

## Chapter 2—Culture

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### MULTIPLE CHOICE

1. What do sociologists call the sum of ideas, practices, and material objects that people create in order to adapt to and thrive in their environments?
- culture
  - abstractions
  - the norm
  - methods

ANS: A                      PTS: 1                      REF: Page 29                      BLM: REMEMBER

2. When hockey superstar Sidney Crosby performs a unique pre-game handshake before stepping on the ice, what type of practice is he taking part in?
- a sociological practice
  - an abstracted practice
  - a methodological practice
  - a cultural practice

ANS: D                      PTS: 1                      REF: Page 29                      BLM: HIGHER ORDER

3. The fact that a Canadian-born English speaker can understand this sentence illustrates the power of what?
- education
  - society
  - culture
  - family

ANS: C                      PTS: 1                      REF: Page 30-31                      BLM: HIGHER ORDER

4. What term do sociologists use to refer to activities like attending the opera or the ballet?
- popular culture
  - high culture
  - primary culture
  - articulated culture

ANS: B                      PTS: 1                      REF: Page 30                      BLM: REMEMBER

5. What is the sociological definition of symbols?
- generally accepted ways of doing things
  - practices that carries a particular meaning, such as language
  - general ideas or ways of thinking that are not linked to particular situations
  - the tools and techniques that enable people to accomplish tasks

ANS: B                      PTS: 1                      REF: Page 30                      BLM: REMEMBER

6. Which of the following *best* illustrates the human capacity for abstraction?
- measuring the area of a circle
  - building a chair
  - shakings hands with a friend
  - having a baby

ANS: A                      PTS: 1                      REF: Page 30                      BLM: HIGHER ORDER

7. When humans are able to conceptualize the idea of gravity without having an apple fall on their heads, what are they engaging in?
- sociology
  - culture
  - abstraction
  - methods

ANS: C                      PTS: 1                      REF: Page 30                      BLM: HIGHER ORDER

8. Which of the following terms *best* describes the central elements of culture that a sociologist would define as abstract?
- mass culture
  - societal culture
  - non-material culture
  - popular culture

ANS: C                      PTS: 1                      REF: Page 31                      BLM: REMEMBER

9. According to sociologists, how is culture transmitted?
- through academic disciplines concerned with culture
  - through language and learning
  - through superstitions
  - through rites of passage

ANS: B                      PTS: 1                      REF: Page 31                      BLM: REMEMBER

10. Human survival is based on the capacity to create general ideas or ways of thinking that are not linked to specific or particular instances. What are these ideas called?
- norms
  - methods
  - abstractions
  - culture

ANS: C                      PTS: 1                      REF: Page 30                      BLM: REMEMBER

11. In June of 1752, Benjamin Franklin flew a kite attached to a key in order to see if the lightning would transmit its power through a metal object, a key. If it did so, he reasoned, it would behave as electricity does, demonstrating that lightning is in fact electrical in nature, a fact that was unknown at the time. In which of the following was he engaged?
- normative behaviour
  - abstract reasoning
  - sociological imagination
  - cultural construction

ANS: B                      PTS: 1                      REF: Page 30                      BLM: HIGHER ORDER

12. According to the text, cooperation is accomplished within cultures by establishing which of the following?
- material culture
  - norms and values
  - production
  - ethnocentrism

ANS: B                      PTS: 1                      REF: Page 31                      BLM: REMEMBER

13. When human beings pool their resources in order to achieve collective and individual goals, which tool in the human cultural survival kit are they using?
- norms
  - abstractions
  - cooperation
  - symbols

ANS: C                      PTS: 1                      REF: Page 31                      BLM: REMEMBER

14. If Travis holds up two fingers in the peace sign, which of the following is he creating?
- a symbol
  - a method
  - an abstraction
  - a norm

ANS: A                      PTS: 1                      REF: Page 31                      BLM: HIGHER ORDER

15. Which of the following is a central reason for the importance of symbols to human culture?
- They allow us to classify and generalize from our experiences.
  - They give linguists their subject material.
  - They are the only basis for cooperation.
  - They establish the only unquestioned foundation for reality.

