The knowledge, language, beliefs, values, norms, behaviors, and material objects that are passed from person to person and from one generation to the next in a human group or society.
Reflection

» Why is culture important?
Material Culture
>
the physical or tangible (see, touch) that members of a society make, use, and share
  + Raw Materials → Technology → Stuff

Non-Material Culture
>
the abstract or intangible human creations of society that influences people’s behavior
  + Language, beliefs, values, rules of behavior, family patterns, political systems
The disorientation that people experience when they come in contact with a fundamentally different culture and can no longer depend on their taken-for-granted assumptions about life.
Customs and practices that occur across all societies

Cultural Universals
Components of Culture

» **Symbols**
  > Anything that meaningfully represents something else

» **Language**
  > A set of symbols that expresses ideas and enable people to think and communicate with one another

» **Values**
  > Collective ideas about what is right or wrong, good or bad, and desirable or undesirable in a particular culture

» **Norms**
  > Established rules of behavior or standards of conduct
Would you like to live in a place where everyone:

- Is the same? *(Homogeneous)*
  - or
- Is different? *(Heterogeneous)*
Cultural diversity refers to the wide range of cultural differences found between and within nations.

- Can be a result of natural circumstances (climate, geography) or social circumstances (technology or demographics).
- Societies can be homogeneous or heterogeneous.
- Heterogeneity in the U.S. (see chart – p. 91)
When societal tensions arise, people may look for others on whom they can place blame or single out persons or groups who are the “outsider”, who do not belong.

Have you ever been made to feel like an outsider?
A category of people who share distinguishing attributes, beliefs, values, and/or norms that set them apart in some significant manner from the dominant culture.

Subculture
A group that strongly rejects dominant societal values and norms and seeks alternative lifestyles
The practice of judging all other cultures by one’s own culture

Based on the assumption that one’s own way of life is superior to all others

Can be positive or negative

Ethnocentrism
Why might this map be considered ethnocentric?
The belief that the behaviors and customs of any culture must be viewed and analyzed by the culture’s own standards