

Unit 3: Culture and Cultural Patterns



Culture and Cultural Norms

- ❑ **Culture**
 - ❑ A group's learned behaviors, actions, beliefs, and objects
 - ❑ Basically anything man-made
- ❑ **Cultural Norms**
 - ❑ Rules you “just know”
 - ❑ They guide behavior in a culture
- ❑ **Crossing Cultures**
 - ❑ Stepping out of one's culture into another one

If you don't know about a culture you may do something that offends people.

Like president Bush did in 1992.



Bush's V-for-victory sign not a winner in Australia

■ **President Bush** gave the V-for-victory sign Thursday as he drove in his armored limousine past some demonstrators in Canberra, Australia's capital.

A friendly gesture?

Not down under. In Australia, holding up two fingers to form a "V" has the same meaning as a middle-finger salute in the United States.

It's not clear if Bush had been apprised of the local customs before his passing encounter.

That same day, at the opening of an Australian Center for American Studies, Bush noted that while the two cultures share much in common, "differences do exist. And we can and should do much more to foster greater understanding."

On Wednesday, he boasted about the warmth of the reception crowds in Sydney gave him.

"I'm a man that knows every hand gesture you've ever seen — and I haven't learned a new one since I've been here," he said.

CULTURAL CONTEXT

- What is context?
 - **circumstances in which a particular event or action occurs**
- Cultural Context
- **often unwritten rules or norms that have evolved and become a part of a group's expected behavior in various situations**
- Examples?
 - On buses and subways, people rarely talk to others they don't know. This is considered to be a way of respecting people's right to privacy

Cultural Missteps

Before traveling to a new country learn about their culture, so you don't make common cultural missteps.



What are cultural norms and customs in America?

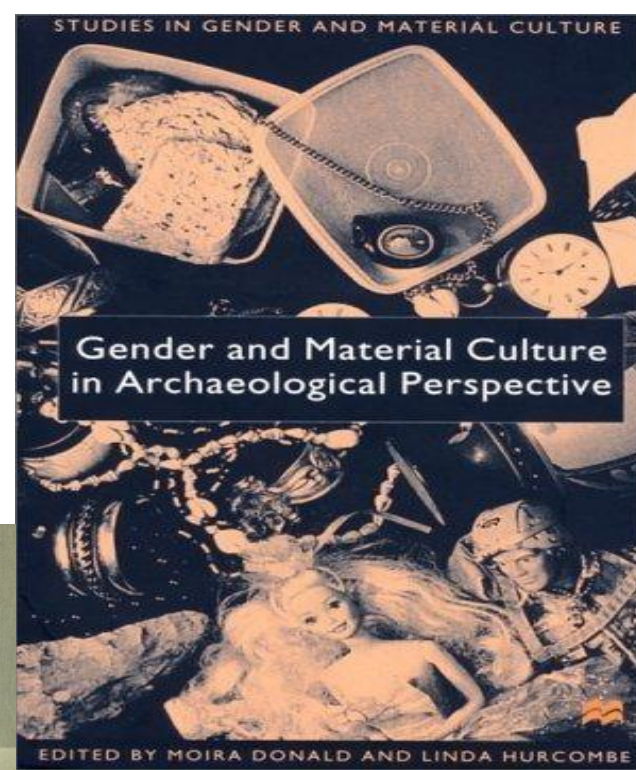
1. If someone from another country was coming here what would tell them?



Material Culture

Material artifacts of culture are the visible objects that a group possesses and leaves behind for the future.

- Two facets of material culture:
 - 1) Survival activities
 - food/shelter
 - 2) Leisure activities
 - The arts/recreation



Non-Material Culture Defined

- Culture can be distinguished from habit and custom.
 - A habit is a repetitive act that a particular individual performs.
 - A custom is a repetitive act of a group.
- A collection of social customs produces a group's non-material culture.



