Chapter 2 and 3 Powerpoint
Cultural Diversity & Cultural Conformity and Adaptation

Chapter 2: Cultural Diversity
Section 1: The Meaning of Culture
Section 2: Cultural Variation
Lab: Applying What You’ve Learned

Reading Focus
• What is the meaning of the term culture, and how do material culture and nonmaterial culture differ?
• What are the basic components of culture?

Main Idea
• Culture is made up of all the shared products, both physical and abstract, of human groups. While specific products differ between cultures, all cultures are made up of the same five basic components.

How did the car influence American culture?

Culture consists of all the shared products of human groups, both physical and abstract.

Physical products
• Known as material culture
• Includes automobiles, books, building, clothing, computers, and cooking utensils

Abstract products
• Known as nonmaterial culture
• Beliefs, family patterns, ideas, language, political and economic systems, rules, skills, and work practices

What is a Society
• A society consists of the people who live within a specific geographic area and who share a common culture and feeling of unity
Reading Check

Contrast
What is the difference between a society and a culture?

Answer: Culture is the shared products of human groups. A society is a group of interdependent people who share a common culture.

An expanded notion of culture

• Culture is an entire way of life, and it is something that we all must learn within our own society.
• Culture is acquired/learned. Culture is not instinctive or innate to either individuals or groups and is largely learned through the process of socialization.
  – Once learned, once internalized, that cultural knowledge is like a set of tools that we draw on throughout our lives.
  – Ann Swidler (1986) described a cultural “toolkit” from which we can choose the appropriate tools—values, norms, practices—for any social situation.

Culture Shock

• In fact, we typically become so comfortable—take our own culture so utterly for granted—that it is only when we are confronted with a different culture that we become starkly aware of it…. Culture shock refers to personal disorientation when experiencing an unfamiliar way of life.

The Components of Culture

#1. Physical Objects
• Refers to objects and the rules for using them
• Any tool/technology and its usage

#2. Symbols
• The basis of human culture: its through symbols we create our culture and communicate it to group members
• Symbols are anything that stands for something else and has a shared meaning attached to it
  • So any word, gesture, image, sound, physical object, event, or element of the natural world
• Different cultures use different symbols
#3. Language

- **Language** is the organization of written or spoken symbols into a standardized system
- Can be used to express any idea

How Many Languages?

- Global estimates document 7,000 languages
- Only about 199 of them have more than 1 million users
- In the USA, there are about 200 languages
- Upcoming decades will show the disappearance of hundreds of languages

#4. Values

- **Values** are shared beliefs about what is good or bad, right or wrong, desirable and undesirable
- Group’s values help to determine character and culture

Examples:
- Honor
- Courage
- Patriotism
- Honesty
- Warfare

#5 Norms

- Ways for us to enforce our culture
- Norms are shared rules of conduct that tell people how to act in specific situations…they are expectations of behavior [how you’re supposed to act], but not actual behavior [because you might not always act that way]
  - i.e. We have norms that say we should be financially responsible, but there are people who don’t pay their bills.
  - Do them without thinking…become a habit

Some norms are important [ex.. don’t kill a human being] others aren’t [cover your mouth when you yawn]

- Some apply to everyone… some are applied selectively
  - Ex: you are not allowed to marry more than one person at a time; but select groups like children and clergy are forbidden to marry at all
  - Ex: you can’t kill someone, but its applied differently to military personnel and police officers in the line of duty

There are two types of norms:

A. **Folkways** do not have great significance attached to them because not following them will not endanger the well-being or stability of society.

- Do not eat peas with your fingers.
- Do your homework.
- Get to class on time.
- Do not throw litter on the sidewalk.
- Take down the American flag before nightfall.
- Do not cut line.
Cultural Diversity and Conformity

Folkways—
- People chew quietly with mouths closed
- Accepting one’s place in line
- People avoid facing each other in elevators

No written rules
No one physically harmed

B. Mores carry heavy moral significance and the violation of mores endangers the well-being and stability of society

- Mores are often written as Laws: written rule of conduct that is enacted and enforced by the government

Mores

Societal taboos such as:
- Murder
- Treason
- Child sexual abuse
- Arson
- Rape

Inspire intense reactions
Punishment inevitably follows

(Right vs. wrong)

Physical Objects: things from the material culture

The Elements of Culture

A culture is made up of all the shared products of a human group—something from physical objects to beliefs, values, and behaviors. While culture can be as simple as society’s taboos, symbols, laws, language, values, and norms. Which element of culture do you feel is most important? Why?

Identify

What are the key components of culture?

