

Cultural Diversity

Culture – all the shared products of human groups

*material culture – physical objects

ex. Clothing, cooking utensils, homes

*non-material culture – non-physical products

ex. Language, beliefs, attitudes, values

Society – group of people who share a common culture

Components of Culture

1. symbols – anything that stands for something else

ex. Gesture, events, sounds

2. language – written or spoken symbols

3. values – shared beliefs about what is good or bad, right or wrong

ex. Page 26

4. norms – shared rules of conduct

ex. Don't kill, don't swear

*Folkways – common customs of everyday life, not great moral significance

ex. Say please and thank you

*Mores – great moral significance

ex. Don't kill

*Law – written rule of conduct

ex. Handicap parking (folkway)

ex. Murder (mores)

Examining Culture

Culture traits – individual tool, act, or belief related to situation or need

Ex. Silverware, greeting (formal vs. informal)

Culture Complexes – cluster of individual traits

Ex. Psychology class

Culture patterns – cluster of complexes

Ex. School

Culture patterns – combination of culture complexes

Ex. Family life

Cultural Variation

Common

*Cultural universals – needs common to all cultures

Ex. Language, music, medicine

Variations

*arapesh vs. mundugumor (page 33)

*Kibbutz (page 35)

Dealing with variation

Ethnocentrism – view one's own culture as superior

Cultural Relativism – attempt to understand other cultures from member's point of view

Ex. India – dying but won't eat cow

Use for making other food, became religious

Variations within Societies

Subculture – groups that share different practices from that of the entire population

Ex. Many Indian reservations (have American traits, but also keep own)

Counterculture – rejects norms and replaces them with own norms

Ex. Hippies