Chapter 3 - Culture

Goals

- Explain how culture and heredity affect social behavior
- Describe how language and culture are related
- Name the essential components of culture
- Discuss how cultural diversity is promoted within a society
- Understand the role of ethnocentrism in society
- Identify similarities in cultures around the world

Vocabulary

<table>
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<tr>
<th>Culture</th>
<th>Informal Sanctions</th>
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<td>Drives</td>
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<td>Symbols</td>
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<td>Hypothesis of linguistic relativity</td>
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<td>Norms</td>
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<td>Law</td>
<td>Cultural Universals</td>
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<td>Formal Sanctions</td>
<td>Cultural Particulars</td>
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</table>
A group of people that live in a defined territory and participate in a common culture is called a Culture.

A biologically inherited reaction to a physical stimuli is an Example of a biological component of Culture.

An impulse to reduce discomfort is a learned behavior Example of a psychological component of Culture.

Cultural transmission is a theory that our perception of the world depends largely upon language.

Language frees us from limitations imposed by physical objects.
**Norms as part of culture**

1. Norms that lack ________________
   Ex.
2. Group survival does not depend on adherence
   Ex.

1. Norms with great ________________
   2. ________________ is a social requirement. Society’s well-being depends on adherence
   Ex.

1. Formally ________________ and ________________ by officials (police/teachers/administration)
   2. Intentionally created and enforced
   3. Essential for society’s ________________
   Ex.

1. Most serious forms of violation are considered ________________
   2. Violation requires punishment by group members
   3. Not ________, but certainly ________________
   Ex.

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**Sanctions**

1.

2.

A. Believe specific behavior is appropriate

B.

C.
THE NORM KITE

If a society is to fly, it must have these basic elements of social structure.
Norms are based on _______________.
- Broad ideas about what most people in a society/group consider desirable
- No not dictate a specific behavior

Ex. 1

Ex. 2

German beliefs about Hitler on their walls would prevent them from crumbling during bombing
- No intelligent life on Mars exists

- Not defined by physical characteristics
- Rather, defined by our beliefs, norms, and values

**Values as part of culture**

**Beliefs as part of culture**

- High set of standards that most people aim for.

Examples:

**Ideal vs. Real culture**

- Draw your object and writes its cultural meaning below.
**Cultural Universals**
Across all cultures there exists more than _____ common cultural traits which are essential to the culture’s_____________________.

**Cultural Particulars**
Cultures choose to carry out the cultural universals in different ways.
Example:_________________________
_________________________________

**Subculture**
Groupings of persons who share a social characteristic

**Counterculture**
Judging others in terms of one’s own cultural standards.
**DIRECTIONS:** Read the scenarios and determine whether they best describe a Folkway (F), More (M), Taboo (T), or a Law (L).

1. ____ Wearing shorts in the winter time.

2. ____ Today, the practice of footbinding, popular in ancient China, would not be tolerated because it is a...

3. ____ A newspaper article highlights a man who revealed he is married to 3 different women.

4. ____ Alex received a ticket for speeding in his car on the highway.

5. ____ A person fails to say “Thank you” after a polite stranger holds the door for them.

6. ____ While church was in session, Eddie swore loudly and stormed out of the sanctuary.

7. ____ A stranger stares at you for an awkwardly long period of time while riding the bus.

8. ____ Bill was audited by the IRS for cheating on his income taxes.

9. ____ At work, Maria is discriminated against and excluded from activities because she is a minority.

10. ____ Jenny sneaks her own soda and snacks into the movie theater to avoid buying high-priced concessions.

11. ____ In the movie “Precious”, the main character becomes impregnated by her father.

12. ____ In America, able-bodied, qualified men who simply choose not to work for a living are frowned upon.

13. ____ In India, followers of Hinduism are forbidden from eating cows. If they were to do this, it would be considered a ______.

14. ____ A girl eats a candy bar with a fork and knife at a restaurant.

15. ____ Jessica was fined $300 for littering in Tyler State Park.

16. ____ Jacob is a “close-talker”, often invading people’s personal space and speaking loudly.
**CULTURAL COMPONENTS**

Write the letter of the component as it applies to each statement below. If you think that more than one applies, write it and explain.

<table>
<thead>
<tr>
<th>Value</th>
<th>Norm</th>
<th>Physical Object</th>
<th>Symbol</th>
<th>Language</th>
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“CULTURE” Study Guide

► What is Culture?
► What is Society?
► Provide an example of material culture. Non-material culture?

► What are Norms?
► The 3 types of Norms are ______________, ______________, and ______________.
  - More extreme mores are called ______________.
  - Provide an example of each here:

► Nature =
► Nurture =
► How much of each makes up personality?

Matching:

1. Norm A. Broad ideas about what most people in a society consider desirable
2. Physical object B. Rules defining a specific behavior
3. Language C. Material culture
4. Symbol D. Sounds, smells, tastes, and words
5. Value E. Frees us from place and time.

