* **Cultural Evolutionism**: It is a theory of culture, which argues that just like natural species, culture also evolves through variation and natural selection.

**Great Tradition**: It comprises of the cultural traits or traditions which are written and widely accepted by the elites of a society who are educated and learned.

Little Tradition: It comprises of the cultural traits or traditions which are oral and operates at the village level.

Self-Image: An image of a person as reflected in the eyes of the others.