ANS: A                      PTS: 1                      REF: Page 30                      BLM: HIGHER ORDER

16. Which of the following best illustrates the human capacity for cooperation?
- selling a car
  - making a car
  - inventing the car
  - painting a car

ANS: A                      PTS: 1                      REF: Page 30                      BLM: HIGHER ORDER

17. Imagine a student develops her own “shorthand” for taking lecture notes. Which of the following statements correctly identifies a feature of her shorthand?
- The shorthand is composed of symbols but is not part of culture.
  - The shorthand does not qualify as symbols but is part of culture.
  - The shorthand is composed of symbols and is part of culture.
  - The shorthand does not qualify as symbols and is not part of culture.

ANS: A                      PTS: 1                      REF: Page 30                      BLM: HIGHER ORDER

18. What tool in the human cultural survival kit allows humans to create a complex social life by sharing resources?
- abstraction
  - cultural relativism
  - production
  - cooperation

ANS: D                      PTS: 1                      REF: Page 31                      BLM: REMEMBER

19. Every culture has a set of shared rules that guide the behaviour of its members by specifying what behaviours are appropriate and inappropriate. What is this set of rules called?
- attitudes
  - beliefs
  - norms
  - values

ANS: C                      PTS: 1                      REF: Page 31                      BLM: REMEMBER

20. As people conform to norms, they usually come to accept common ideas about what is desirable and important; these ideas distinguish one culture from another. What are these common ideas called?
- beliefs
  - folkways
  - sanctions
  - values

ANS: D                      PTS: 1                      REF: Page 31                      BLM: REMEMBER

21. Which aspect of the human cultural survival kit involves making and using tools and techniques that improve our ability to take what we want from nature?
- cooperation
  - abstraction
  - material culture
  - production

ANS: D                      PTS: 1                      REF: Page 31                      BLM: REMEMBER

22. Our houses, the cell phones we use to stay in touch with each other, and the clothes we wear are examples of which form of culture?
- material
  - formal
  - manifest
  - popular

ANS: A                      PTS: 1                      REF: Page 31                      BLM: HIGHER ORDER

23. What do sociologists call the human practice of making and using tools and techniques that improve their ability to get what they want from nature?
- cooperation
  - abstraction
  - conflict
  - production

ANS: D                      PTS: 1                      REF: Page 31                      BLM: REMEMBER

24. When human beings obtain lumber from trees to make their homes, which of the following are they engaged in?

- a. production
- b. creative destruction
- c. conflict
- d. cooperation

ANS: A                      PTS: 1                      REF: Page 31                      BLM: HIGHER ORDER

25. When one group of humans trades lumber they took from a forest with another group of humans in exchange for fish they took from the sea, which of the following are they engaged in?

- a. production
- b. creative destruction
- c. conflict
- d. cooperation

ANS: D                      PTS: 1                      REF: Page 31                      BLM: HIGHER ORDER

26. Which of the following do folkways specify?

- a. social inhibitions
- b. social requirements
- c. social preferences
- d. social abstractions

ANS: C                      PTS: 1                      REF: Page 31                      BLM: REMEMBER

27. Physics is to science as taboos are to?

- a. sociology
- b. mores
- c. norms
- d. abstraction

ANS: C                      PTS: 1                      REF: Page 31                      BLM: HIGHER ORDER

28. Incest is an example of which of the following?

- a. a taboo
- b. a folkway
- c. a rite of passage
- d. a superstition

ANS: A                      PTS: 1                      REF: Page 31                      BLM: REMEMBER

29. According to the text, the violation of which type of norm results in the most severe punishment?

- a. sanction
- b. more
- c. taboo
- d. folkway

ANS: C                      PTS: 1                      REF: Page 31                      BLM: REMEMBER

30. Which of the following is an example of a violation of a folkway?
- a person having sexual relations with a sibling
  - a person shaking their head in disapproval at someone
  - a man walking topless in public
  - a police officer issuing a speeding ticket

ANS: C                      PTS: 1                      REF: Page 31                      BLM: HIGHER ORDER

31. Which of the following is the *best* example of a violation of a more?
- a person having sexual relations with a sibling
  - cheating on a sociology test
  - returning a book to the library two weeks late
  - a police officer taking a bribe

ANS: D                      PTS: 1                      REF: Page 31                      BLM: HIGHER ORDER

32. What do sociologists call the norms that people feel are essential for the survival of their group or society?
- mores
  - foundationals
  - folkways
  - laws

