



# Culture

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# Outline

- What is culture?
- Elements of culture
- Diversity of culture
- Theories of culture

# Culture

- Culture is *the ways of thinking, the ways of acting, and the material objects that together form a people's way of life.*
- Culture includes
  - *what we think, how we act, and what we own.*
- Culture is both our link to the past and our guide to the future.





# Culture is diverse

- Human beings around the globe create diverse ways of life. Such differences begin with outward appearance: Contrast the women shown here from Ethiopia, India, Kenya, Thailand, South Yemen, and the United States and the men from Taiwan (Republic of China), Ecuador, and Papua New Guinea.
- Less obvious but of even greater importance are internal differences, since culture also shapes our goals in life, our sense of justice, and even our innermost personal feelings

# Types

- Material Culture – physical things and objects created and used by the members of a society
- Non- material culture – ideas
- No particular way of life is “natural” to humanity, even though most people around the world view their own behaviour that way.

# Elements of Culture

- Symbols
  - Cyber symbols
- Language
  - Set of symbols for communication and transmission
- Values and Beliefs
- Norms
  - Mores
  - Folkways
  - Sanctions

# Cultural Diversity: Types

- High culture
- Popular culture
- Sub culture
- Counter culture



# Cultural Diversity: Dynamics

- Multiculturalism
- Ethnocentrism
  - Eurocentrism
  - Afrocentrism
- Cultural Relativism
- Cultural Change
  - Cultural lag

# Theories of Culture

- Structural Functionalist View
- Social Conflict View
- Sociobiology

# What is culture, then?

