
Section 2: **Cultural Variation**


Watch Movie: *A Culture of Honesty*

Do Now

Please write a response to the following question.

1. What elements do you believe all cultures have?

Agenda

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1. Do Now (2 min.)
 2. Quick Review (5 min.)
 2. Objectives (3 min.)
 3. Dinner in Japan vs. Home (obj #1)
 4. The Things Cultures Have in Common (obj #2)
 5. Listing the Universals (obj #3)
 6. Why the Universals Vary (obj #4)
 7. Closing

Quick Review

There are three main **sociological perspectives**.

1. Functionalism (macro-perspective)

Views society as a set of working parts. All of the parts have functions. Society will change if a part does not have a function because it will go away.

Explanation of cellphones:

Cell phones serve important functions such as communication and fashion. If people did not find cellphones to have an important function, they would not use them.

2. Symbolic Interactionism (micro-perspective)

Views society as individuals/groups reacting to symbols. Society will change if people understand symbols differently.

Explanation of cellphones:

Cellphones symbolize increased communication and being fashionable. When a person sees a cell phone she/he recognizes the meaning of the symbol and then decides if she/he wants one.

3. Conflict Perspective (macro-perspective)

Views society in terms of how those with power (the bourgeoisie) control those without power (the proletariat). They want the control because they will get more resources. Society will change with conflict or revolution.

Explanation of cellphones:

Powerful people use cellphones so they can communicate better and thus get more resources. Less powerful people use them so they too can try to get more resources, but also because sometimes the powerful force them to.

Name _____ Date _____ Block _____

Cultural Variation

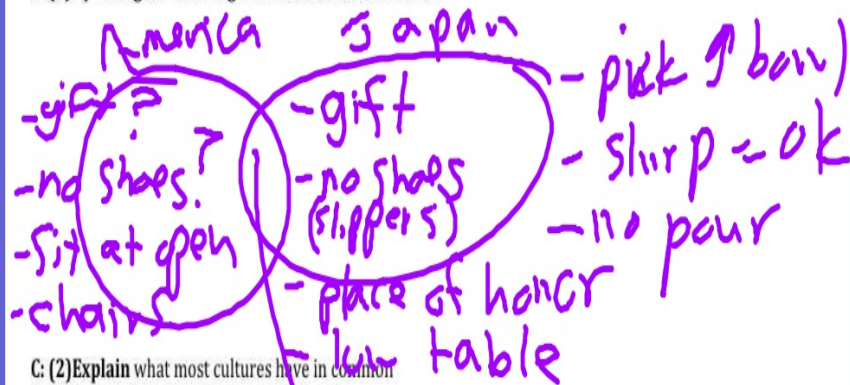
9/7/10

Schy

Directions: Fill out this sheet, and submit it at the end of class.

C: (1) Compare and contrast eating dinner in their own family with a Japanese family

L: (1) by filling a Venn-diagram about the two activities



C: (2) Explain what most cultures have in common

L: (2) by reading and taking notes on p. 39

What do most cultures have in common?

C: (3) List five cultural universals

L: (3) by using your notes from p. 39

1. _____
2. _____
3. _____
4. _____
5. _____

→

- eat dinner
- conversation
- food
- gathering (together)

C: (4) Explain why cultural universals are expressed differently across cultures

L: (4) by discussing Murdock's view on the cultural purpose of the family, and then writing an answer.


Weekly Preview:
Section 2:
Cultural Variation

- Cultures can be very different from one another in many ways. However, all cultures share certain features. These are called **cultural universals**. **(Tuesday 9/7)**
 - Variations exist between different societies, but they also exist within the same society. **Subcultures** and **countercultures** are examples of variations within societies. **(Wednesday 9/8)**
 - Sociologists must take care to view cultural variations without bias, allowing each culture to be judged by its own standards and not those of another culture. **(Thursday 9/9)**
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Cultural Variation

Main Idea

There are many elements that all cultures share. Many cultural variations exist, however, and cultures change over time.



