

Elements welfare are called mores. these behavioral



Elements that are common to all cultures are called Cultural Universals.

These do not change over time but the way they are expressed do change with time. Some examples are language, food, music, and clothes. Cultural Universals meet basic human needs.

Culture can be expressed materially (physical, tangible objects) and non-materially (customs, beliefs, philosophies). Both are equally important in defining and perpetuating a culture. Culture changes through 2 processes: Diffusion and Innovation.

Diffusion is adopting ideas and customs from one group to another. We see this most prevalent in other countries as they absorb our food (McDonalds), our clothing styles, and our music. American Missionaries and Anthropologists have lengthy histories of attempting to diffuse elements of the American culture into other cultures. Innovation occurs in one of 2 ways: something is discovered or something is invented.

Discovery is the process of revealing new facts or knowledge. DNA strings and the genome studies are examples of the revelation of new knowledge. Invention is taking existing items and reshaping them to form something new. The quartz chip and the computer chip are among 20th Century inventions. There are 3 significant parts to culture: Language, Norms and Values. All 3 always co-exist. One cannot separate one from the others.

Language: System of word meanings and symbols. It is the foundation of every culture. It not only describes a culture but shapes it as well. Language includes speech (spoken sounds), written characters (letters), numerals, symbols (& % J), and gestures (waving hello).

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Norms: Established standards of behavior maintained by society. Norms can be formal or informal. Formal norms are written and have specific consequences for adhering to them or breaking them. Informal norms are not written but are understood; consequences come in the form of praise or ridicule. Norms that are important to society's welfare are called Mores. These behavioral standards generally carry some moral implication, are difficult to change, and result in severe punishment if violated.

(Examples are incest, child abuse, multiple marriage partners.) Norms that govern daily behavior without much concern for society's welfare are called Folkways. These behavioral standards generally do not carry a moral implication and change easily. (Examples are church dress, business attire, helping a stranger.)

) We are more likely to formalize mores than folkways. Values: Concept of what is 'good', proper, desirable and what is determined to be 'bad', improper, and undesirable within a culture. We value specific material things (people, objects, wealth) and general things (health, power, status). A culture demonstrates its value of a specific thing by the lengths it goes to protect it. The most commonly devalued things in our culture are women, children, Judeo Christian beliefs, and education. Cultural Variation: Ways in which segments of the population develop cultural patterns that differ from the dominant culture.

Subcultures and Counter Cultures are 2 types of Cultural Variations.

Subculture: a segment of society that has a distinct pattern of mores, folkways, and values different from those of the dominant culture that

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are recognizable to those both within the group and those outside of the group. Subculture members belong to the dominant culture while at the same time engaging in behaviors that are unique and distinct to a subculture. Subcultures can be based on one's age (teenagers, retired folks), region (WV "Hillbillies", Ozark Appalachians), ethnic group (Swedish), beliefs (neo-Nazi), vocation (police, truckers) and shared interests (Computer users). It is not unusual of a subculture to develop its own language. Counter Culture: a segment of society that rejects the values and norms of the dominant culture and seeks alternative norms and values.

The "hippies" of the 60's and the "survivalists" of the 80's and 90's are the most obvious examples. The Dominant Culture works to monitor and alter these groups so as to limit their growth and influence. Culture Shock: Feeling disoriented, uneasy or surprised by cultural practices different from one's own. Culture shock can be experienced within the dominant culture or when coming in contact with a subculture. Ethnocentrism: Our response to Cultural Variations. It is the assumption that one's culture is superior to other cultures. Wm Graham Sumner suggests that we measure other cultures against our own.

Thus, when we experience something in another culture that is unlike our own, we determine that culture to be inferior. Cultural Relativism: Viewing people as relating to their own culture. Accepting the values, beliefs, customs, and behaviors of individuals as understandable based on their culture. Multiculturalism: A broad knowledge of the cultures outside one's own. Represents a working knowledge of the impact of cultural influences of others in relationship to the dominant culture.

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Cultural Diversity: The wide range of cultural expressions found within a society. Includes visible expressions (clothing, music), behavioral expressions (rites of passage, rituals), values (economic choices), and beliefs (church worship). It is believed that the greater the diversity, the stronger the Dominant Culture becomes. Cultural Sensitivity and Political Correctness: Concepts resulting from an attempt to promote acceptance for diversity. CS/PC are expected within the public and political arena and negative sanctions are often levied if not attained. The debate remains: Whose rights are less important than whose? Culture and the 3 Main Sociological Perspectives Study Guide Functionalism: Interested in the workings of each part of culture. When one part changes, how are the others affected? How do the 5 Main Institutions change as cultural variations change? As values change? As language and norms shift? For example, Marriage is defined in our culture as one man with one woman.

How will our Culture be affected if that definition changes to include multiple marriage partners or same sex partners? How will the change affect the Educational Institution? What will be the impact on the other Institutions? Conflict: Interested in looking at the struggle between minority groups and the dominant culture in a society. How free are minority groups to express cultural differences? Are some behaviors of minority groups more tolerated than other behaviors? This theory also identifies divisions created by language (police officer not policeman, flight attendant not stewardess), norms (dress, discipline of children), and values (religious or socioeconomic choices). Interactionism: Looks at daily, individual influences of our culture as expressed in language, norms, and values. Clothing styles, tattoos,

piercings reflect what? Has computer and textlanguage (LOL, mouse, virus) impacted our Culture? How? Do we have norms? What are they? Have they changed? How? How does this affect our activities of daily living?