

BELL RINGER

- Do the following in your notebook:
- Write down 1 example of a norm, a taboo, a folkway, and a more that you see here at school



SCHEDULE

- Objective: I can explain what affects changes in culture over a lifetime.
- Culture Notes
- Culture Collage
- Cultural Online Research
- Cultural Diversity Project



CULTURE AND SOCIETY



- Culture is the knowledge, values, customs and physical objects that are shared by members of a society
 - Material side: physical objects like skyscrapers, fast food, cell phones and cars
 - Nonmaterial side: beliefs, rules customs, family systems and a capitalist economy
- People in a society have a shared culture, define territory, and a common language

CULTURE

- Culture provides the blueprint that people in a society use to guide their relationships with others.
- *Culture and society are tightly woven, one can not exist without the other; but they are not identical*
- Society is a group of people who live in a defined territory and participate in a common culture.
- Components of Culture:
 - Technology
 - Symbols
 - Language
 - Values
 - Norms: rules of conduct, Mores, Laws

FACTORS THAT SHAPE PERCEPTION

- Cultures differ in many ways and these differences influence how their members experience the world
 - Ex. Japanese use paper walls as sound barriers and are not bothered by noise in adjacent rooms.
 - Ex. Privacy is very important to Germans, German executives generally have a “closed-door policy”

WHAT VOCABULARY TELLS YOU ABOUT CULTURE

- When something is important to a society they will have many words to describe it. For example the importance of time in American culture is reflected in many words, while Eskimo language (Inuit) has over twenty different words for snow.
- TIME - Nanosecond, millisecond, moment, minute, hour, century, afternoon, annual, eternal, etc...

SYMBOLS, LANGUAGE AND CULTURE

- Culture must be learned from generation to generation. Culture creation and transmission depend heavily on the use of symbols.
- Symbol stand for or represents something else that is universally recognized. Or recognized with in Cultures and Sub-Cultures
- They are forms of communication within society.
- How are language and culture related?

TECHNOLOGY IN CULTURE

- Societies differ in how much they embrace new technologies or if they hold on to traditional methods. Some view foreign technologies as a burden and prefer a more simple life, while others embrace it as a helpful tool
 - Ex. The Amish rejection of most modern technologies



BELIEFS AND PHYSICAL OBJECTS

- Nonmaterial Culture involves beliefs, ideas and knowledge
- Material culture is how we relate to physical objects (cars, chairs, basketballs ect..)
 - These objects have no meaning or use apart from the meaning people give them
- Beliefs are ideas about the nature of reality
 - Beliefs can be true or false

HOW MATERIAL CULTURE IS RELATED TO NONMATERIAL CULTURE

- The cultural meaning of physical object is not determined by the physical characteristics of the objects
- **The meaning of physical objects are based on beliefs, norms, and values** people hold with regard to them
 - Ex.) church music
 - Pianos and organs. Now guitars, drums ect..
 - The physical aspects have changed but the values are the same

REAL VS IDEAL CULTURE

- Ideal culture refers to cultural guidelines publicly embraced by members of a society
 - Ex.) telling the truth
- Real Culture refers to actual behavior patterns
 - this often conflict with the guidelines of Ideal culture