ANS: A                      PTS: 1                      REF: Page 31                      BLM: REMEMBER

33. What is the term for rules of behaviour that people in a culture find relatively unimportant?
- taboos
  - folkways
  - sanctions
  - mores

ANS: B                      PTS: 1                      REF: Page 31                      BLM: REMEMBER

34. Which of the following describes the generally accepted ways of doing things within a culture?
- symbols
  - norms
  - methods
  - social requirements

ANS: B                      PTS: 1                      REF: Page 31                      BLM: REMEMBER

35. Which of the following is the *best* example of a violation of a folkway?
- a person having sexual relations with a sibling
  - cheating on a sociology test
  - texting during a sociology class
  - a police officer taking a bribe

ANS: C                      PTS: 1                      REF: Page 31                      BLM: HIGHER ORDER

36. Which of the following *best* describes language?
- a system of symbols used to communicate thought
  - a set of universal signs used to transmit ideas
  - the norms for communication among humans
  - a system of ideas about what is right and wrong

ANS: A                      PTS: 1                      REF: Page 32                      BLM: REMEMBER

37. According to the Sapir–Whorf thesis, our concepts about our environment and experiences are expressed in language. Which of the following results from this process?
- Language influences how we see the world.
  - Language affects our emotional connection to the environment.
  - Our concepts are only valid in our own environments.
  - Our concepts have little to do with power or equality.

ANS: A                      PTS: 1                      REF: Page 32-33                      BLM: HIGHER ORDER

38. What is the term for people’s tendency to judge other cultures by the standards of their own culture?
- culture lag
  - ethnocentrism
  - culture shock
  - evolutionary psychology

ANS: B                      PTS: 1                      REF: Page 33                      BLM: REMEMBER

39. When we discard ethnocentrism and look at the functions of cow worship, we can perceive it as which of the following?
- a superstitious practice
  - a rational economic practice
  - a non-useful practice
  - a failure of the caste system

ANS: B                      PTS: 1                      REF: Page 33-35                      BLM: REMEMBER

40. Harris’s analysis of cow worship in rural India illustrates how functionalist theory can explain otherwise mysterious social patterns, and it teaches a valuable lesson about which of the following?
- sociocultural evolution
  - ethnocentrism
  - cultural universals
  - multiculturalism

ANS: B                      PTS: 1                      REF: Page 33                      BLM: REMEMBER

41. Jennifer tells her friend Libby that she finds it disgusting that in some countries outside of Canada, the inhabitants eat bugs. What concept is reflected in Jennifer’s feelings?
- cultural diffusion
  - cultural confrontation
  - ethnocentrism
  - myopia

ANS: C                      PTS: 1                      REF: Page 33                      BLM: HIGHER ORDER

42. Which of the following sociological concepts does the movie *Borat* (2006) demonstrate?
- cultural myopia
  - ethnocentrism
  - cultural rites of passage
  - entropy

ANS: B                      PTS: 1                      REF: Page 33                      BLM: HIGHER ORDER

43. According to the text, culture provides people with opportunities to exercise their freedom. Which of the following does culture also do?
- It dictates all our actions.
  - It fascinates us.
  - It alarms us.
  - It constrains us.

ANS: D                      PTS: 1                      REF: Page 33-35                      BLM: REMEMBER

44. Until the 1960s, many sociologists argued that culture was simply a reflection of society. However, today, under the influence of symbolic interactionist theory, what do many sociologists believe?
- that people do not just accept culture passively
  - that people accept culture as it is given to them
  - that people really don't care about culture
  - that people shape culture only when they care about an issue

ANS: A                      PTS: 1                      REF: Page 36                      BLM: REMEMBER

45. Which of the following features of culture have symbolic interactionists called to the attention of sociologists?
- People shape culture only when they care about an issue.
  - People accept culture as it is given to them.
  - People creatively produce and interpret culture.
  - People focus on all aspects of culture.

ANS: C                      PTS: 1                      REF: Page 36                      BLM: REMEMBER

46. Which of the following is one reason that Canadians are increasingly able to actively choose, rather than simply accept, cultural influences?
- Canadian society has diversified culturally and socially.
  - Canadian society is becoming increasingly authoritarian.
  - Canadian society has historically had diverse regional identities.
  - Canadian society is becoming less globalized.