Folk vs. Popular Culture

- Folk culture is traditionally practiced by small, homogeneous groups living in isolated rural areas.
- Popular culture is found in large, heterogeneous societies



Cultural Regions

- ❑ Broad areas where groups share similar but not identical cultural traits
- ❑ Can fall into one of these three types:
 - ❑ Formal Region
 - ❑ Functional Region
 - ❑ Perceptual Region

Ethnic Enclaves

- ❑ Clusters of people of the same culture surrounded by people of the regions dominant culture.
- ❑ Can show:
 - ❑ People's desire to be part of the larger society
 - ❑ People's desire to segregate a minority culture.

Diffusion of Culture

- ❑ Cultures diffuse in two main ways:
 - ❑ Relocation Diffusion: spread of a cultural trait by people who migrate and carry the trait with them
 - ❑ Expansion Diffusion: spread of cultural traits through direct or indirect exchange without migration

Types of Cultural Expansion Diffusion

❑ Contagious Diffusion

- ❑ Trait spread continuously out from its hearth
- ❑ Through contact

❑ Hierarchical Diffusion

- ❑ Trait spreads from the most interconnected or wealthiest places
- ❑ Reverse hierarchical diffusion: trait diffuses from low class to upper class

❑ Stimulus Diffusion

- ❑ Trait is adopted by another culture, except its altered/modified because on one or more aspects

Race vs. Ethnicity

❑ *Race*

- ❑ is a socially defined category, based on real or perceived biological differences between groups of people

❑ *Ethnicity*

- ❑ is a socially defined category based on common language, religion, nationality, history, or another cultural factor.

- ❑ Ethnicity can be displayed or hidden depending on individual preferences, while racial identities are always on display.

When cultures collide

- ❑ Acculturation
- ❑ Assimilation
- ❑ Multiculturalism (Pluralism)
 - ❑ Coexistence of several cultures in one society
 - ❑ Idea that interaction between the cultures benefits society
 - ❑ Can cause violence
- ❑ Nativism
 - ❑ Favoring native born people over foreign born
 - ❑ Anti-immigrant

Racism, Prejudice, and Discrimination

- ❑ Racism: A set of beliefs about the superiority of a certain race or ethnic group
 - ❑ Used to justify inequality
- ❑ Prejudice: (A thought process)
 - ❑ An idea about characteristics of a group
 - ❑ Applied to the whole group
- ❑ Discrimination: (An action)
 - ❑ Treating someone differently based on social or ethnic group

Language

A photograph of a bison standing in a field of tall, golden-brown grass. The bison is silhouetted against a clear, light blue sky. The text 'BUFFALO BUFFALO BUFFALO' is overlaid on the image in a bold, white, sans-serif font, arranged in three lines. The first line is 'BUFFALO BUFFALO BUFFALO', the second is 'BUFALLO BUFFALO BUFFALO', and the third is 'BUFFALO BUFFALO.'.

**BUFFALO BUFFALO BUFFALO
BUFALLO BUFFALO BUFFALO
BUFFALO BUFFALO.**

Language Families

- ❑ Linguists have grouped nearly all languages today into 15 language families.
- ❑ Language Tree
 - ❑ Shows relationships between languages in a language family
- ❑ Indo-European Language Family
 - ❑ Nearly half of the world falls into this family

Language Divisions for English

- Language Families -- Indo-European
- Language Branches -- Germanic
- Language Groups -- West Germanic
- Languages -- English
- Dialects -- Northeastern
- Accents -- Boston



Take the NY Times Dialect Quiz! On Google classroom. 5 minutes!