Answer: technology, symbols, language, values, and norms
Examining Culture

• Culture is always changing… dynamic not static
• Sociologists study culture by breaking it down into levels and studying each level separately
  A. Culture traits
  B. Culture complexes
  C. Culture patterns

A. Culture traits: smallest unit of culture… its an individual tool, act, or belief that is related to a particular situation or need
  – Tool Ex. Using a fork to eat
  – Act Ex. saying hi when you see someone you know
  – Belief Ex. You should thank God for all your blessings before having your Thanksgiving meal

B. Culture complexes: individual culture traits combine to form a culture complex which is a cluster of interrelated traits
  – Ex. Football involves a variety of traits
    • Tools needed: football, measuring chain, cleated shoes, helmets, pads, first-aid kits, warm-up benches
    • Acts needed: kicking, passing, catching, running, blocking, tackling
    • Beliefs needed: players should be good sports, rules should be followed, penalties should be given for rule violations, should listen to the coach/captain, our team “should” win

C. Culture Patterns: this is a combination of a number of culture complexes into an interrelated whole
  Ex. Complexes of basketball, softball, swimming, tennis, soccer, wrestling, and football combine to form the American Athletic Pattern
  Ex. Other patterns can be about American agriculture, manufacturing, education, religion, family life.

Section 2: Cultural Variation

Main Idea
There are many elements that all cultures share. Many cultural variations exist, however, and cultures change over time.

Reading Focus
• What do most cultures have in common with each other?
• What factors account for cultural variations within cultures?
• How have some social scientists responded to cultural variation?
• How does cultural change occur?
Why are cultures so different when we all have the same basic needs?

- Within the limits of our biological makeup and physical environment, human beings can develop an infinite number of ways to meet their needs.
- Some needs are so basic that all societies must develop culture traits, complexes, and patterns to meet them.

Cultural Universals

- Cultural universals are features developed by all societies to fulfill basic needs—they're general traits found in all cultures.
- George Murdock compiled a list of over 65 cultural universals.
- The specific nature of the universals may vary widely between cultures.

Within the limits of our biological makeup and physical environment, human beings can develop an infinite number of ways to meet their needs.

Some needs are so basic that all societies must develop culture traits, complexes, and patterns to meet them.

Cultural Diversity and Conformity

Reading Check

Find the Main Idea

What are cultural universals?

Answer: features that are common to all cultures.

Cultural Diversity and Conformity

Dealing Variation

Ethnocentrism

Ethnocentrism is the tendency to view one’s own culture and group as superior.

- People from all cultures are somewhat ethnocentric at different times.
- Can lead to discrimination.
- When it becomes extreme, it can cause the home culture to stagnate.
  - because it will limit the pool of acceptable members/groups.
  - It will exclude new influences that might be beneficial.

Ethnocentrism

Ethnocentrism is the tendency to view one’s own culture and group as superior.

- People from all cultures are somewhat ethnocentric at different times.
- Can lead to discrimination.
- When it becomes extreme, it can cause the home culture to stagnate.
  - because it will limit the pool of acceptable members/groups.
  - It will exclude new influences that might be beneficial.

Ethnocentrism

Ethnocentrism is the tendency to view one’s own culture and group as superior.

- People from all cultures are somewhat ethnocentric at different times.
- Can lead to discrimination.
- When it becomes extreme, it can cause the home culture to stagnate.
  - because it will limit the pool of acceptable members/groups.
  - It will exclude new influences that might be beneficial.

Ethnocentrism

Ethnocentrism is the tendency to view one’s own culture and group as superior.

- People from all cultures are somewhat ethnocentric at different times.
- Can lead to discrimination.
- When it becomes extreme, it can cause the home culture to stagnate.
  - because it will limit the pool of acceptable members/groups.
  - It will exclude new influences that might be beneficial.

Ethnocentrism

Ethnocentrism is the tendency to view one’s own culture and group as superior.

- People from all cultures are somewhat ethnocentric at different times.
- Can lead to discrimination.
- When it becomes extreme, it can cause the home culture to stagnate.
  - because it will limit the pool of acceptable members/groups.
  - It will exclude new influences that might be beneficial.

Ethnocentrism

Ethnocentrism is the tendency to view one’s own culture and group as superior.

- People from all cultures are somewhat ethnocentric at different times.
- Can lead to discrimination.
- When it becomes extreme, it can cause the home culture to stagnate.
  - because it will limit the pool of acceptable members/groups.
  - It will exclude new influences that might be beneficial.

Ethnocentrism

Ethnocentrism is the tendency to view one’s own culture and group as superior.