Reading Focus

- p. 39 What do most cultures have in common with each other?
 - p. 39-40 What factors account for cultural variations within cultures?
 - p. 41 How have some social scientists responded to cultural variation?
 - p. 42 How does cultural change occur?
-

Objectives

- SWBAT

- Content:

- (1) compare and contrast** eating dinner in their own family with a Japanese family **(2) explain** what most cultures have in common **(3) list** five cultural universals **(4) explain** why cultural universals are expressed differently across cultures

- Language:

- (1) by filling a venn-diagram** about the two activities **(2) by** reading and taking notes on p. 39 **(3) by using** their notes from p. 39 **(4) by discussing Murdock's** view on the **cultural purpose** of the **family**, and then writing an answer.

**SOCIOLOGY
CLOSE UP**

Time for Dinner

Objective #1. compare and contrast eating dinner in their own family with a Japanese family by **filling a venn-diagram** about the two activities



How do everyday activities such as eating dinner differ from culture to culture?

Reading Focus

Objective #2 explain what most cultures have in common **by** reading and taking notes on p. 39

- p. 39 What do most cultures have in common with each other?



.

Objective #3

list five cultural universals by using their notes from p. 39

CULTURAL UNIVERSALS

QUICK
FACTS

Anthropologist George Murdock identified more than 65 cultural universals—features that are common to all cultures. How these universals are expressed, however, differs from culture to culture.

Arts and Leisure

athletic sports, dancing, decorative art, games, music

Basic Needs

clothing, cooking, housing

Beliefs

body adornment, dream interpretation, folklore, funeral rites, religious ritual, weather control

Communication and Education

education, greetings, language

Family

courtship, family feasting, kin groups, marriage

Government and Economy

calendar, division of labor, government, law, property rights, status differentiation, trade

Technology

medicine, toolmaking

Reading Check

Find the Main Idea

What are cultural universals?

Answer: *features that are common to all cultures* ▼

Objective #4

explain why cultural universals vary across cultures by **discussing** **Murdock's** view on the **cultural purpose** of the **family**, and then writing an answer.

Cu = cult. Univ.

Objective #4

explain why cultural universals vary across cultures by **discussing** **Murdock's** view on the **cultural purpose** of the **family**, and then writing an answer.

why does family vary across and within cultures?

Murdock = fam. are cu b/c need to
Backgrounds Care for kids

- not all the same
- diff histories
- diff beliefs
- divorce
- diff ways of parenting

Do Now (5min.)

Question:

Please write about any groups (formal or informal) that you or someone you know is part of that share only some of the culture (norms and values etc.) of mainstream American society.

This group could be formal like a club or informal like a group of friends, just make sure the group you choose only shares some of mainstream American culture.

Example:

I am part of a long distance hiking group. We share most of the beliefs of mainstream society, but we also have some of our own. We believe that the best way to relax is by getting in the outdoors. We also use much of mainstream technology, but we also use some unique pieces such as hiking poles, GPS units, waterproof clothing, and camping stoves. We also share most mainstream language, but we have some of our own terms. For example, "takin' a zero" means resting for a day. Yogying means begging for food. We also wear clothing meant for the outdoors, that is different from mainstream society too.

Agenda

1. Do Now (5 min.)
2. Objectives (2 min.)
3. Cultural variations within cultures (12 min.)
4. Sub vs. Counter culture (5 min.)
5. Investigating a Sub or Counter culture (15 min.)
6. Sharing (10 min.)
7. Closing (5 min.)

Objectives (2 min.):

SWBAT

Content:

(1)**define** sub and counter culture, (2)**compare and contrast** sub and counter culture, (3)**research** a sub or counter culture

Language:

by (1) **reading** p. 39-40, (2)**discussing** it in class, (3) **reading** wikipedia articles.

