application of knowledge and equipment to ease the task of living and maintaining the environment; it includes artifacts, methods and devices created and used by people (Arcinas, 2016).
4. **Values** are culturally defined standards for what is good or desirable. Values determine how individuals will probably respond in any given circumstances. Members of the culture use the shared system of values to decide what is good and what is bad. This also refers to the abstract concept of what is important and worthwhile (Davidand Macaraeg, 2010). What is considered as good, proper and desirable, or bad, improper or undesirable, in a culture can be called as values (Arcinas, 2016). It influence people's behavior and serve as a benchmark for evaluating the actions of others. Majority of Philippine population is bonded together by common values and traits that are first taught at home and being applied in our day to day lives. Filipinos are known for the following values: (a) compassionate; (b) spirit of kinship and camaraderie; (c) hardwork and industry; (d) ability to survive; (e) faith and religiosity; (f) flexibility, adaptability and creativity; (g) joy and humor; (h) family orientation; (i) hospitality; and (j) pakikipagkapwa-tao.
5. **Beliefs** refers to the faith of an individual (David and Macaraeg, 2010). They are conceptions or ideas of people have about what is true in the environment around them like what is life, how to value it and how one's belied on the value of life relate with his or her interaction with others and the world. These maybe based on common sense, folk wisdom, religion, science or a combination of all of these (Arcinas, 2016).
6. **Norms** are specific rules/standards to guide for appropriate behavior (Arcinas, 2016). These are societal expectations that mandate specific behaviors in specific situations (David and Macaraeg, 2010). Like in school, we are expected to behave in a particular way. If violate norms, we look different. Thus, we can be called as social deviants. For example, Filipino males are expected to wear pants, not skirts and females are expected to have a long hair not a short one like that of males. Social norms are indeed very essential in understanding the nature of man's social relationship. They are of different types and forms According to Palispis (2007), as mention by Baleña (2016), in the social interaction process, each member possesses certain expectations about the responses of another member. Therefore, it is very important to determine the different forms of societal norms.

Types:

- a. **Proscriptive norm** defines and tells us things not to do
- b. **Prescriptive norm** defines and tells us things to do

Forms:

- a. **Folkways** are also known as customs (customary/repetitive ways of doing things); they are forms of norms for everyday behavior that people follow for the sake of tradition or convenience. Breaking them does not usually have serious

consequences. We have certain customs that were passed on by our forebears that make up a large part of our day to day existence and we do not question their practicality. Since they are being practiced, it is expected that we do them also. For example, we Filipinos eat with our bare hands.

- b. Mores** are strict norms that control moral and ethical behavior; they are based on definitions of right and wrong (Arcinas, 2016). They are norms also but with moral underpinnings (David and Macaraeg, 2010). For example, since our country Philippines is a Christian nation, we are expected to practice monogamous marriage. So if a person who has two or more partners is looked upon as immoral. Polygamy is considered taboo in Philippine society.
- c. Laws** are controlled ethics and they are morally agreed, written down and enforced by an official law enforcement agency (Arcinas, 2016). They are institutionalized norms and mores that were enacted by the state to ensure stricter punishment in order for the people to adhere to the standards set by society (David and Macaraeg, 2010).

Two Components of Culture

Sociologists describe two interrelated aspects of human culture: the physical objects of the culture (material culture) and the ideas associated with these objects (non-material culture).

1. **Material culture** consists of tangible things (Banaag, 2012). It refers to the physical objects, resources, and spaces that people use to define their culture. These include homes, neighborhoods, cities, schools, churches, synagogues, temples, mosques, offices, factories and plants, tools, means of production, goods and products, stores, and so forth. All of these physical aspects of a culture help to define its members' behaviors and perceptions. Everything that is created, produced, changed and utilized by men is included in the material culture (Arcinas, 2016).
2. **Non-material culture** consists of intangible things (Banaag, 2012). Non-material culture refers to the nonphysical ideas that people have about their culture, including beliefs, values, rules, norms, morals, language, organizations, and institutions. For instance, the non-material cultural concept of religion consists of a set of ideas and beliefs about God, worship, morals, and ethics. These beliefs, then, determine how the culture responds to its religious topics, issues, and events. When considering non-material culture, sociologists refer to several processes that a culture uses to shape its members' thoughts, feelings, and behaviors. Four of the most important of these are symbols, language, values, and norms. Non-material culture can be categorized into cognitive and normative culture. The former includes ideas, concepts, philosophies, designs etc. that are product of mental or intellectual functioning and reasoning of the human mind. Whereas, the latter includes all expectations, standards and rules for human behaviour (Arcinas, 2016).