Accents and Dialects

- ☐ Accent
 - ☐ How words sound when pronounced
- ☐ Dialect
 - ☐ Variations in accent, grammar, uses, and spelling
 - ☐ Subdialects

vocabulary

BRITISH ENGLISH - AMERICAN ENGLISH

American football - football
autumn - fall
bin - trash can
biscuit - cookie
bonnet - hood (cars)
boot - trunk (cars)
busy - engaged (phones)
caravan - trailer
car park - parking lot
chemist - drug store
chips - french fries
city centre - downtown
crisps - potato chips
CV - resume
film - movie
flat - apartment
football - soccer
garden - yard
holiday - vacation
lift - elevator
mark/grade - grade
motorway - freeway/highway
mobile phone - cell phone

off-licence - liquor store
pants - underpants
petrol - gas
pocket money - allowance
post - mail
primary school - elementary school
pub - bar
return - round-trip (ticket)
rubber - eraser
rubbish - garbage/trash
secondary school - high school
single - one-way (ticket)
shop assistant - sales clerk
sweets - candy
takeaway - take out
tap - faucet
timetable - schedule
torch - flashlight
trainers - sneakers
trousers - pants
underground - subway
wardrobe - closet
zip - zipper

SPELLING

catalogue - catalog
centre - center
cheque - check
colour - color
favourite - favorite
honour - honor
jewellery - jewelry
maths - math
metre - meter
neighbour - neighbor



Worldwide Language Usage

- ❑ Trade Language
 - ❑ Restructured language used in trade communications
 - ❑ Lingua Franca and Pidgin Languages
- ❑ Lingua Franca
 - ❑ Common language used by people who don't speak the same language
- ❑ Pidgin Language
 - ❑ Mixture of two languages that has fewer grammar rules and a reduced vocabulary
- ❑ Creole
 - ❑ When two languages combine to create an entirely NEW language

Government Use of Language

- ❑ **Toponyms**
 - ❑ The names given to places
 - ❑ Reflect culture
 - ❑ Kill Devil Hills
 - ❑ Rocky Mountains
 - ❑ St. Louis
- ❑ **Official Language**
 - ❑ Not every country has one
 - ❑ Can be used to promote diversity or squash it

Religion

Spread and Patterns

- **All religions originated at a hearth.**
 - **Christianity-Jerusalem and later Rome**
 - **Islam- Mecca and Medina**
- **In the US, religious distribution follows historical patterns**
 - **Best way to analyze religions (historical patterns and connections)**
 - **Mormons population in Utah**
 - **Baptist and Methodist in the SE**

Impacts of Globalization

- Types of religions:
 - Universalizing religions: Religions that actively seek converts because members believe they offer belief systems of universal appropriateness and appeal (Spread through expansion)
 - Ethnic religions: Religions whose adherents are born into the faith and whose members do not actively seek converts (spreads through relocation)
- Advances in communication have had impacts on religious communities throughout the world
- Neolocalism
 - Re-embracing the uniqueness of an area and its culture

