Chapter 3 Notes:

3.1 The American Value System

Study by Robin M. Williams-analyzed American values and identified 15 that are central to the American way of life. These are the 15 listed in his study:

1. Personal Achievement-employment, power and wealth are important to most people
2. Individualism-individual effort is the key to personal success. Most believe that success comes from hard work
3. Work-discipline, dedication and hard work are signs of virtue. Those who don’t work are often viewed as lazy
4. Morality and Humanitarianism-religious faith, justice and charity, helping others less fortunate
5. Efficiency and Practicality-every problem has a solution, new technology must help do our jobs more efficiently to be used and needed
6. Progress and Material Comfort-belief in the fact that science and technology will make our lives easier
7. Equality and Democracy-Declaration of Independence, we are created equal, but must continue to work hard to succeed. We have the right to express ourselves and choose our leaders
8. Freedom-freedom of choice, speech, religion, without government interference
9. Other core values-Nationalism and patriotism, science and rationality, racial and group superiority-Education may be included also

**New Values**: (Changing)

**Term: Self Fulfillment**-leisure, physical fitness, youthfulness

**Term**: **Narcissism**-extreme self-centeredness-weakens values, such as hard work and moderation and threatens the stability of a capitalist system

***Read***—Young Americans and Values

Should morality be taught by the school or parents? Talk about responses

Applying Sociology:

Read “Advertising and Culture”

Create graph from watching and analyzing 3 television commercials, pointing out which core values they cater to and what perceptions are created

Items for Discussion:

Self-help society-page 46

Young Americans and Values-page 47

Character Education-page 47

**3.2 Social Control**

When we continue to practice a norm, and believe it is good and useful and appropriate we expect others to follow it and do the same. This is known as **internalization**. This norm becomes part of our personalities. We condition ourselves to conform to society’s expectations.

Most of us follow society’s norms without second thought, but some people need reminding, either positively or negatively. These are called **sanctions**.

**Positive sanction**-an action that rewards a particular kind of behavior. From birth, parents reward children for good behavior. Examples: cheering on someone for a good play, a pat on the back, privileges at school

**Negative sanction**-an action that punishes a certain behavior or discourages it. Examples: car being towed for parking where you shouldn’t, frown or certain look from a teacher or parent. The more important the norm, the more severe the sanction.

**Formal sanction**-a reward or punishment given by a particular organization (law, school). (grades, suspension, promotions at your job, imprisonment)

**Informal sanction**-spontaneous expression of approval or disapproval by an individual or group. This might include: applause, a pat on the back, insults, gossip.

The enforcing of norms by either internal or external means is known as **social control**. This can be self-control (done to yourself by yourself) or society as a whole (done to you by others).

Use the graphic organizer on page 51 to help show the various types of enforcement of social norms. Assign the questions on page 53 for review.

Items for Discussion:

Attitudes on Cheating-page 49

Advertising and Culture-page 49

Patriotic ads in the wake of 9-11-page 49

Capital Punishment-page 52

**3.3 Social Change**

Social change is directly related to the number of cultural traits a specific culture has…the more traits, the faster a culture will change. Our society changes extremely fast, since we have many cultural traits.

**Main sources of social change**: values and beliefs, technology, population, diffusion, the physical environment and wars and conquests.

Values and beliefs: changes in these have far-reaching consequences. When values and beliefs are not longer part of the ideology it is very noticeable. (**ideology** is a system of beliefs or ideals that justify the social, moral, religious, political or economic interests of a group or society). These are often spread through **social movements**—long term conscious effort to promote or prevent social change. Examples include the civil rights movement.

Technology: knowledge and tools that people use to learn or manipulate their environment. Inventions, material objects, growing industry are all affected by these.

Population: changes in population can bring about rapid change. Growth or decline in population can change the demand for goods and services. Immigration and migration changed the early years of the United States and still changes our needs today.

Diffusion: spreading cultural traits from one society to another. Contact with other societies has a direct affect on each other. We pick up certain traits and bring them into our culture, changing our culture to include some of these traits. Example: foods, music, dance. (Reformulation-adapting borrowed cultural traits—Christianity is a great example of this.)

Physical environment: relying on growing foods or importing foods for a specific culture can cause problems and change. If the environmental conditions change, created a food shortage, a culture can experience change that is unwanted and unnecessary.

Wars and Conquests: these bring about the greatest change, but are the least common. Gaining and losing ground or territory can cause tremendous change. If the country or territory is taken over by a different culture, people may be required by force to change their culture, including religion, foods or beliefs.

**Resisting Change:**

Ethnocentrism-belief that your culture is superior to all others

Cultural lag-some cultural traits may change slower than others-non material culture tends to change slower than material

Vested interest-a person who feels threatened by a change, or may worry about their security (job) may resist change.

Use the Graphic Organizer on page 56 to list these and examples of each.

Items for discussion:

The Dust Bowl

Technology

100% American??? Page 59

Reformulating Sesame Street- page 57

Adapting the American Workplace-page 55

Chapter 3 Review-page 62 and 63

Use the “Interpreting Graphs” section to promote discussion and thought