Modes of Acquiring Culture

1. **Imitation** - Children and adults alike have the tendency to imitate the values, attitudes, language and all other things in their social environment. Some of those things imitated are internalized in their personality and become a part of their attitude, character and other behavioral patterns.
2. **Indoctrination or Suggestion** - This may take the form of formal training or informal teaching. Formally, the person learns from school. Informally, he may acquire those behaviors from listening or watching, reading, attending training activities or through interaction.
3. **Conditioning** - The values, beliefs, and attitudes of other people are acquired through conditioning. This conditioning can be reinforced through reward and punishment.

Adaptation of Culture

1. **Parallelism** means that the same culture may take place in two or more different places.
Example: The domestication of dogs, cats, pigs and other animals may have semblance in other places
2. **Diffusion** refers to those behavioral patterns that pass back and forth from one culture to another. This is the transfer or spread of culture traits from one another brought about by change agents such as people or media
Examples: food and eating practices, marriage and wedding ceremonies, burial rituals, feast celebrations
3. **Convergence** takes place when two or more cultures are fused or merged into one culture making it different from the original culture.
4. **Fission** takes place when people break away from their original culture and start developing a different culture of their own.
5. **Acculturation** refers to the process wherein individuals incorporate the behavioral patterns of other cultures into their own either voluntarily or by force. Voluntary acculturation occurs through imitation, borrowing, or personal contact with other people.
6. **Assimilation** occurs when the culture of a larger society is adopted by a smaller society, that smaller society assumes some of the culture of the larger society or host society.
7. **Accommodation** occurs when the larger society and smaller society are able to respect and tolerate each other's culture even if there is already a prolonged contact of each other's culture.

Causes of Cultural Change

1. **Discovery** is the process of finding a new place or an object, artefact or anything that previously existed. For example, the discovery of fire led to the art of cooking; discovery of oil, of organisms and substances; of diseases; of atoms and sources of energy.
2. **Invention** implies a creative mental process of devising, creating and producing something new, novel or original; and also the utilization and combination of previously known elements to produce that an original or novel product. It could be either social or material or it could also be invention of new methods or techniques.

Example of social invention: invention of number system, government, language, democracy, religion, and alphabet
Example of Material Invention: invention of the wheel, machines
3. **Diffusion** is the spread of cultural traits or social practices from a society or group to another belonging to the same society or to another through direct contact with each other and exposure to new forms. It involves the following social processes:
 - a. **Acculturation** – cultural borrowing and cultural imitation

Example: The Filipinos are said to be the best English-speaking people of Asia.
 - b. **Assimilation** – the blending or fusion of two distinct cultures through long periods of interaction

Example: Americanization of Filipino immigrants to the US
 - c. **Amalgamation** – the biological or hereditary fusion of members of different societies

Example: Marriage between a Filipino and an American
 - d. **Enculturation** – the deliberate infusion of a new culture to another

Example: The teaching of American history and culture to the Filipinos during the early American Regime
4. **Colonization** refers to the political, social, and political policy of establishing a colony which would be subject to the rule or governance of the colonizing state. For example, the Hispanization of Filipino culture when the Spaniards came and conquered the Philippines.
5. **Rebellion and revolutionary** movements aim to change the whole social order and replace the leadership. The challenge the existing folkways and mores, and propose a new scheme of norms, values and organization

Ethnocentrism, Xenocentrism and Cultural Relativism as Orientations in Viewing Other Cultures

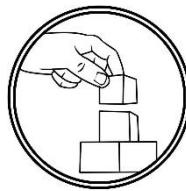
Cultural variation is the differences in social behaviors that different cultures exhibit around the world. What may be considered good etiquette in one culture may be considered bad etiquette in another. In relation to this, there are important perceptions on cultural variability: ethnocentrism, xenocentrism and cultural relativism.