ANS: A                      PTS: 1                      REF: Page 37                      BLM: REMEMBER

47. What is evidenced by the growing popularity of Latino music, Asian architectural design, and varied ethnic food?
- cultural solidarity
  - ethnocentrism
  - cultural production
  - cultural diversification

ANS: D                      PTS: 1                      REF: Page 37-38                      BLM: HIGHER ORDER

48. Some educators have advocated that school and college curricula should present a more balanced picture of our history, cultures, and society. This would more accurately reflect Canada's ethnic and racial diversity. Which of the following is this proposal an example of?

- a. cultural diversification
- b. ethnocentrism
- c. multiculturalism
- d. cultural solidarity

ANS: C                      PTS: 1                      REF: Page 37-38                      BLM: HIGHER ORDER

49. Failing to present a more balanced picture of our history, cultures, and society that reflects Canada's ethnic and racial diversity in our school and college curricula is an example of which of the following?
- a. cultural diversification
  - b. ethnocentrism
  - c. multiculturalism
  - d. cultural solidarity

ANS: B                      PTS: 1                      REF: Page 37-38                      BLM: HIGHER ORDER

50. What approach to education gives substantial weight to the achievements of non-whites and non-Europeans in Canadian society?
- a. multiculturalism
  - b. reverse ethnocentrism
  - c. cultural relativism
  - d. cultural diversification

ANS: A                      PTS: 1                      REF: Page 37                      BLM: REMEMBER

51. What is the opposite of ethnocentrism?
- a. cultural diversification
  - b. cultural production
  - c. multiculturalism
  - d. cultural relativism

ANS: D                      PTS: 1                      REF: Page 39                      BLM: REMEMBER

52. What is the term for the belief that all cultures and all cultural practices have equal value?
- a. multiculturalism
  - b. ethnocentrism
  - c. cultural diversification
  - d. cultural relativism

ANS: D                      PTS: 1                      REF: Page 39                      BLM: REMEMBER

53. Which of the following is a criticism of multiculturalism?
- a. It focuses only on the interests of the "charter groups" in Canada.
  - b. Its focus on cultural diversification hurts the interests of the poor.
  - c. It discourages ethnocentrism.
  - d. It leads to cultural relativism.

ANS: D                      PTS: 1                      REF: Page 39                      BLM: REMEMBER

54. According to conflict theory, cultural diversity and multiculturalism have emerged from the ongoing struggle between a privileged majority and disadvantaged minorities. What is the term for this struggle for equal treatment?
- a. multiculturalism
  - b. affirmative action
  - c. cultural diversification
  - d. the rights revolution

ANS: D                      PTS: 1                      REF: Page 39                      BLM: REMEMBER

55. When First Nations groups in Canada began to assert their rights to cultural sovereignty and establish land claims, what process were they engaging in?
- cultural solidarity
  - rights revolution
  - cultural production
  - multiculturalism

ANS: B                      PTS: 1                      REF: Page 39                      BLM: HIGHER ORDER

56. Based on the text, in which of the following ways has the rights revolution influenced democracy?
- The rights revolution has tainted democracy with violence.
  - The rights revolution has strained democracy to the breaking point.
  - The rights revolution has turned democracy into a meaningless tradition in modern cultures.
  - The rights revolution has expanded democracy.

ANS: D                      PTS: 1                      REF: Page 39                      BLM: REMEMBER

57. The rights revolution has profoundly affected culture by legitimizing the grievances of formerly marginalized groups and by renewing pride in subcultural heritages. Which of the following has been a result of the rights revolution?
- Subcultures have been integrated into mainstream society.
  - The unity of Canadian culture has been fragmented.
  - Canada has abandoned the concept of being a mosaic of cultures.
  - Canadian culture has been erased.

ANS: B                      PTS: 1                      REF: Page 39                      BLM: REMEMBER

58. Why were rites of passage important in pre-literate tribal societies?
- because they involved only certain members of the community
  - because they supported cultural homogeneity
  - because they changed norms and values
  - because they supported production

ANS: B                      PTS: 1                      REF: Page 40                      BLM: REMEMBER

59. What are a baptism, a wedding, and a graduation ceremony all examples of?
- cultural relativism
  - cultural reproduction
  - multiculturalism
  - rites of passage

ANS: D                      PTS: 1                      REF: Page 40                      BLM: HIGHER ORDER

60. Liam and Michael are about to get married. What are they engaging in with their marriage?
- a rite of passage
  - an institutional practice
  - a globalizing trend
  - a postmodern abstraction

