

Housekeeping

- Lecture notes sometimes late, sorry.
- Exam in this room, - 11:00-11:50, Tuesday.

Chapter 3: Culture



- Culture
- Material/non-Material - Intertwined
- Gene/environment
- Subcultures
- Geography/history shape culture
- Culture shock
- Universals
- Ethnocentrism/relativism



■ "For most of us, the **yoke of society** seems easy to bear ... because most of the time we ourselves desire just that which society expects of us. We want to obey the rules. We want **the parts that society has assigned to us.**"

- (Berger, 1963)



"seems easy to bear .."



"..but not set in stone, we face a choice" p47



Free hugs illustrates:

- 1) culture (“norms”) are variable and can change
- 2) we are not cultural replicas

The cultural “yoke” varies & changes ...

- Innovations (p51): introducing new idea or object to a culture
 - Discovery (p52): making known or sharing an existence of an aspect of reality
 - Invention (p52): existing cultural items are combined into a form that did not exist before



- Cultures borrow ideas, materials, products, and other inventions from others.
- Term?
- Diffusion (p52)
- Non-material as well?

Although we are all are the products of culture, we also remain unique.

- Nature vs. nature “debate”
- Sociobiology: how biology affects human social behavior (p50)

CU-Boulder: Fertile women fantasize about more masculine men

By Laura Snider, Camera Staff Writer
 Posted: 10/20/10 11:30 AM EDT

Women with partners who do not look quite so traditionally masculine are more likely to fantasize about more masculine-looking men when they are fertile, according to a new study co-authored by a Boulder scientist.

The same study – published in the journal *Evolution and Human Behavior* – shows that a man's intelligence has no effect on making him seem more or less masculine to his ideal partner.

The research was conducted by Steven Gangestad and Randy Thornhill of the University of New Mexico, and Christine Garver-Appel, a postdoctoral fellow at the University of Colorado's Institute for Behavioral Genetics.

Whether or not a man has masculine features – which include a pronounced chin and strong jaw, according to researchers – does not necessarily affect which men women see as suitable long-term partners.

"When they rate men's attractiveness, in a sense, that's when (women) show the shift," Gangestad told *LiveScience*, an online journal. "If they rate men's attractiveness as a long-term partner, then they don't show it."

The team interviewed 66 heterosexual couples in which women's ages ranged from 18 to 44. Their relationships ranged from one month to 20 years in length, and nine couples were married.

Contact Camera Staff Writer Laura Snider at (303)492-3327 or snider@dailycamera.com

Although we are all are the products of culture, we also remain unique.

- Nature vs. nature “debate”
- Sociobiology: how biology affects human social behavior (p50)
- Gene/environment research

Jason D. Boardman, Ph.D.
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Jason Boardman's research focuses on the social determinants of health with an emphasis on the gene-environment interactions related to health behaviors. He teaches undergraduate and graduate-level courses in statistics, social demography, and the sociology of race and ethnicity.

He lives in Boulder with his wife Allison and their two children Arya and Izak.

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Trends in the Genetic Influences on Smoking

Jason D. Boardman | Casey L. Blalock | Fred C. Pampel | University of Colorado, Boulder


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Abstract

Using twin pairs from the National Survey of Middle Development in the United States, we estimate that 35 percent of the variance in regular smoking is due to additive genetic influences. When we disaggregate the sample by birth cohort we address strong genetic influences on smoking for those born in the 1920s, 1930s, and 1950s, but negligible influences for those born in the 1940s and 1960s. We show that the timing of the first Surgeon General's Report coincides with an increase in the genetic influences on regular smoking, but subsequent legislation prohibiting smoking in public places has significantly reduced these influences. These results are in line with existing gene-environment interaction theory, and we argue that variation in genetic influences across cultures makes it difficult and potentially misleading to estimate

Adding to uniqueness within broader culture

- **Subcultures (p63):**
 - Culture within larger, dominant culture
 - Distinctive normative patterns
 - Consider yours?



Airdog?
Betty?
Botwoker?

The Seattle Times
 Winner of a 2004 Pulitzer Prize

U.S. call centers spawn subculture in India

As thousands streamed across nearby New Delhi and flocked to cafes and movies and played video into the evening, thousands of call-centerers

Interactionist View
 Sociological research seeks to better understand how the various components of culture interact to create social order.

Conflict View
 Sociological research seeks to better understand how and why cultural elements and practices are in conflict.

Center: Create sense of community; attract workers

Bottom Left: Distance from home culture; exploitation?


Bottom Right: Job closely intertwined with identity, friend groups based on work.

