

CHAPTER 3: CULTURE

THE BASIS OF CULTURE

CULTURE AND SOCIETY

- Culture →

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- Material side →

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- Nonmaterial side →

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- Society →

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CULTURE AND HEREDITY

- Instincts →

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

- How does heredity affect behavior?

- Reflexes →

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- Drives →

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SOCIOBIOLOGY

- Sociobiology →

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- How do sociobiologists view human behavior?
- What are some of the criticism of sociobiology?
- Is there a middle ground?

**LANGUAGE AND CULTURE**

- Symbols, Language and Culture
- What are symbols?
  - Symbols→

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\_\_\_\_\_

- How are language and culture related?

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**THE SAPIR-WHORF HYPOTHESIS**

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- What can vocabulary tell you about a culture?
- Does the hypothesis of linguistic relativity mean we are prisoners of our language?
- What other factors help to shape our perception of reality?

**NORMS AND VALUES**

- Norms→

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- William Graham Sumner →

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**FOLKWAYS, MORES, AND LAWS**

- What are folkways?
  - Folkways→

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- What are mores?
  - Mores→

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- Taboos→

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- How do laws differ from mores?
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**ENFORCING THE RULES**

- Sanctions →
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- What are formal sanctions?

- Formal sanctions →
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- What are informal sanctions?

- Informal sanctions →
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**VALUES- BASIS FOR NORMS**

- What are values?

- Values →
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- Why are values important?

**BASIC VALUES IN THE UNITED STATES**

- Sociologist Robin Williams (1970) identified important US values:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

**BELIEFS AND MATERIAL CULTURE**

- Beliefs and Physical Objects
  - Nonmaterial culture →
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Name: \_\_\_\_\_

- Why do beliefs matter?
- Beliefs →

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- What is material culture?
  - Material culture →

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- How is material culture related to nonmaterial culture?

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**IDEAL AND REAL CULTURE**

- Ideal Culture →

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- Real Culture →

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- Cultural Diversity & Similarity

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**CULTURAL CHANGE**

- Why does culture change?

1. Discovery →

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2. Invention →

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3. Diffusion →

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**CULTURAL DIVERSITY**

- Social categories→

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- What are subcultures and countercultures?

- Subculture→

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- Counterculture→

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**ETHNOCENTRISM**

- Ethnocentrism →

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- What are some examples of ethnocentrism?
- Does ethnocentrism help or hurt society?

**CULTURAL UNIVERSALS**

- Cultural Universals→

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- How are cultural universals expressed?

- Cultural particulars→

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- Why do cultural universals exist?

- Cultural Universals→

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