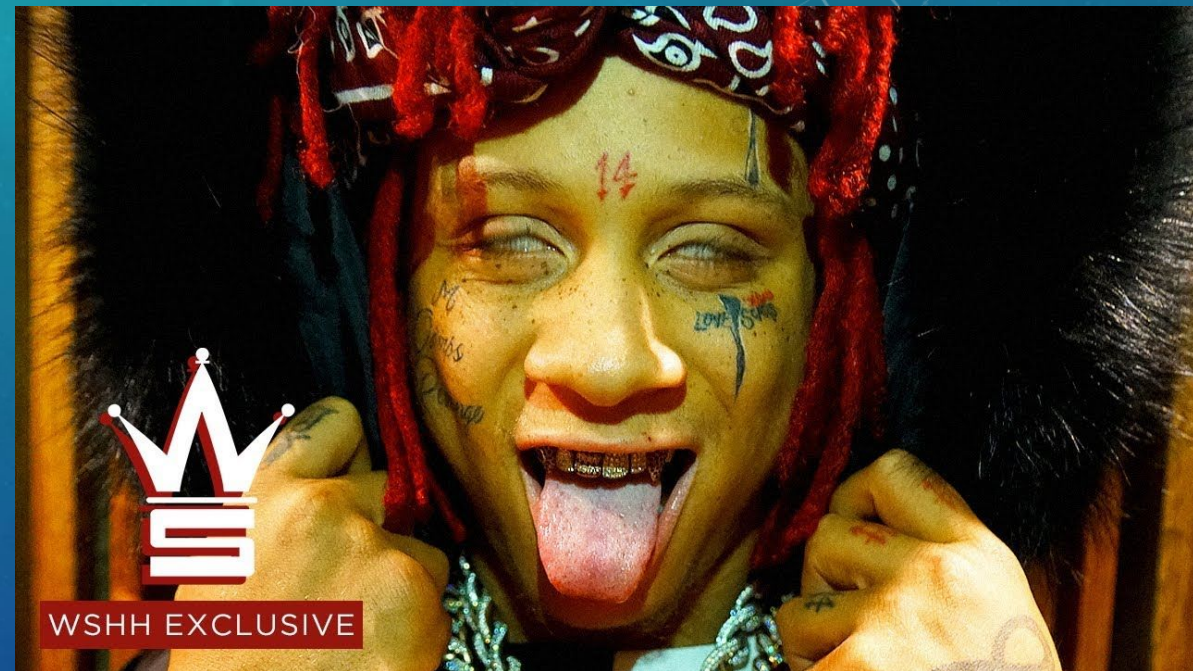
SOCIAL CATEGORIES

- **Social Categories** are groups that share a social characteristic such as age, gender, or religion
- **Subculture** is a group that is part of the dominant culture but that differs from it in some important respects
 - Ex.) Chinatown in San Francisco



COUNTER CULTURE

- **Counterculture** is a subculture deliberately and consciously opposed to certain central beliefs or attitudes of the dominant culture
 - ex.) “gothic” groups, hippies, feminists, Amish families, people with face tattoos



CULTURAL UNIVERSALS

- Cultural Universals are general cultural traits that exist in all cultures
- Ex.) Education, Thanksgiving, Weddings
- So how are cultural universals expressed?
- Through cultural particulars.

Researchers have identified more than 70 traits in all cultures	
Economy	Clothing, Food, Shelter, Communications, Transportation, Business, Jobs, Services, Goods, Technology, Tools, Trade
Institutions	Economy, Religion, Education, Government, Family
Arts	Folk Tales, Crafts, Music, Theater, Dance, Literature, Art
Language	Words, Expressions, Pronunciations, Alphabet, Symbols
Environment	Communities, Geography, Geology, Habitat, Wildlife, Climates, Resources
Recreation	Games, Toys, Arts, Media, Holidays, Festivals
Beliefs	Values, Traditions, Ethnicity, Customs, Religions, Morals

HOW DO CULTURES CHANGE?

- Through diffusion
- Development
- Invention

CULTURE COLLAGE

- Go to Google Classroom and open the “**Culture Collage**” assignment.
 - Read and follow the directions
 - You will be finding two photos for each component of culture we have covered so far.
- Components of Culture:
 - Technology
 - Symbols
 - Language
 - Values
 - Norms: rules of conduct, Mores, Laws

CULTURAL ONLINE RESEARCH

- Go to Google Classroom and open the **“Cultural Online Research”** assignment
- We will be exploring cultural diversities and similarities
- Follow the directions and go through the steps
- Use the links to complete the assignment
- Submit when finished

CULTURAL DIVERSITY PROJECT

- Due at the end of the Semester
- You NEED to start planning now
- Pick 1 of the following options:
 - Students will go to a social center that addresses the issues and needs related to **poverty**.
 - Students will go to a center or event that addresses cultural aspects of a minority group within the U.S.
 - Students will go to a place of worship that is substantially different from their religious beliefs and experiences
 - A preselected restaurant that features a cuisine you have never tried before
- You will need to include 1 piece of evidence that you went to this place (pamphlet, photo, recording, etc)
- A paper will be due, typed, and we will have a class discussion

Cultural Diversity Project cont.

- The project will be broken up into three different grades:
 - Signing up for your project by TBD Date (I will upload a signup sheet)
 - Submitting a written portion explaining where you are going and what you hope to learn prior to going (Date TBD)
 - The project itself
- Signing up on time and the written portion prior to visiting will be counted as points