- People from all cultures are somewhat ethnocentric at different times.
- Can lead to discrimination.
- When it becomes extreme, it can cause the home culture to stagnate.
  - because it will limit the pool of acceptable members/groups.
  - It will exclude new influences that might be beneficial.

Ethnocentrism

Ethnocentrism is the tendency to view one’s own culture and group as superior.

- People from all cultures are somewhat ethnocentric at different times.
- Can lead to discrimination.
- When it becomes extreme, it can cause the home culture to stagnate.
  - because it will limit the pool of acceptable members/groups.
  - It will exclude new influences that might be beneficial.

Ethnocentrism

Ethnocentrism is the tendency to view one’s own culture and group as superior.

- People from all cultures are somewhat ethnocentric at different times.
- Can lead to discrimination.
- When it becomes extreme, it can cause the home culture to stagnate.
  - because it will limit the pool of acceptable members/groups.
  - It will exclude new influences that might be beneficial.

Ethnocentrism

Ethnocentrism is the tendency to view one’s own culture and group as superior.

- People from all cultures are somewhat ethnocentric at different times.
- Can lead to discrimination.
- When it becomes extreme, it can cause the home culture to stagnate.
  - because it will limit the pool of acceptable members/groups.
  - It will exclude new influences that might be beneficial.

Ethnocentrism

Ethnocentrism is the tendency to view one’s own culture and group as superior.

- People from all cultures are somewhat ethnocentric at different times.
- Can lead to discrimination.
- When it becomes extreme, it can cause the home culture to stagnate.
  - because it will limit the pool of acceptable members/groups.
  - It will exclude new influences that might be beneficial.

Ethnocentrism

Ethnocentrism is the tendency to view one’s own culture and group as superior.

- People from all cultures are somewhat ethnocentric at different times.
- Can lead to discrimination.
- When it becomes extreme, it can cause the home culture to stagnate.
  - because it will limit the pool of acceptable members/groups.
  - It will exclude new influences that might be beneficial.

Ethnocentrism

Ethnocentrism is the tendency to view one’s own culture and group as superior.

- People from all cultures are somewhat ethnocentric at different times.
- Can lead to discrimination.
- When it becomes extreme, it can cause the home culture to stagnate.
  - because it will limit the pool of acceptable members/groups.
  - It will exclude new influences that might be beneficial.

Ethnocentrism

Ethnocentrism is the tendency to view one’s own culture and group as superior.

- People from all cultures are somewhat ethnocentric at different times.
- Can lead to discrimination.
- When it becomes extreme, it can cause the home culture to stagnate.
  - because it will limit the pool of acceptable members/groups.
  - It will exclude new influences that might be beneficial.

Ethnocentrism

Ethnocentrism is the tendency to view one’s own culture and group as superior.

- People from all cultures are somewhat ethnocentric at different times.
- Can lead to discrimination.
- When it becomes extreme, it can cause the home culture to stagnate.
  - because it will limit the pool of acceptable members/groups.
  - It will exclude new influences that might be beneficial.

Ethnocentrism

Ethnocentrism is the tendency to view one’s own culture and group as superior.

- People from all cultures are somewhat ethnocentric at different times.
- Can lead to discrimination.
- When it becomes extreme, it can cause the home culture to stagnate.
  - because it will limit the pool of acceptable members/groups.
  - It will exclude new influences that might be beneficial.

Ethnocentrism

Ethnocentrism is the tendency to view one’s own culture and group as superior.

- People from all cultures are somewhat ethnocentric at different times.
- Can lead to discrimination.
- When it becomes extreme, it can cause the home culture to stagnate.
  - because it will limit the pool of acceptable members/groups.
  - It will exclude new influences that might be beneficial.

Ethnocentrism

Ethnocentrism is the tendency to view one’s own culture and group as superior.

- People from all cultures are somewhat ethnocentric at different times.
- Can lead to discrimination.
- When it becomes extreme, it can cause the home culture to stagnate.
  - because it will limit the pool of acceptable members/groups.
  - It will exclude new influences that might be beneficial.

Ethnocentrism

Ethnocentrism is the tendency to view one’s own culture and group as superior.

- People from all cultures are somewhat ethnocentric at different times.
- Can lead to discrimination.
- When it becomes extreme, it can cause the home culture to stagnate.
  - because it will limit the pool of acceptable members/groups.
  - It will exclude new influences that might be beneficial.

Ethnocentrism

Ethnocentrism is the tendency to view one’s own culture and group as superior.

- People from all cultures are somewhat ethnocentric at different times.
- Can lead to discrimination.
- When it becomes extreme, it can cause the home culture to stagnate.
  - because it will limit the pool of acceptable members/groups.
  - It will exclude new influences that might be beneficial.
Cultural Diversity and Conformity

Cultural Relativism

- Cultural relativism is the idea that a culture should be judged by its own standards and not by the standards of one's own culture.
- Can help explain beliefs or behaviors that seem strange or different.