► Rewards/punishments that encourage people to follow norms are called:

► Draw the “Norm Kite” in the space:

► How are Values different from Beliefs?

► Provide an example of real culture vs. ideal culture in American society

► How do Subcultures and Countercultures differ? Provide an example of each.
1. What broad distinction can be made between most animal behavior and most human behavior?

2. How does culture affect social behavior?

3. How does heredity affect social behavior?

4. How are language and culture related?
5. What are the essential components of culture?

6. How does cultural diversity arise within a society?

7. What is the role of ethnocentrism in society?

8. What similarities can be found in cultures around the world?

9. Why is culture more important than instinct in determining human behavior?

10. How do sociobiologists view human behavior?
11. What can be learned about a culture by studying its language and vocabulary?


12. How can language change a person’s perception of the world?


13. How do norms affect the way we live our lives?


14. What benefits are to be gained by studying cultures other than one’s own?


15. Distinguish among the three basic types of norms.


16. How is conformity to norms learned and accepted?


17. Why are values important?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

18. What is the difference between ideal culture and real culture?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

19. How is material culture related to nonmaterial culture?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

20. How have basic values changed in the United States over the past twenty years?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
## Chapter 3 Vocabulary Activity

**Directions:** Use the vocabulary words below to complete the sentences that follow. Words may be used more than once.

<table>
<thead>
<tr>
<th>beliefs</th>
<th>hypothesis of linguistic relativity</th>
<th>real culture</th>
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</thead>
<tbody>
<tr>
<td>counterculture</td>
<td>ideal culture</td>
<td>reflexes</td>
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<tr>
<td>cultural particulars</td>
<td>informal sanctions</td>
<td>sanctions</td>
</tr>
<tr>
<td>cultural relativism</td>
<td>instincts</td>
<td>Sapir-Whorf Hypothesis</td>
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<tr>
<td>cultural universals</td>
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<td>society</td>
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<tr>
<td>diffusion</td>
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<td>sociobiology</td>
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<td>discovery</td>
<td>mores</td>
<td>subculture</td>
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<tr>
<td>drives</td>
<td>natural selection</td>
<td>symbols</td>
</tr>
<tr>
<td>ethnocentrism</td>
<td>nonmaterial culture</td>
<td>taboos</td>
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<tr>
<td>folkways</td>
<td>norms</td>
<td>values</td>
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<td>formal sanctions</td>
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Knowledge, language, (1) ________________, customs, and physical objects that are passed from generation to generation among members of a group make up (2) ________________.

A group of people who live in a defined territory and participate in a common culture are a (3) ________________.

Genetically inherited patterns of behavior are innate or unlearned (4) ________________.

Simple, biologically inherited, automatic reactions to physical stimuli are (5) ________________.

Biologically inherited impulses to reduce discomfort are (6) ________________.

According to Darwin’s theory of evolution, the plants and animals best suited to an environment survive and reproduce, which is known as (7) ________________ _________________.

The combination of Darwin’s theory of (8) ________________ ________________ with modern genetics to study the biological basis of human behavior is (9) ________________ _________________.

Things used to stand for or represent something else, (10) ________________ can range from physical objects to sounds, smells, and tastes, (11) ________________ are also used to give form to language. Language, then, according to the (12) ________________ ________________ or (13) ________________ ________________ ________________ ________________, determines our perceptions of the world. This theory is that how we think about a thing relates to the number and complexity of words available to describe that thing.

Rules defining appropriate and inappropriate behavior are (14) _________________. Rules that cover customary ways of thinking, feeling, and behaving but lack moral overtones are...
called (15) ________________. Rules that have moral dimensions and that should be followed by members of the society are (16) ________________. Rules of behavior so strong that violation demands strong punishment are (17) ________________. Finally, rules that are formally defined and enforced by officials are (18) ________________.

Groups teach norms, in part, through the use of (19) ________________, which are rewards and punishments used to encourage conformity. Only officially designated persons can apply (20) ________________ ________________, which range widely in severity. Though also positive or negative, (21) ________________ ________________ can be applied by most members of a group.

Broad ideas about what most people in a society consider to be good or desirable are (22) ________________. Ideas about the nature of reality, which can be true or false, are (23) ________________. The (24) ________________ ________________ involves (25) ________________, ideas, and knowledge. (26) ________________ ________________ consists of physical objects having no meaning or use apart from the meanings people give them.

The gap between cultural guidelines and actual behavior is captured in the concepts of (27) ________________ ________________ (cultural guidelines publicly embraced by members of a society) and (28) ________________ ________________ (actual behavior patterns, which often conflict with these guidelines).

The process of finding something that already exists is (29) ________________. The creation of something new is (30) ________________. The borrowing of aspects of culture from other cultures is (31) ________________.