Etnocentrism is a perception that arises from the fact that cultures differ and each culture defines reality differently. This happens when judging another culture solely by the values and standards of one's own culture (Baleña, et.al,2016). This is the tendency to see and evaluate other cultures in terms of one's own race, nation or culture. This is the feeling or belief that one's culture is better than the rest. Whereas, **xenocentrism** is the opposite of ethnocentrism, the belief that one's culture is inferior compared to others. People are highly influenced by the culture or many culture outside the realm of their society. This could be one of the effects of globalization. Exposure to cultural practices of others may make one individual or group of individuals to give preference to the ideas, lifestyle and products of of other culture.

Cultural relativism is an attempt to judge behavior according to its cultural context (Baleña, et.al,2016). It is a principle that an individual person's beliefs and activities should be understood by others in terms of that individual's own culture. This concept emphasizes the perspective that no culture is superior to any other culture (Arcinas, 2016) because (a) different societies have different moral code; (b) the moral code of a society determines what is right or wrong within the society; (c) there are no moral truths that hold for all people at all times; (d) the moral code of our own society has no special status, it is but one among many; and (e) it is arrogant for us to judge other cultures, so we have to be tolerant to them.

Other Important Terms Related to Culture

1. **Cultural diversity** refers the differentiation of culture all over the world which means there is no right or wrong culture but there is appropriate culture for the need of a specific group of people.
2. **Sub-culture** refers to a smaller group within a larger culture.
3. Counterculture refers cultural patterns that strongly oppose those widely accepted within a society (example in the 1960's counter culture among teenagers reflect long hair, blue jeans, peace sign, rock and roll music and drug abuse).
4. **Culture lag** is experienced when some parts of the society do not change as fast as with other parts and they are left behind
5. **Culture shock** is the inability to read meaning in one's surroundings, feeling of lost and isolation, unsure to act as a consequence of being outside the symbolic web of culture that binds others.
6. **Ideal culture** refers to the social patterns mandated by cultural values and norms.
7. **Real culture** refers to the actual patterns that only approximate cultural expectations.
8. **High culture** refers to the cultural patterns that distinguish a society's elite
9. **Popular culture** refers to the cultural patterns that are widespread among a society's population.
10. **Culture change** is the manner by which culture evolves.



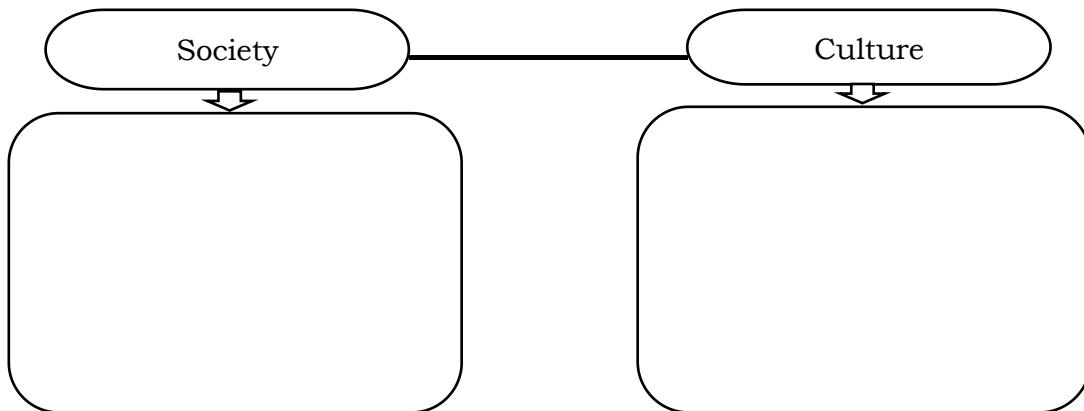
Explore

Here are some enrichment activities for you to work on to master and strengthen the basic concepts you have learned from this lesson.