Cultural Variation: Subcultures and Countercultures

9/8/10

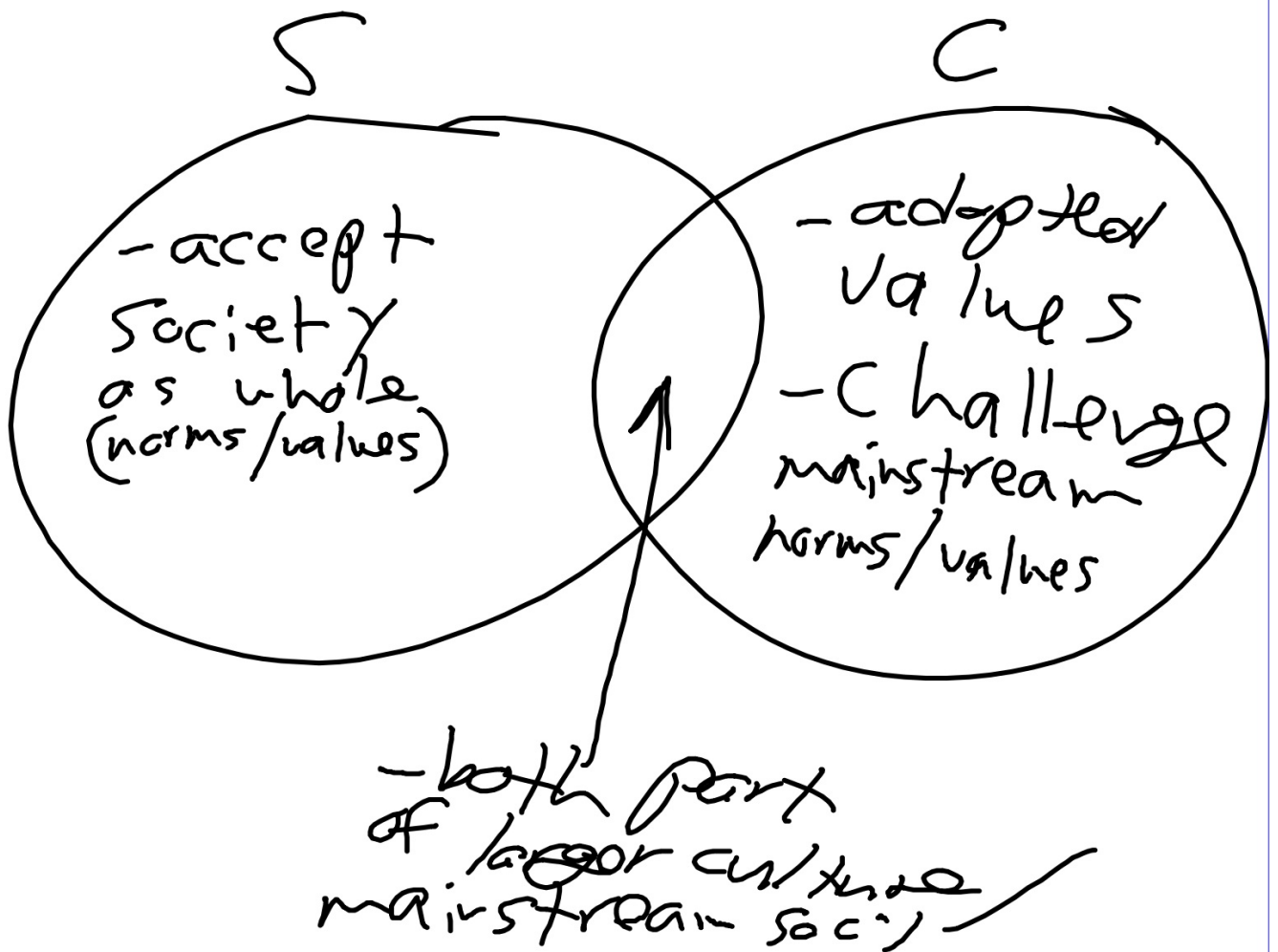
3. Cultural variations within cultures (12 min.)