Ex. Anthropologist Marvin Harris couldn’t understand the prohibition of killing cows in India even though people are starving.
- They play a vital role in feeding people by pulling the plows to farm because they can’t afford tractors, and through milk that’s a vital part of Indian cuisine.

Cultural Diversity and Conformity

Subculture

- Subcultures are groups that share norms, values, traits and behaviors that are not shared by the entire population.
- Most do not reject all of the values of the larger society…they have American culture traits PLUS traits of their own.
  - Ex: Chinatown: has American traits like public schools, TV, radio but their own foods, clothing, customs, celebrations.
  - Ex: Soldiers on a military base have special traits like a rigid ranking system, regulation, dorms.
- Most subcultures do not threaten the larger American culture.

Reading Check

Identify

How might ethnocentrism cause discrimination?

Answer: People who think their own culture is superior to another culture may begin to think people of the other culture are inferior.
Counterculture

- Countercultures adopt values that are designed to challenge the values of the larger society.
- They reject the values, norms, and practices of the larger society and replace them with a new set of cultural patterns.
- Examples are groups such as cyberpunks, anarchists, the Mafia, and hippies.

Contrast

What is the difference between a subculture and a counterculture?

Answer: Subcultures accept most values of the core society, but have certain variations, such as language, not shared by the larger society; counterculture rejects the values of larger society and substitutes its own set of values and cultural patterns.

Reading Check

Chapter 3: Cultural Conformity and Adaptation

Section 1: The American Value System

Main Idea

Even though American society is quite diverse, there are certain core values that the vast majority of Americans share.

Reading Focus

- What are traditional American values?
- How have our values changed since the 1970s?

How important is work in the American value system?

- Work is Its Own Reward

American Values

- American society is made up of many diverse groups, but there is a core set of values that the majority of these groups share.
- Personal Achievement: Doing well at school and at work is important. Gaining wealth and prestige is a sign of success.
- Progress and Material Comfort: History is marked by ongoing progress, and this progress improves people's lives.
- Work: Discipline, dedication, and hard work are signs of virtue.
- Individualism: Hard work, initiative, and individual effort are keys to personal achievement.
- Efficiency and Practicality: Every problem can be solved through efficiency and practicality. Getting things done well in the shortest time is very important.
- Morality and Humanitarianism: Judgments should be based on a sense of right and wrong. This sense of morality also involves helping the less fortunate.
- Equality and Democracy: Everyone should have an equal chance at success and the right to participate freely in government.
- Freedom: Personal freedoms, such as freedom of religion, speech, and the press, are central to the American way of life.
Other Core Values
• Nationalism
• Patriotism
• Science and rationality
• Racial and group superiority
• Education
• Religion
• Romantic love

Reading Check
Summarize
List and describe four traditional American values.

Answer: Students should list and describe any four of the following: personal achievement, progress and material comfort, hard work, individualism, efficiency and practicality, morality and humanitarianism, equality and democracy, freedom

Our Changing Values
While the United States has a set of core values, new values or changed values are sometimes noted.

New Values
• Leisure
• Physical fitness
• Youthfulness
• Self-fulfillment
• Environmentalism
• Progress

Self-fulfillment and Narcissism
• Self-fulfillment is a commitment to the full development of one’s personality, talents, and potential.
  • Self-help industry, health clubs, diet centers, books on improving looks
  • Some scholars see self-fulfillment as a healthy new value, while others view its extreme, narcissism or extreme self-centeredness as detrimental to society as a whole.

Reading Check
Analyze
In what ways have American values changed?

Answer: There has been an increased emphasis on values such as leisure, physical fitness, and youthfulness that can be termed self-fulfillment, as well as an increased interest in protecting the environment.

Section 2: Social Control
Main Idea
An examination of the wars in which society attempts to ensure that its values and norms are upheld.

Reading Focus
• What forms of social control exist to help ensure that the norms of society are upheld?
• Identify how the norms of society are enforced.
• Describe the differences between positive and negative sanctions and between formal and informal sanctions.

