



Housekeeping

- Test #1: 1 week from today
 - Sample questions & study guide on web

Culture



- Way of life
- Totality of our shared language, knowledge, material objects and behavior (p48)
- Conscious & subconscious
 - Retina processing images



Values in American Culture



- Individualism
- Achievement
- Efficiency
- Material comfort
- Nationalism
- Equality








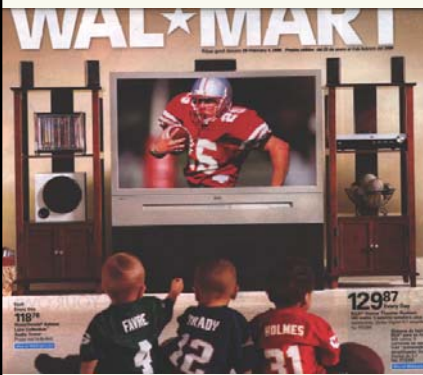
Thus far:

- Material
- Nonmaterial
 - Values
 - Norms


- Values associated with norms
 - Established standards of behavior (p59)
 - "embody them as part of our everyday actions" (p59)

norms




Material and nonmaterial elements?
Values?
Norms?



Suburbia has been called the "quintessential physical accomplishment of the United States"—more resonant of the nature of modern American culture than the automobile, skyscrapers, or professional football.

--Mary Corbin Sies, American Studies Scholar



- "It is easy to underestimate the degree to which we live in a humanly constructed world."
 - Apply this to BOTH material and non-material aspects of culture!

Values → Norms



Same-sex marriage

The New York Times

For over a decade, the issue of same-sex marriage has been a flashpoint political issue in the United States, setting off waves of competing legislation and ballot initiatives attempting either to legalize or ban the practice. Rifts have also opened among religious groups over the decision to recognize same-sex marriage or condemn it.

Proponents of same-sex marriage say that the institution is a unique expression of love and commitment and that calling the unions of same-sex couples anything else is a form of second-class citizenship; they also point out that many legal rights are tied to marriage. Those opposed to same-sex marriage agree that marriage is a fundamental bond with ancient roots. But they draw the opposite conclusion, saying that allowing same-sex couples to marry would undermine the institution of marriage itself.

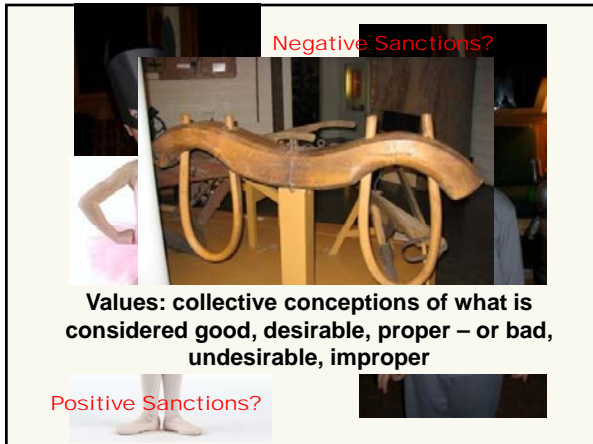
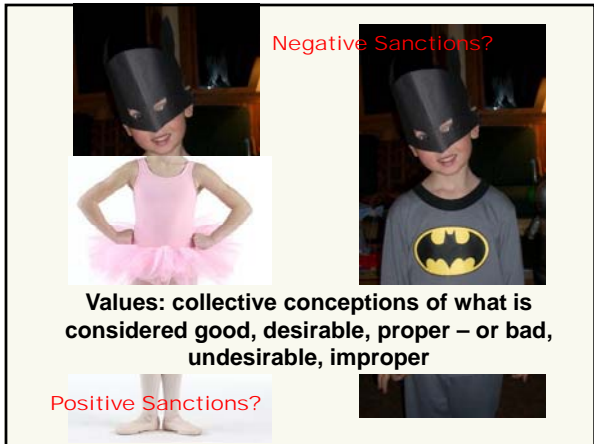
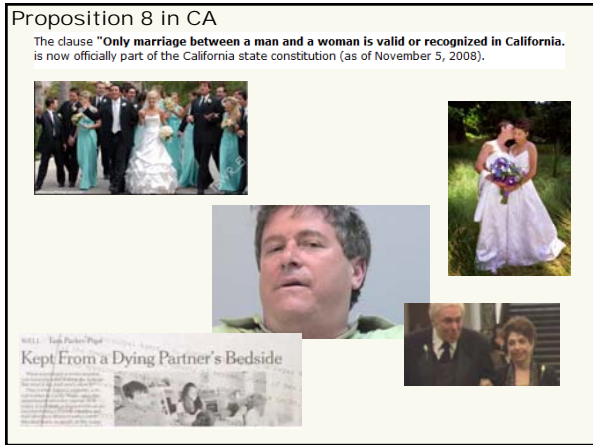
To "enforce" norms: sanctions

- Penalties/rewards related to social norms
- Can also be formal/informal
 - Positive/negative

Negative Sanctions?

- Break Formal Norms:
 - Laws, rules, requirements
- Break Informal Norms:
 - mores: nec to welfare
 - » murder, child abuse
 - folkways: everyday beh norms
 - » walk on the right

Positive Sanctions?



Thus far:

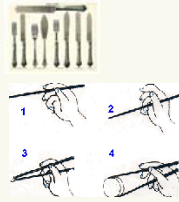
- Material
- Nonmaterial
 - Values
 - Norms
- Sanctions

- Other central points related to culture

- Geographic and historical forces shape cultural character



- Culture is learned



- Culture is the tool that enables the individual to adjust to the problems of living

- Hungry?




Ewwwww!

Cultural Universals

- General practices found in every culture
 - Sports, food, funerals



- People are the products of culture, but we remain unique.
 - Consider subcultures
 - Distinctive normative patterns
 - Yours?
 - Argot?



Airdog?
Betty?
Botwoker?

In all,

- What you wear (or don't) ...
- What you eat (or don't)....
- Who you hang out with (or don't)
- What you do (or don't)

Are products of cultural values, norms, and related sanctions

