Section 1

THE BASIS OF CULTURE
Culture and Society

- **Culture** → knowledge, values, customs and physical objects that are shared by members of a society
- Material side
- Nonmaterial side
- **Society** → a specific territory inhabited by people who share a common culture
Culture and Heredity

- **Instincts** → innate (unlearned) patterns of behavior
- Why is culture more important than instinct in determining human behavior?
- How does heredity affect behavior?
  - **Reflexes** → automatic reaction to physical stimulus
  - **Drives** → impulse to reduce discomfort
Sociobiology

- **Sociobiology** → the study of the biological basis of human behavior
- How do sociobiologists view human behavior?
- What are some of the criticism of sociobiology?
- Is there a middle ground?
Section 2

LANGUAGE AND CULTURE
Symbols, Language and Culture

- What are symbols?
  - **Symbols** → a thing that stands for or represents something else

- How are language and culture related?
The Sapir-Whorf Hypothesis

- Edward Sapir & Benjamin Whorf
- 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?
Hypothesis of linguistic relativity

theory stating that our idea of reality depends largely on language
Section 3

NORMS AND VALUES
Norms: The Rules We Live By

- **Norms** → rules defining appropriate and inappropriate behavior
- William Graham Sumner stated that anything can be considered appropriate when norms approve of it.
<table>
<thead>
<tr>
<th>Country</th>
<th>Custom</th>
</tr>
</thead>
<tbody>
<tr>
<td>England/Scotland &amp; Wales</td>
<td>Appointments are essential. You may be ten minutes late but not ten minutes early!</td>
</tr>
<tr>
<td>Greece</td>
<td>Be careful not to praise a specific object too enthusiastically or the host may insist on giving it to you.</td>
</tr>
<tr>
<td>Libya</td>
<td>If you are invited to a Libyan home for dinner, only men will be present. Take a gift for the host but not for his wife.</td>
</tr>
<tr>
<td>Senegal</td>
<td>Never eat food with the left hand, as this is considered offensive</td>
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<tr>
<td>Zambia</td>
<td>Avoid direct eye contact with members of the opposite sex—it may suggest romantic overtures</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>It is an insult to sit in such a way as to face your host with the soles of your shoes showing.</td>
</tr>
<tr>
<td>China</td>
<td>A visit to a Chinese home is rare—unless the government has given prior approval</td>
</tr>
</tbody>
</table>
Folkways, Mores, and Laws

- What are folkways?
  - **Folkways** → norms that lack moral significance

- What are mores?
  - **Mores** → norms that have moral dimensions and that should be followed by members of the society
  - **Taboos** → a rule of behavior, the violation of which calls for strong punishment

- How do laws differ from mores?
  - **Law** → a norm that is formally defined and enforced by officials
### Silly Laws Still on the Books

<table>
<thead>
<tr>
<th>State</th>
<th>Law</th>
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<tbody>
<tr>
<td>Alabama</td>
<td>It is illegal for a driver to be blindfolded while driving.</td>
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<tr>
<td>Arizona</td>
<td>Hunting camels is prohibited</td>
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<tr>
<td>Florida</td>
<td>If an elephant is left tied to a parking meter, it still has to pay the meter fee</td>
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<tr>
<td>Illinois</td>
<td>Cannot contact the police before entering the city in a car</td>
</tr>
<tr>
<td>Iowa</td>
<td>Kisses can last for up to but not longer than 5 minutes</td>
</tr>
<tr>
<td>Maine</td>
<td>You must not step out of a plane in flight</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>No gorilla is allowed in the back seat of a car</td>
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<tr>
<td>Minnesota</td>
<td>You may not cross state lines with a duck on your head</td>
</tr>
<tr>
<td>Vermont</td>
<td>Whistling underwater is illegal</td>
</tr>
<tr>
<td>Washington</td>
<td>It is illegal to pretend your parents are rich</td>
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</tbody>
</table>
Enforcing the Rules

- **Sanctions** → rewards and punishment used to encourage people to follow norms

- What are formal sanctions?
  - **Formal sanctions** → sanctions imposed by persons given special authority

- What are informal sanctions?
  - **Informal sanctions** → rewards or punishments that can be applied by most members of a group
Values—Basis for Norms

- What are values?
  - Values: broad ideas about what is good or desirable shared by people in a society

- Why are values important?
Sanctions are used to enforce norms which are based on values.
Basic Values in the United States

- Sociologist Robin Williams (1970) identified important US values:
  1. Achievement & success
  2. Activity & work
  3. Efficiency & practicality
  4. Equality
  5. Democracy
  6. Group superiority
Beliefs and Physical Objects

- **Nonmaterial culture** - ideas, knowledge, and beliefs that influence people’s behavior

- Why do beliefs matter?
  - **Beliefs** - ideas about the nature of reality

- What is material culture?
  - **Material culture** - the concrete, tangible objects of a culture

- How is material culture related to nonmaterial culture?
Ideal and Real Culture

- **Ideal Culture** → cultural guidelines that group members claim to accept
- **Real Culture** → actual behavior of members of a group
Section 5
CULTURAL DIVERSITY & SIMILARITY
Cultural Change

- Why does culture change?
  1. Discovery
  2. Invention
  3. Diffusion
Cultural Diversity

- **Social categories** → groupings of persons who share social characteristics
- What are subcultures and countercultures?
  - **Subculture** → a group that is part of the dominant culture but that differs from it in some important respects
  - **Counterculture** → a subculture deliberately and consciously opposed to certain central beliefs or attitudes of the dominant culture
Ethnocentrism

- Ethnocentrism → judging others in terms of one’s own cultural standards
- What are some examples of ethnocentrism?
- Does ethnocentrism help or hurt society?
Cultural Universals

- **Cultural Universals** → general cultural traits that exist in all cultures
- How are cultural universals expressed?
  - **Cultural particulars** → the ways in which a culture expresses universal traits
- Why do cultural universals exist?
Researchers have identified more than 70 traits in all cultures

<table>
<thead>
<tr>
<th>Cultural Universals</th>
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<tbody>
<tr>
<td><strong>Economy</strong></td>
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<td><strong>Institutions</strong></td>
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<td><strong>Arts</strong></td>
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<td><strong>Environment</strong></td>
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<td><strong>Recreation</strong></td>
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<td><strong>Beliefs</strong></td>
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