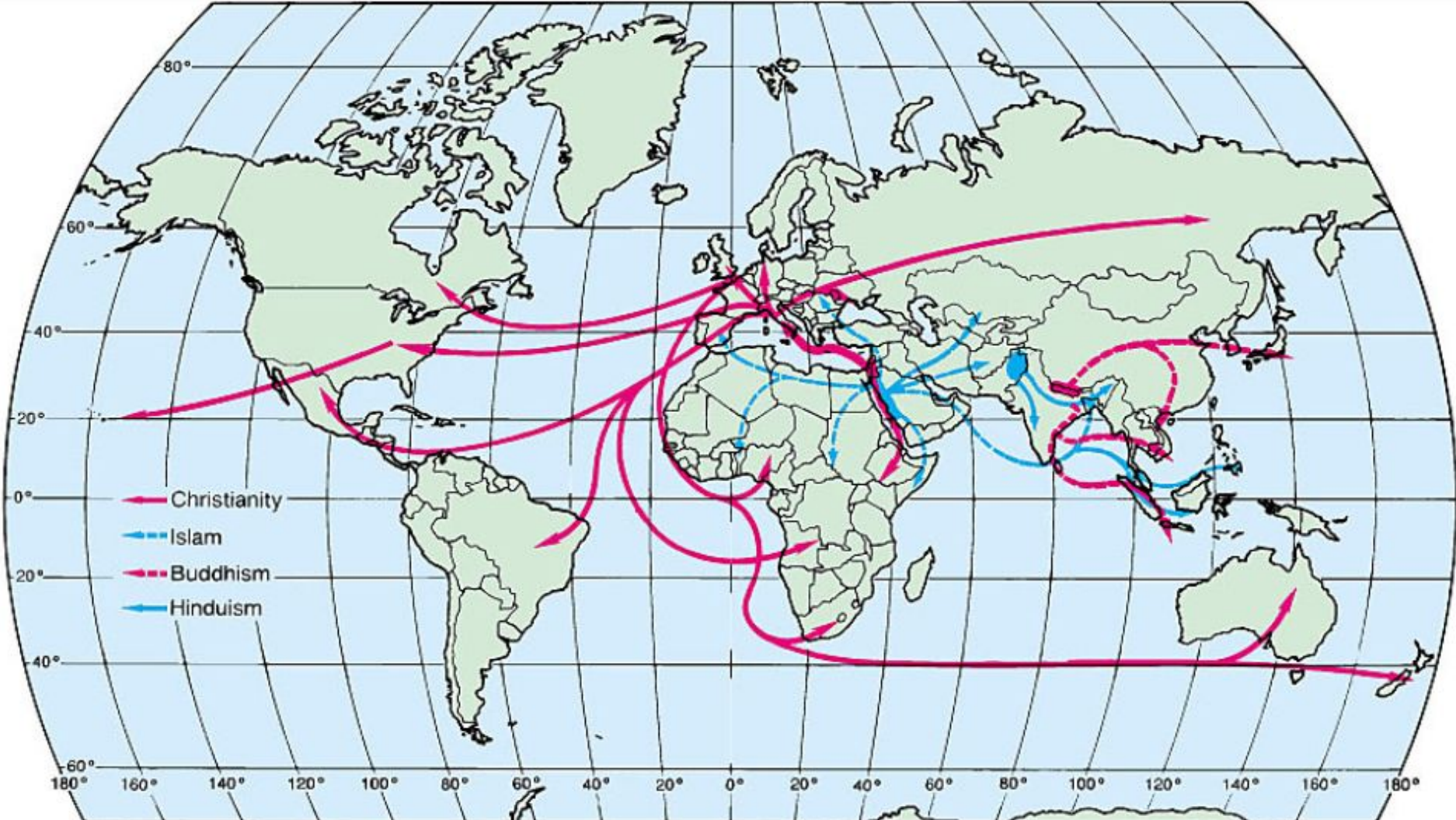
Diffusion

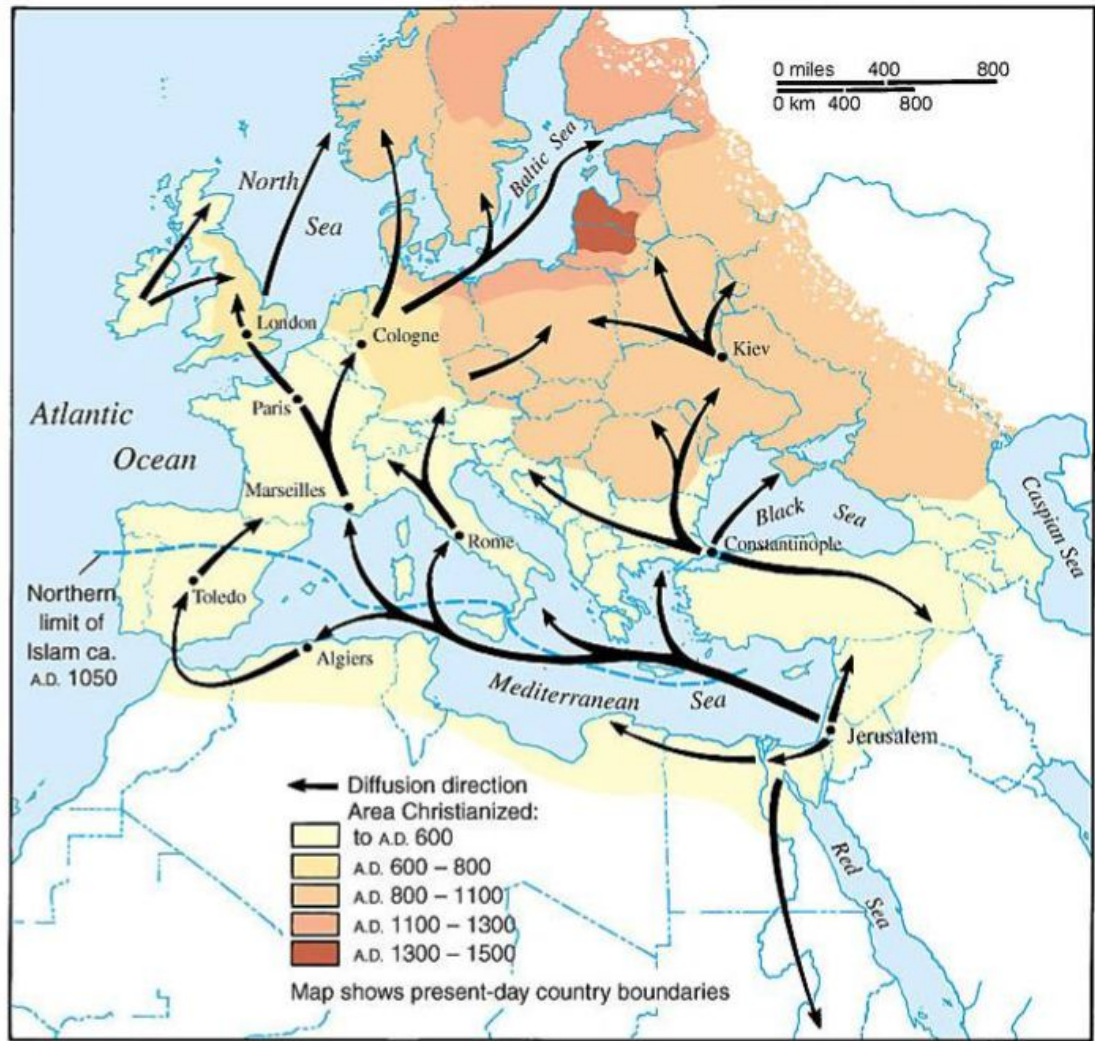
1. The two-way blending of cultures that results from increased interaction is called *cultural convergence*

