

Cultural Conformity and Adaptation

American Value system

Personal achievement

Work

Morality – right vs. wrong

Efficiency and practicality

Progress and material comfort

Equality and democracy

Freedom

Changing Values

Self-fulfillment – development of one's
personality, talents and potential

Ex. Diet industry

*narcissism – extreme self-centeredness

Why is this a disadvantage???????

Why is this an advantage ????????

Social control – enforcing norms through
internalization or sanctions

Internalization – when a norm becomes part
of an individual's personality

Sanctions – rewards or punishments used to enforce conformity to norms

- *positive sanctions – reward

- *negative sanctions – punishment

- *formal sanctions – reward or punishment given by formal person or organization

 - ex. Parental, police, teachers
 - give examples of positive and negative formal sanctions

- *informal sanctions – spontaneous expression of approval or disapproval

 - ex. Look, words
 - give examples of positive and negative informal sanctions

Social Change

Values and Beliefs

- *ideology – system of beliefs or ideas that justify social, moral, political interests held by society

**social movements: long term
conscious effort to promote/prevent
change

ex. Prohibition, civil rights, gay
rights

ex. Women/airlines

*Technology

1. discovery- new uses for existing
elements

ex. Fossil fuel

2. invention – use existing knowledge
to create something that didn't exist
material – computers
non-material – new hobbies,
political movements

*Population

crowded conditions

economy (growth)

supply/demand (low unemployment)

economy (low)

high unemployment

Age structure

Ex. School WHS

*Diffusion – spreading culture traits from 1 society to another

Ex. More contact, more it will borrow

*Physical Environment

Agriculture

Natural disasters

Ex. Building codes after Hur.

Andrews

Natural resources

Ex. Fuel- smaller cars late 1970's

*Wars/conquests

Broken families

Poverty

Work force

Change in government

*Assimilation – blend of culturally distinct group into single group with common culture (page 59)

Resistance to change

- *ethnocentrism

 - ex. Beetle: German (foreign) car, no one wanted until fuel shortage

- *Cultural lag – some aspect of culture change less rapidly than other aspects of same culture

 - ex. Computers (fast),
computer laws (slow)

- *vested interests – resist new ideas that threaten our security or standard of living

 - ex. elderly people TR