ANS: A                      PTS: 1                      REF: Page 40                      BLM: HIGHER ORDER

61. Some public religious rituals involve elaborate body decoration, carefully orchestrated chants, and precise movements. What are these rituals examples of?
- rites of passage
  - multiculturalism
  - ethnocentrism
  - cultural reproduction

ANS: A                      PTS: 1                      REF: Page 40                      BLM: HIGHER ORDER

62. According to the textbook, cultural fragmentation increased between the fourteenth and eighteenth centuries as a result of the Renaissance, the Protestant Reformation, the Scientific Revolution, and the French and American Revolutions. Which of the following is a trend that intensified this cultural fragmentation?
- fundamentalism
  - industrialization
  - multiculturalism
  - diversification

ANS: B                      PTS: 1                      REF: Page 40-41                      BLM: REMEMBER

63. What is causing the loss of several thousand languages around the world?
- consumerism
  - rationalization
  - globalization
  - multilingualism

ANS: C                      PTS: 1                      REF: Page 41                      BLM: HIGHER ORDER

64. What is the term for the process by which formerly separate economies, states, and cultures are becoming increasingly interdependent?
- industrialization
  - diversification
  - multiculturalism
  - globalization

ANS: D                      PTS: 1                      REF: Page 41                      BLM: REMEMBER

65. Relatively inexpensive international travel and communication contributed to which of the following cultural processes in the late twentieth century?
- multiculturalism
  - industrialization
  - rationalization
  - globalization

ANS: D                      PTS: 1                      REF: Page 41                      BLM: REMEMBER

66. What is one of the *most* important roots of globalization?
- expansion of ethnocentrism
  - expansion of trade and investment
  - limitations to rationalization
  - diversification of rites of passage

ANS: B                      PTS: 1                      REF: Page 41                      BLM: REMEMBER

67. During a school trip to Russia with other British Columbia high school students, Michelle is surprised to hear Justin Bieber's latest song being played at top volume when they enter the McDonald's in St. Petersburg. She is further surprised when a group of local teens in the restaurant begins to sing along to the song. What is Michelle witnessing?
- the shrinking of cultural repertoires
  - the expansion of cultural comfort zones
  - media convergence
  - globalization

ANS: D                      PTS: 1                      REF: Page 41                      BLM: HIGHER ORDER

68. According to the text, how has globalization influenced people's relationships with the culture into which they were born?
- They feel obliged to defend their culture.
  - They feel less obliged to accept their culture.
  - They are less likely to reject their culture.
  - They are more likely to idealize their culture.

ANS: B                      PTS: 1                      REF: Page 41                      BLM: REMEMBER

69. In what era did the overwhelming majority of the Western culture believe in the inevitability of progress, respect authority, and form a consensus around core values?
- classic
  - premodern
  - modern
  - postmodern

ANS: C                      PTS: 1                      REF: Page 41                      BLM: REMEMBER

70. Which of the following is a defining characteristic of modernity?
- a consensus around core values
  - an eclectic mix of cultural elements
  - a diversity of religious ideas
  - a disrespect for authority

ANS: A                      PTS: 1                      REF: Page 41                      BLM: REMEMBER

71. What type of culture involves an eclectic mix of elements from different times and places, an erosion of authority, and a decline of consensus around core values?
- classic
  - postmodern
  - modern
  - premodern

ANS: B                      PTS: 1                      REF: Page 41                      BLM: REMEMBER

72. Which of the following types of culture is characterized by the growth of different religious beliefs?
- premodern
  - modernist
  - classic
  - postmodern

ANS: D                      PTS: 1                      REF: Page 41                      BLM: REMEMBER

73. Which of the following is NOT characteristic of postmodern culture?
- an eclectic mix of cultural elements from different times and places



77. The change in how father figures are depicted on television from the 1950s to today demonstrates which of the following characteristics of postmodernism?
- the erosion of authority
  - an eclectic mixing of elements from different times and places
  - the growth of religious conservatism
  - a loss of confidence in political leaders

ANS: A                      PTS: 1                      REF: Page 41-42                      BLM: REMEMBER

78. Critics of postmodernism are concerned that the lack of a common culture will create problems in maintaining a stable society. Which of the following has contributed to the breakdown of consensus on many issues today?
- influence of mass media
  - growth of religious extremism
  - rapid shifts in values and in political loyalty
  - organized antiglobalization efforts