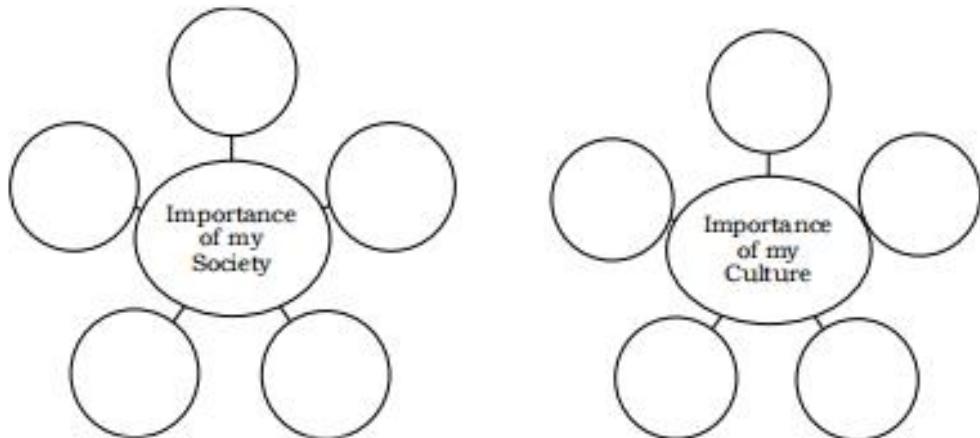
Enrichment Activity 1

Directions: Complete the graphic organizers below by providing what is asked in each item. Write your answer in a separate sheet of paper.

- A. Your own definition of society



- B. Importance of your own society and culture



Enrichment Activity 2

Directions: List down characteristics of society and culture. Write your answer in a separate sheet of paper.

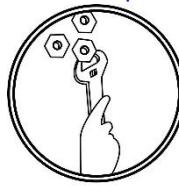
Characteristics of Society	Characteristics of Culture

Enrichment Activity 3

Directions: Describe the food gathering activities or substinance in following types of societies. Write your answer in a separate sheet of paper.

Type of Society	Description/Characteristic
A. According to Economic and Material System	1. Pre-class
	2. Asiatic
	3. Ancient
	4. Feudal
	5. Capitalist
	6. Democratic
B. According to Evolutionary View	1. Simple
	2. Compound
	3. Doubly compound
	4. Militant
	5. Industrial
	6. Post-industrial
C. According to People's Substinance	1. Food gathering
	2. Horticultural
	3. Pastoral
	4. Agricultural
	5. Industrial
	6. Post-industrial

Great job! You have understood the lesson. Are you ready now to summarize?



Deepen

Activity 1

Directions: Answer the following questions briefly but substantially. Write your answer in a separate sheet of paper. Your answers will be scored based on the rubrics below.

	3 Exceeded expectations	2 Satisfactorily Met all expectations	1 Came close to meeting the expectations	0 Did not meet the expectations
Details and content				
Reflect personal thoughts/knowledge /learning				
Mechanics /grammar				
Conclusion				

1. How are society and culture interlinked with one another?

2. Why is culture important in our society?

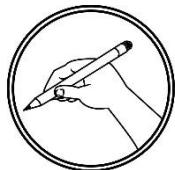
3. How does our culture play a role in our functions in the society?

Activity 2

Directions: Guided with the rubrics provided below, draw and explain how you can show that you are proud of your own culture and what you can do to help preserve tangible and intangible Filipino culture. Use a separate sheet of paper for your output.

Criteria	Score/Percentage
Content	40
Mechanics	20
Originality	20
Neatness	20

Great job! You are almost done with this lesson.



Gauge

Assessment

Directions: Read very carefully the questions below and choose the letter that corresponds to your answer. Write your answers in a separate sheet of paper.