- **Geographic and historical forces shape broader cultural character, create subcultures as well.**

"Manifest Destiny" & territorial expansion


Subcultures vs. Countercultures

- **Countercultures:** subculture that conspicuously and deliberately opposes aspects of a larger culture (p64)
- **Dominant ideology:** set of cultural beliefs and practices that legitimate powerful interests (p62).

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- **Culture is the tool that enables the individual to adjust to the problems of living**
 - How to belong
 - Protect from extreme environments





- Culture is the tool that enables the individual to adjust to the problems of living
 - How to belong
 - Protect from extreme environments
 - Hunger



Culture shock

- Disorientation when encountering unfamiliar cultural practices (p65)



Culture shock

- Disorientation when encountering unfamiliar cultural practices (p65)
- Ethnocentrism: The home culture is usually the standard that people use to make judgments about the material and nonmaterial cultures of another society
 - Is ours “normal,” theirs “promiscuous” or “gross”?



- So if culture shock is disorientation when encountering another culture, what is “reverse culture shock” (p65)?



cannot get back into old routines ...



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Culturally-defined, socially constructed "food" is a Cultural Universal

- General practices found in every culture (p50)
 - Food, sports, marriage, funerals



• Language:

- System of shared symbols (includes nonverbal gestures and expressions – facilitates day to day exchange, p54)



vs. Esperanto

Across cultures, English is the word

By Seth Mydans

SINGAPORE: Riding the crest of globalization and technology, English dominates the world as no language ever has, and some linguists are now saying it may never be dethroned as the king of languages.




Sapir-Whorf Hypothesis

- Language shapes perception of reality, thoughts, actions (p55)
- Hanuno (Philippines)
 - four basic color terms: black, white, red and green.
- Literary Welsh divides green-brown into several:
 - Gwyrdd is green.
 - Glas is greeny-blue-grey.
 - Llwyd is grey-brown.
- Language precede thought?




October 18, 2003
When Hungarians see red, twice
PHILIP HORNED

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- Ethnocentrism (p66): The home culture is usually the standard that people use to make judgments about the material and nonmaterial cultures of another society.
 - Own group as center of defining point of cultures, others are deviations.



- Ethnocentrism: assume one's culture is "norm" or is superior;
 - Cultural genocide





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CRISIS IN SUDAN

Darfur in danger

Despite the arrival of international troops and ongoing peace talks, the crisis in the African nation of Sudan remains as severe as ever.

A campaign of what the United Nations describes as "ethnic cleansing" by Arab militias against non-Arab villagers has created a climate of terror across the huge Darfur region in Sudan's west.

Tens of thousands are estimated to have died and more than 2 million people have been displaced by a civil war which has created widespread famine. World aid groups are struggling to avert an even greater humanitarian disaster.

[LATEST NEWS ON SUDAN](#)

Displaced women and children in Darfur

HEADLINES	RESOURCES	AN AID WORKER'S DIARY
<ul style="list-style-type: none"> • Rebels boycott Sudan peace talks • Threat to Darfur 'breakthrough' 	<ul style="list-style-type: none"> • Full text: Interview with president of Sudan • Gallery: Children of Darfur 	<ul style="list-style-type: none"> • Painful cost of Sudan relief effort • Sudan crisis: the world ignores



February 2, 2011

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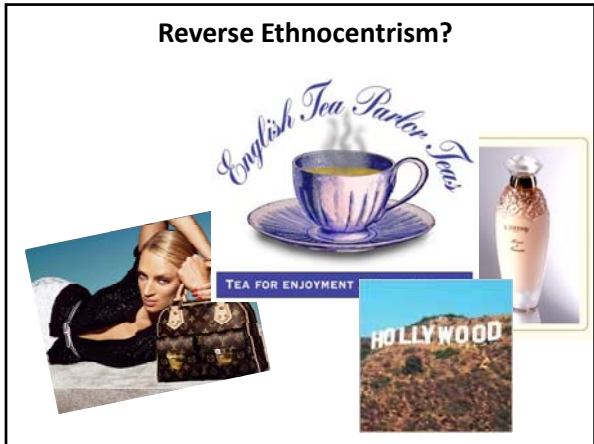
News - Race

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American Indian Boarding Schools Haunt Many

By CHARLA BEAR






Cultural Relativism

- Viewing people’s behavior from perspective of their culture (p66)
 - “serious and unbiased effort to evaluate norms, values, and customs in light of their distinctive culture.” (p66)
 - not “anything goes”, not same as moral relativism
- Examples: NA Boarding schools, Terrorism, Female genital cutting



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