ANS: C                      PTS: 1                      REF: Page 43                      BLM: REMEMBER

79. Freja voted for the Green Party in the last election because she favoured the party leader over other leaders. In the most recent election however, she decided to vote for the NDP because she agreed with their platform on education more than the others. What element of postmodernism do her changing political convictions reflect?
- an eclectic mixing of elements from different times and places
  - the erosion of authority
  - the decline of consensus around core values
  - the fragmentation of simulated abstractions

ANS: C                      PTS: 1                      REF: Page 43                      BLM: HIGHER ORDER

80. What characteristic of postmodernism is manifested in the demise of big historical projects, such as communism?
- globalization
  - the instability of core values
  - the erosion of authority
  - an eclectic mix of cultural elements

ANS: B                      PTS: 1                      REF: Page 43                      BLM: REMEMBER

81. Which of the following was a “big historical project” of the twentieth century?
- tribalism
  - communism
  - anarchism
  - familism

ANS: B                      PTS: 1                      REF: Page 43                      BLM: REMEMBER

82. Since the 1960s, which of the following countries has seen the *greatest* increase in the questioning of authority?
- the United Kingdom
  - Japan
  - the United States
  - Canada

ANS: D                      PTS: 1                      REF: Page 43                      BLM: REMEMBER

83. Phoenix believes women and men should receive equal pay for work of equal value, and that gay and lesbian couples should have all the same rights as heterosexual couples. According to the textbook, which of the following nationalities is Phoenix most likely to be?
- British
  - Canadian
  - American
  - Norwegian

ANS: B                      PTS: 1                      REF: Page 44-45                      BLM: HIGHER ORDER

84. Rationalization and consumerism are examples of which of the following?
- culture as constraint
  - postmodernism
  - globalization
  - culture

ANS: A                      PTS: 1                      REF: Page 45-46                      BLM: REMEMBER

85. People lead busy lives. They often feel rushed trying to accomplish too much during the average workday. Their lives appear to be so highly regimented that every moment is precisely planned. These facts illustrate the growth of which of the following processes?
- rationalization
  - cultural diversification
  - consumerism
  - McDonaldization

ANS: A                      PTS: 1                      REF: Page 45-46                      BLM: REMEMBER

86. In Max Weber's sense of the term, what is *rationalization*?
- a justification for a deviant act
  - a justification for a perceived act of deviance
  - use of the most efficient means to achieve given goals
  - using the least expensive and most effective means to get a job done

ANS: C                      PTS: 1                      REF: Page 45                      BLM: HIGHER ORDER

87. Which of the following expressions did Weber coin to illustrate the constraining effect that increased rationalization has had on modern society?
- iron fist
  - steel trap
  - velvet glove
  - iron cage

ANS: D                      PTS: 1                      REF: Page 45                      BLM: REMEMBER

88. Holding maximum efficiency as a goal above all others is the central characteristic of which of the following?

- a. consumerism
- b. globalization
- c. rationalization
- d. postmodernism

ANS: C                    PTS: 1                    REF: Page 45                    BLM: REMEMBER

89. According to Weber, which of the following *best* defines rationalization?
- a. using the least expensive means to get a job done
  - b. the application of the most efficient means to achieve given goals
  - c. the justification for a perceived act of deviance
  - d. the justification for a self-indulgent act

ANS: B                    PTS: 1                    REF: Page 45                    BLM: HIGHER ORDER

90. In Weber's opinion, the development of rationalization was exemplified by the growth of which of the following institutions?
- a. modern labour unions
  - b. modern corporations
  - c. modern armies
  - d. modern bureaucracies

ANS: D                    PTS: 1                    REF: Page 45                    BLM: REMEMBER

91. What is the postmodern tendency to define ourselves in terms of the goods and services we purchase?
- a. consumerism
  - b. brand loyalty
  - c. rationalization
  - d. purchased identity

ANS: A                    PTS: 1                    REF: Page 47                    BLM: REMEMBER

92. The tendency to define ourselves in terms of the goods we purchase is not just a simple reflection of personal choice. This tendency is also important because it supports the economy in what way?
- a. It ensures excess capacity is utilized.
  - b. It reduces the opportunities for Asian nations to practise dumping.
  - c. American culture will dominate globally.
  - d. The products that we produce will be bought.