1. Which of the following is characterized by communal ownership of property and division of labor?
A. Asiatic Society
B. Capitalists Society
C. Democratic Society
D. Pre-class Society
 2. Which is considered to be the hallmark of modern society?
A. Information and communication technology
B. Irrigation systems
C. Machines and industries
D. All of the above
 3. Which of the following types of society is characterized as by economy that is dependent on tangible goods and the people must pursue greater education?
A. Horticultural
B. Industrial
C. Pastoral
D. Post-industrial
 4. Technological tools, architectural, structures, fashion and accessories, and food are all examples of what component of culture?
A. Basic Culture
B. Commercial Culture
C. Material Culture
D. Non-material Culture
 5. Which one is considered as the perception of individuals to accepted reality?
A. Beliefs
B. Folkways
C. Knowledge
D. Outlook
 6. What type of norms tells us thing to do?
A. Folkway
B. Law
C. Prescriptive
D. Proscriptive

7. What type of norms tells us thing NOT to do?
A. Folkway C. Prescriptive
B. Law D. Proscriptive

8. What form of norm is codified ethics, formally agreed, and written down and enforced by authorities?
A. Folkways C. Mores
B. Laws D. Taboos

9. Which one is an act that violates a social norm?
A. Conflict C. Rebellion
B. Deviance D. Ritualism

10. Which of the following is NOT TRUE?
A. Prospective norms are those that define and tell things us not to do.
B. Societal norms are of different types and norms.
C. Prescriptive norms are those that define and tell us things to do.
D. Society and culture are the same.

11. Which represent the standards we used to evaluate the desirability of things?
A. Beliefs C. Knowledge
B. Folkways D. Values

12. What human action by which one tends to duplicate more or less, or exactly, the behavior of others?
A. Adaptation C. Modification
B. Imitation D. Socialization

13. What do you call of Mang Tirzo's family's customary patterns of everyday life that specify what is socially correct and proper?
A. Folkways C. Mores
B. Laws D. Norms

14. What does it mean when we say culture is holistic?
A. It is integrated.
B. It is a patterned social interaction.
C. It is shared and may be challenged.
D. It is adaptive, dynamic, and flexible.

15. Which is the least essential statement?
A. The material and non-material cultures are always interlink.
B. A society represents the beliefs, practices and artifacts of a group.
C. The existence of material culture is justified by the non-material culture.
D. All cultures consist of key elements that are crucial to human's existence

16. Which statement is relevant?
A. Culture is an adaptive mechanism for humans.
B. Culture is necessary for survival in the complex industrialized nations, but it is not in small societies that live by hunting and gathering wild foods.
C. The first humans evolved in the cold temperate regions of the world because of the need to develop culture for survival in those areas.
D. all of the above

17. A tractor is introduced to Mang Jose, a traditional farmer who doesn't know to operate it. This is an example of what concept of culture?
A. Culture lag C. Counterculture
B. Contra culture D. Culture shock

18. Which is NOT true about cultural relativism?
- A. Different societies have different moral codes.
 - B. The moral code of our own society has no special status
 - C. There are no moral truths that hold for all people at all times
 - D. None of the above
19. Which is NOT correct about culture?
- A. It may be challenged.
 - B. It is something biological.
 - C. Much of learning culture is unconscious
 - D. None of the above
20. Which statement is irrelevant?
- A. Socialization plays no part in personality formation in individuals.
 - B. Successful socialization can result in uniformity within a society.
 - C. Large-scale complex societies that are not culturally homogenous usually have unanimous agreement about what should be the shared norms.
 - D. none of the above



Answer Key

- | | | | | |
|-------|-------|-------|-------|-------|
| 1. D | 6. C | 11. D | 16. A | 20. A |
| 2. A | 7. D. | 12. B | 17. A | 5. A |
| 3. D | 8. B | 13. D | 18. D | 4. C |
| 10. D | 9. B | 14. A | 19. B | |

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Online Resources

- <https://www.sparknotes.com/sociology/society-and-culture/section5/>
- <http://egyankosh.ac.in/bitstream/123456789/41246/1/Unit-1.pdf>
- https://www.sagepub.com/sites/default/files/upm-binaries/40402_3.pdf
- <https://open.lib.umn.edu/sociology/chapter/3-2-the-elements-of-culture/>
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- <https://www.iedunote.com/culture>
- <https://chaerlshelly.wordpress.com>
- <https://www.cliffsnotes.com/study-guides/sociology/culture-and-societies>
- <http://izquotes.com/quotes/310912>
- <http://slideshare.com/slides/2315552/>
- www.ask.com