There are two basic means through which norms are enforce:

#1. Internalization: process by which a norm becomes a part of an individual’s personality thus conditioning that individual to conform to society’s expectations
  • This happens when people believe a norm is good and useful and so they automatically follow it and expect others to do the same
    – Ex. Drive on the right side of the road
    – Stop at stop signs
    – Go when the traffic signal is green
#2. Sanctions: not everyone internalizes society’s norms and they must be motivated by **sanctions** which are rewards or punishments used to enforce conformity to norms

- **Positive Sanctions**
  - action that rewards a particular kind of behavior such as good grades or a pay raise
  - Ex:
    - Praise
    - Attention
    - Pay raises
    - Cheers
    - ceremonies/badges/awards
    - Smiles/nods

- **Negative Sanctions**
  - punishment or the threat of punishment to enforce conformity such as frowns, imprisonment, and even death
  - Ex:
    - Grounding
    - Towed car for violating parking
    - Frowns/ridicule/rejection
    - Imprisonment
    - Death
    - Public flogging

**Formal Sanctions**
- rewards or punishments by a formal organization or regulatory agency such as the government, the police, corporation, or school
- Ex:
  - Positive formal sanctions: promotions, awards, pay raises, medals
  - Negative formal sanctions: low grades, fines, suspension, termination from a job

**Informal Sanctions**
- spontaneous expression of approval or disapproval by an individual or group
- Ex:
  - Positive formal sanctions: standing ovation, gifts, compliments, smiles,
  - Negative formal sanctions: gossip, ridicule, frowns, scoldings, insults, being ignored

The enforcing of norms through either internalization or sanctions is called **social control**
- Agents of social control:
  - Police
  - Courts
  - Religion
  - Family
  - Public opinion
  - Self-control

**Without conformity, social stability is lost and society cannot survive!**

---

**Section 3: Social Change**

- **Main Idea**
  This chapter closes with a look at the sources of social change and why people sometimes resist change.

- **Reading Focus**
  - What are the main sources of social change?
  - What factors lead individuals to resist social change?

**Sources of Social Change**

- Values and beliefs
- Technology
- Population
- Diffusion
- Physical Environment
- Wars and conquests
#1 Values and Beliefs

- Change in one aspect of society produces changes throughout the system [Functionalist perspective], especially when new ideas/values are introduced
- An ideology is a system of beliefs or ideas that justifies some social, moral, religious, political, or economic interests by a social group or society
  - They are spread through social movements which is a long-term conscious efforts to promote or prevent social change
  - Ex: Prohibition movement, Civil Rights movement, Peace movement, Women’s movement

#2 Technology

- **Technology** is the knowledge and tools people use to manipulate their environment
  - Discovery occurs when people recognize new uses for existing elements in the world or begins to understand them in different ways
    - Ex: chewing gum, atomic fission
  - Invention occurs when people use existing knowledge to create something that did not previously exist
    - Ex: gadgets, calculators, new hobbies

#3 Population

- Changes in the culture with
  - change in size of population
  - Increase/decrease demands in the economy
  - Moving from one place to another
  - Changes in age structure: fewer babies decreases need for schools

#4 Diffusion

- **Diffusion** is the process of spreading culture traits from one society to another
- The more contact you have with another culture, the more ideas you will borrow from it
- That’s why we not eat pasta, sushi, Mongolian BBQ, Baklava, and pastries

#5 Physical Environment

- the environment may provide conditions that encourage or discourage cultural change
  - Ex: what food you can grow
  - Accommodating natural disasters
  - Change in the supply of natural resources
#6 Wars and Conquests

• are not common but bring about the greatest amount of change in the least amount of time

• Why?
  – Causes loss of life of many
  – Produces broken families
  – Destruction of property
  – Leads to rise of new cities/towns from ruins
  – Changes in work force: shift from production of consumer goods to weapons
  – Changes in government: leaders, new policies

Resistance to Change: Three factors why

1. Ethnocentrism: believe they are superior so might lead to segregation, no compromises
   - why some don’t buy foreign cars

2. Cultural lag: a situation in which some aspects of the culture change less rapidly, or lag behind, other aspects of the same culture
   - easier to convince people to buy foreign technology than to accept a new religion

3. Vested interests: people might be benefiting or are comfortable with how things are so they don’t want change
   – Ex: workers might resist new machinery that can do the work of 10 people because it might cost them their jobs
   – Voting against a policy because it might reduce the amount of profit you make

Cultural Diversity and Sociology

The Adaptive American Culture

The long history of immigration to the United States has resulted in an American culture that embraces values, behaviors, and material culture from other cultures around the world.

• Latino influence is especially strong as Hispanics are the largest minority group
• Influences food, clothes, and cars available
• Latino holidays are celebrated
• Spanish-language advertisements are common
• South Asians are becoming a larger and larger portion of U.S. population
• Pakistani and Indian food has quickly become more popular
• Bollywood movies are popular

Thinking Critically

• How have immigrant groups influenced American culture?
• What are some examples of how food, business practices, and advertising have changed because of immigration?