Subculture

- Groups that share traits with each other but not the larger society
- Examples are groups organized by age, gender, politics, or geography
- ~~Most do not reject all of the values of the larger society~~
- ~~Most~~ **subcultures** do not threaten the larger American culture

Counterculture

- **Countercultures** adopt values that are designed to challenge the values of the larger society
- Examples are groups such as cyberpunks, anarchists, the Mafia, and hippies



4. Sub vs. Counter culture (5 min.)

Answer: *Subcultures accept most values of the core society, but have certain variations, such as language, not shared by the larger society; counterculture rejects the values of larger society and substitutes its own set of values and cultural patterns.*

5. Investigating a Sub or Counter culture (15 min.)

Investigating a Subculture

Please go to our classes Wiki page, and use the link titled "Subcultures" to research your groups subculture/counterculture.

Create a list of the ways in which your subculture has different norms, values, language, etc. than mainstream culture.

In you groups,

(one person) will read the research out loud

(one person) will jot down notes about the subculture

(one person) will keep track of time

(together) you will write a brief paragraph summarizing your findings.

(together) you will report your findings

note: The summary paragraph must be written by everyone (that means you should rotate writing each sentence...I should see multiple types of handwriting on your paragraph). Make sure to tell me if you are looking at a sub or counter culture.

Some good ones to look at are: Biker, Bodybuilding, Cosplay, Cybergoth, Emo, Fandom, Furry, Goth, Hippie, Hip-Hop

6. Sharing (10 min.)

Report Your Findings

Please read your summary to the class.

Please answer any teacher/student questions.

Closing (5 min.)

What factors account for cultural variations within cultures?

What is a subculture?

What is a counterculture?

Click on the image to play the Interactive.



Response to Variation

Ethnocentrism

- A tendency to view one's own culture and group as superior
- People from all cultures are somewhat ethnocentric at different times
- Can lead to discrimination
- Can cause the home culture to stagnate
- Even professional scholars struggle with **ethnocentrism**

Cultural Relativism

- **Cultural relativism** is the idea that a culture should be judged by its own standards
 - Can help explain beliefs or behaviors that seem strange or different
-

Perspectives on Culture

Functionalist Perspective Culture reflects and enforces society's central values. It encourages harmony and stability by integrating individuals into society. Subcultures diffuse discontent of subgroups in society. Ethnocentrism encourages group solidarity.

Conflict Perspective Culture reflects and enforces the values of those who hold power. It encourages and maintains social inequality. Subcultures and countercultures challenge those in power. Ethnocentrism encourages discrimination against the powerless.

Interactionist Perspective Culture is maintained and modified through everyday social interaction. Interaction among subcultural groups helps to transmit customs and traditions and also introduces new cultural meaning systems.

Reading Check

Identify

How might ethnocentrism
cause discrimination?

Answer: *People who think their own culture is superior to another culture may begin to think people of the other culture are inferior.*

Cultural Change

- **Cultural diffusion**

- **Cultural diffusion** is the spreading of culture traits from one society to another
- Today it can happen almost instantly

- **Cultural lag**

- **Cultural lag** is the time it takes for nonmaterial culture to “catch up” to changes in material culture

- **Cultural leveling**

- **Cultural leveling** is a process by which cultures become more and more alike
 - Some suggest it is the first step toward a global culture
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Reading Check

Summarize

What are the major processes of cultural change?

Answer: *cultural diffusion and cultural leveling*

Cultural Diversity and Sociology

The Adaptive American Culture

The long history of immigration to the United States has resulted in an American culture that embraces values, behaviors, and material culture from other cultures around the world.

- Latino influence is especially strong as Hispanics are the largest minority group
- Influences food, clothes, and cars available
- Latino holidays are celebrated
- Spanish-language advertisements are common
- South Asians are becoming a larger and larger portion of U.S. population
- Pakistani and Indian food has quickly become more popular
- Bollywood movies are popular



Grocery stores that cater to both South Asian immigrant communities and the wider U.S. society are becoming more common.

Thinking Critically

- How have immigrant groups influenced American culture?
- What are some examples of how food, business practices, and advertising have changed because of immigration?