Some cultural diversity is a result of (32) ________________ ________________—groups that share a social characteristic such as age, sex, or religion. A group that is part of the dominant culture but that differs from it in some important respects is a (33) ________________.
A group that is deliberately and consciously opposed to certain central beliefs or attitudes of the dominant culture is a (34) ________________.

Judging others in terms of one’s own cultural standards is (35) ________________, which offers both advantages and disadvantages. Learning to look at things from a point of view different from your own, and not making value judgments based on your beliefs and norms, is (36) ________________ ________________ ________________ ________________. (37) ________________ ________________ ________________ are traits that exist in all cultures but are not always carried out in the same way. The ways in which a culture expresses universal traits are called (38) ________________ ________________ ________________.
Culture helps to explain human social behavior. It is comprised of the knowledge, language, values, customs, and physical objects that are particular to a social group. These things are passed on from generation to generation, thus continuing the culture of that social group, or society. Genetic inheritance also plays a role. Physical instincts work together with culture to produce the characteristics of a society. Sociobiology is the study of the biological basis of human behavior, and it assumes that the behaviors that would best help a society to survive are passed on genetically.

One of the most common ways that culture is transmitted from one generation to another is through symbols. One of the most influential symbols a culture uses is language. Through language humans can pass on their experiences, ideas, and knowledge to others. A society’s language will contain words or phrases to describe an important or essential concept. Learning a new language can be a way to embrace a different culture.

Culture is made up of the essential components of norms, values, beliefs, and material objects. Norms can include anything from applauding in response to a good performance to laws defining murder. The three basic types of norms are folkways, mores, and laws. Folkways have no moral significance and there is no punishment for not following them. Mores have greater moral significance and are vital to the well-being of a society. Laws are formally defined and result in punishment if they are broken.

The next component of culture—values—is much more general than norms. Values are broad ideas about what is good or desirable for a society. They form the basis for a set of norms. The next component of society is beliefs, which are ideas about the nature of reality. Material objects are the physical parts of a culture, which have no meaning apart from the meaning that is assigned to them by the members of the culture.
While the components of culture are relatively stable, they do gradually change over time. Culture changes for reasons: discovery, the process of finding something that already exists; invention, the creation of something new; and diffusion, the of aspects of one culture by another culture. Cultures contain groups within them called subcultures and countercultures that differ in important ways from the culture. While all cultures may seem different on the surface, there are many common elements or traits considered by sociologists to be cultural universals.

1. a. consists  
   b. resists  
   c. converses  
   d. exists  

2. a. generator  
   b. gender  
   c. gentleness  
   d. generation  

3. a. without  
   b. at  
   c. either  
   d. with  

4. a. crumble  
   b. survive  
   c. surprise  
   d. stumble  

5. a. disease  
   b. punishment  
   c. culture  
   d. craft  

6. a. language  
   b. symbolism  
   c. hieroglyphics  
   d. equations  

7. a. no  
   b. minute  
   c. many  
   d. foreign  

8. a. same  
   b. new  
   c. invisible  
   d. government’s  

15. a. society’s  
   b. biology’s  
   c. astronomy’s  
   d. design’s  

16. a. objections  
   b. observations  
   c. objects  
   d. oppositions  

17. a. harden  
   b. concrete  
   c. charge  
   d. change  

18. a. one  
   b. three  
   c. no  
   d. eighty  

19. a. blasting  
   b. destroying  
   c. borrowing  
   d. kidnapping  

20. a. main  
   b. fringe  
   c. mane  
   d. monetary
1. Informal sanctions can be either positive or negative, but formal sanctions are always negative.

2. Culture has both material and nonmaterial sides.

3. The members of a particular society can be spread throughout the world but share certain specific values and customs.

4. The strongest type of norm is called a taboo.

5. Etiquette is especially important in those cultures where people must live and work in close quarters, such as in Japan.

6. In many parts of the world, people squat on the floor rather than sit in chairs. This is an example of a(n)
   a. more.
   b. instinct.
   c. reflex.
   d. folkway.

7. Which of the following is not a basic value that is commonly held in the United States?
   a. working hard
   b. being efficient and practical
   c. placing little importance on material possessions
   d. achieving success

8. At West High, if you skip school four times in one semester, you will fail your classes. This is an example of a(n)
   a. folkway.
   b. formal sanction.
   c. informal sanction.
   d. cultural universal.
9. Humans are born
   a. with instincts.
   b. having mores.
   c. understanding cultural universals.
   d. knowing how to speak a language.

10. A(n) ___________ is a subgroup that deliberately opposes certain major beliefs or attitudes of the dominant culture.
    a. society
    b. ideal culture
    c. more
d. counterculture

**Short Answer:** Write one or two complete sentences to answer the questions.

11. What do you think would happen if a society did not have any norms?

12. List three examples of cultural universals.