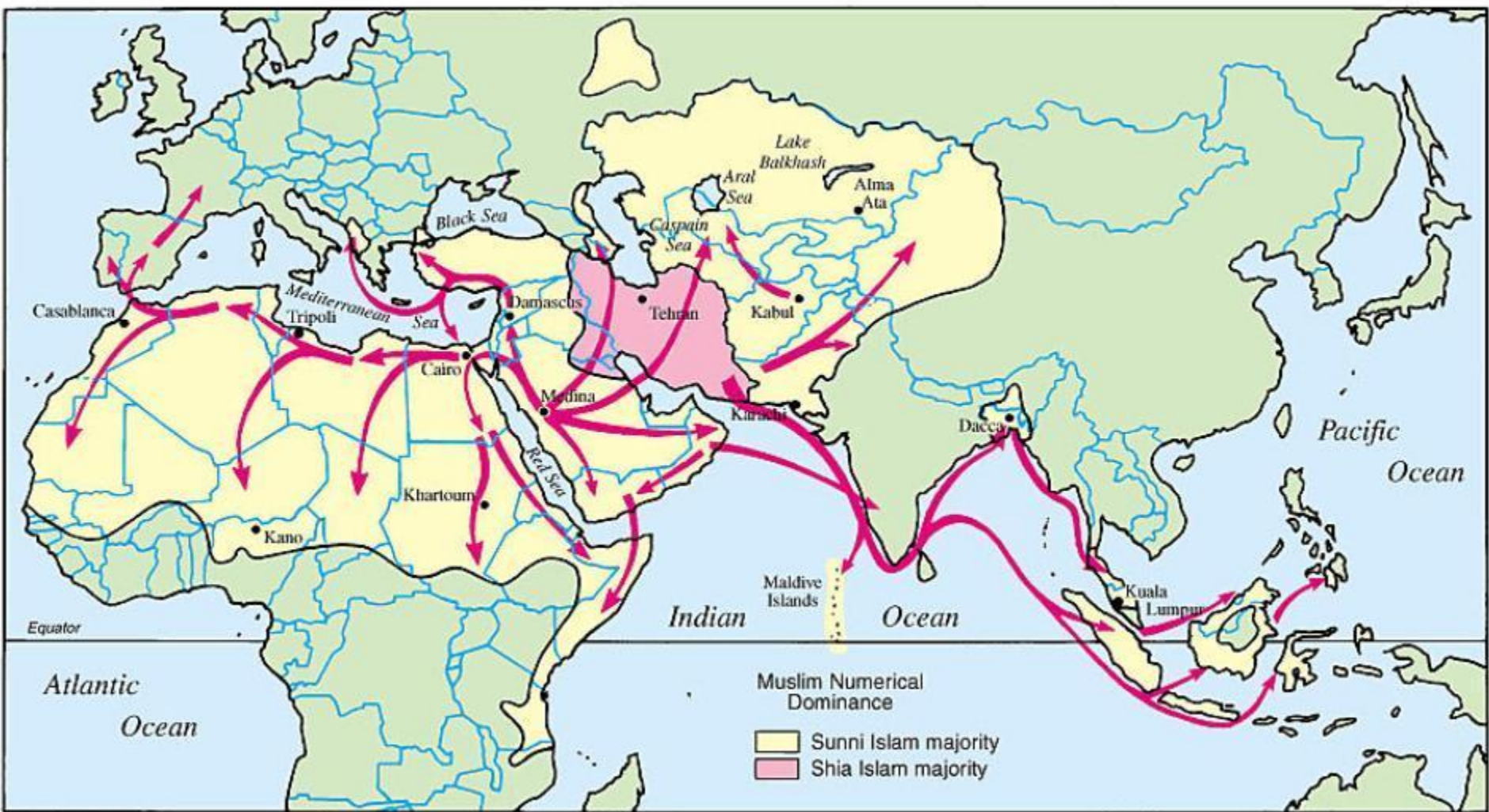


2. The fusion of two distinctive cultural traits into a unique new hybrid trait is called *syncretism*









Diffusion Paths of Different Forms of Buddhism

Spread by expansion and hierarchical diffusion outward; blended in East Asia (syncretism).





Religion and Laws

- Religious traditions are often a source for many present day laws
- Some religions establish their own laws
 - Islam- Sharia Law
 - No fully industrialized country have fully adopted religious law
- Religion mostly acts as a guide for personal behavior

Gender

Gender-Related Development Index(GDI)

- Places countries into 4 tiers based on certain criteria
 - Economic: average income
 - Social Indicators: literacy levels, education (school attendance)
 - Demographic: Life expectancy

Gender-Related Development Index(GDI)

GDI

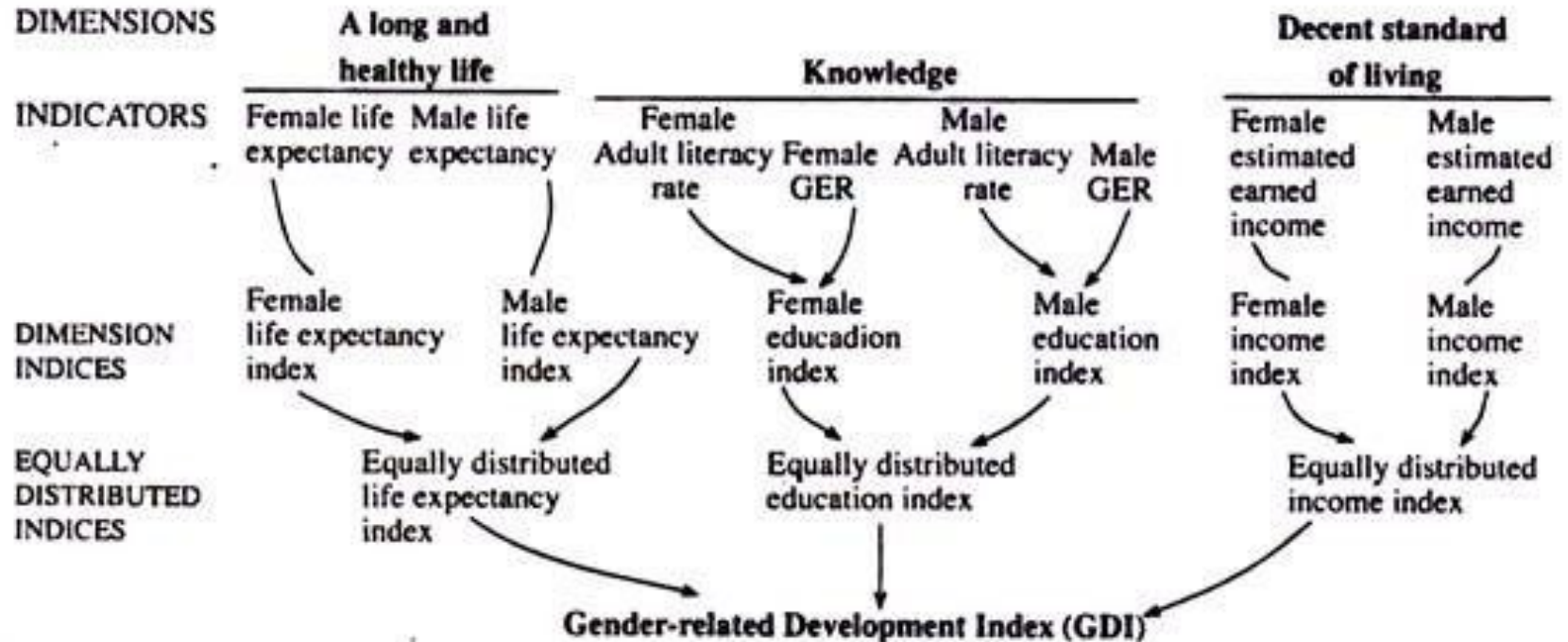


Fig. 5.2 : GDI

24 Gender-related development index

... AND ACHIEVING EQUALITY FOR ALL WOMEN AND MEN

This shows the difference between the column to the far left and the first column.

HDI rank	Gender-related development index (GDI)		Life expectancy at birth (years) 2002		Adult literacy rate (% ages 15 and above) 2002 ^a		Combined gross enrolment ratio for primary, secondary and tertiary level schools (%) 2001/02 ^b		Estimated earned income (PPP US\$) 2002 ^c		HDI rank minus GDI rank ^d	
	Rank	Value	Female	Male	Female	Male	Female	Male	Female	Male		
High human development												
1	Norway	1	0.955	81.8	75.9	.. ^e	.. ^e	102 ^{f g}	94 ^g	31,356	42,340	0
2	Sweden	2	0.946	82.5	77.5	.. ^e	.. ^e	124 ^h	104 ^{f h}	23,781	28,700	0
3	Australia	3	0.945	82.0	76.4	.. ^e	.. ^e	114 ^h	111 ^{f h}	23,643	33,259	0
4	Canada	4	0.941	81.9	76.6	.. ^e	.. ^e	96 ^g	93 ^g	22,964	36,299	0
5	Netherlands	5	0.938	81.0	75.6	.. ^e	.. ^e	99 ^g	100 ^{f g}	20,358	38,266	0
6	Belgium	7	0.938	81.8	75.6	.. ^e	.. ^e	115 ^{f g}	107 ^{f g}	18,528	37,180	-1
7	Iceland	6	0.938	81.9	77.6	.. ^e	.. ^e	95 ^g	86 ^g	22,716	36,043	1
8	United States	8	0.936	79.8	74.2	.. ^e	.. ^e	96 ^h	89 ^h	27,338	43,797	0
9	Japan	12	0.932	85.0	77.8	.. ^e	.. ^e	83 ^h	85 ^h	16,977	37,208	-3
10	Ireland	14	0.929	79.5	74.3	.. ^e	.. ^e	94 ^g	87 ^g	21,056	52,008	-4

- -The rank of the Netherlands remained the same. (0)
- -The rank of Belgium is #7 but the HDI rank is #6. (-1)
- -The rank of Iceland is #6 but the HDI rank is #7. (1)
- -The rank of Japan is #12 but the HDI rank is 9. (-3)

Gender Empowerment Measure

- Designed to measure of gender equality.
- GEM is the United Nations Development Programme's attempt to measure the extent of gender inequality across the globe's countries, based on
 - estimates of women's relative economic income,
 - participations in high-paying positions with economic power
 - access to professional and parliamentary positions.

Gender Empowerment Measure

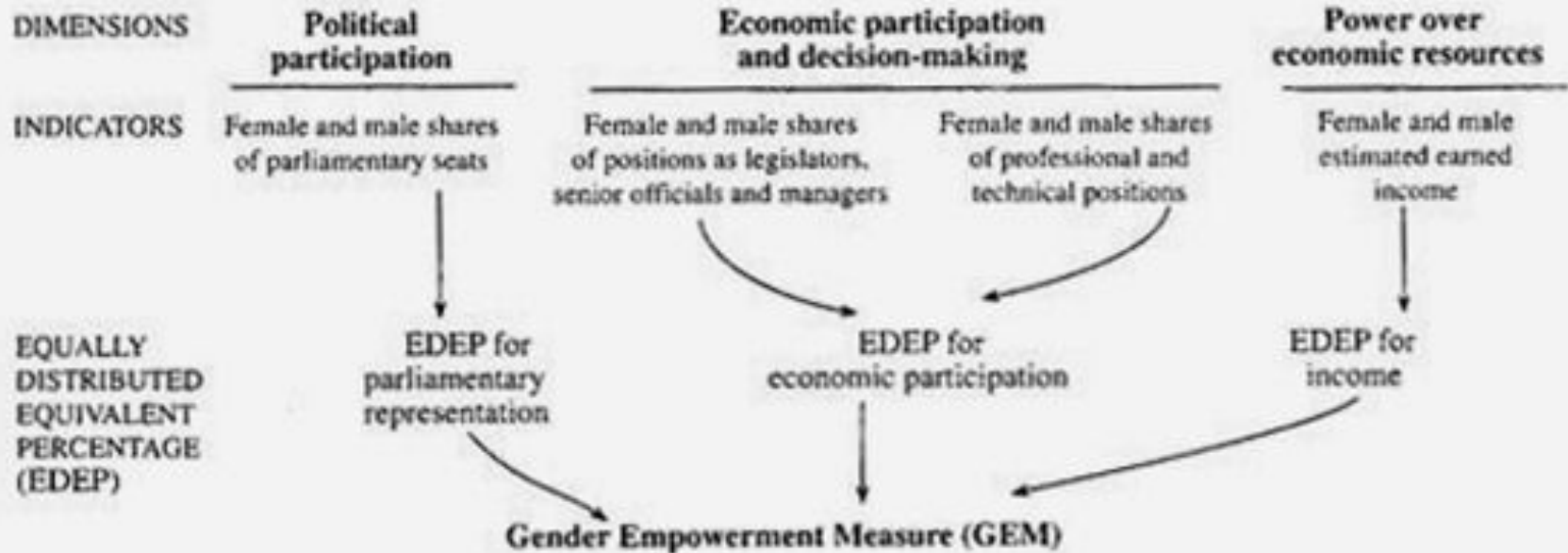


Fig. 5.3 : GEM

Gender Empowerment Measure