ANS: D                    PTS: 1                    REF: Page 47-48                    BLM: HIGHER ORDER

93. Which of the following *best* reflects the meaning of the term subculture?
- a. a group defined by practices perceived as inferior by members of the elite in that society
  - b. an inferior culture
  - c. an emergent culture
  - d. a set of distinctive values, norms, and practices within a larger culture

ANS: D                    PTS: 1                    REF: Page 49                    BLM: HIGHER ORDER

94. What is the term for a set of distinctive values, norms, and practices within a larger culture?
- postmodern culture
  - rationalized culture
  - consumer culture
  - subculture

ANS: D                      PTS: 1                      REF: Page 49                      BLM: REMEMBER

95. If a group of teenagers has distinctive clothing, beliefs, ideas, and language that separate them from others in a society, they can be said to belong to which of the following?
- a rationalization group
  - a consumerist collective
  - a subculture
  - a postmodern culture

ANS: C                      PTS: 1                      REF: Page 49                      BLM: HIGHER ORDER

96. When people are feeling depressed they sometimes go to the mall to buy things. If their purchases make them feel good about themselves or their situation, what is this an example of?
- rationalization
  - postmodernism
  - consumerism
  - purchased identity

ANS: C                      PTS: 1                      REF: Page 48                      BLM: HIGHER ORDER

97. Marketers have discovered that they can stimulate demand for a product by doing which of the following?
- encouraging the use of personal video recorders (or PVR machines)
  - using product placement strategies in television shows and movies
  - orchestrating an expensive and long-running television ad campaign
  - taking advantage of consumers' tendency to channel surf

ANS: B                      PTS: 1                      REF: Page 48-49                      BLM: REMEMBER

98. Which of the following is a consequence of consumerism?
- that obsolescence can be planned
  - that advertisers do not influence our purchases
  - that the products that we produce will be bought
  - that products produced will be appealing to all markets

ANS: C                      PTS: 1                      REF: Page 48                      BLM: REMEMBER

99. According to the text, which of the following is a potentially negative consequence of NOT participating in the consumerist culture?
- You might not have the full range of options for expressing your identity.
  - You might be considered a cultural outcast by those who are participating in that culture.
  - The other members of your culture might perceive you as thinking yourself better than they are.
  - The other members of your culture might perceive you as not as good as they are.

ANS: B                      PTS: 1                      REF: Page 47                      BLM: HIGHER ORDER

100. Which of the following is an unintended negative consequence of consumerism?
- lack of choice in the marketplace
  - economic stagnation
  - the “taming” of countercultures
  - cultural instability

ANS: C                      PTS: 1                      REF: Page 49-50                      BLM: REMEMBER

101. Daryl was a charismatic leader of a local anti-consumerist movement. His highly vocal, tattooed, and pierced presence was a constant nuisance to police and local politicians. He would regularly post clips he called “Speak Out, Don’t Buy In” on YouTube. The clips soon received several million hits and brought Daryl to the attention of the marketing division of a large multinational clothing company that targeted youth. A representative of the company contacted Daryl and they worked out a deal to use some of his better-known slogans on a new line of t-shirts the company was producing in exchange for a large amount of cash. What process occurred in bringing Daryl from public nuisance to countercultural icon?
- consumerism as social control
  - culture becoming counterculture
  - social control as an element of culture
  - subculture and counterculture merging

ANS: A                      PTS: 1                      REF: Page 49                      BLM: APPLICATION

102. In its early days, hip-hop became an expression of the alienation, disenchantment, and political rage of the African American community. Over time however, it came to be more and more oriented to lifestyle and signs of material wealth. What does this transformation exemplify?
- the increasing freedoms granted by music lovers to musicians
  - consumerism’s taming of countercultural movements
  - a deviant subculture that was reformed
  - a challenge to the ethos of consumerism

ANS: B                      PTS: 1                      REF: Page 49-50                      BLM: HIGHER ORDER

103. Early hip-hop music expressed contempt for white society. According to the text, what did the attraction of white middle-class youth to the music style reduce hip-hop to?
- a mixing of race and class symbolism
  - pop culture for exclusively for teens
  - music aimed only at countercultural audiences
  - a commercial money-maker absent of political content

ANS: D                      PTS: 1                      REF: Page 50                      BLM: REMEMBER

104. According to the text, many hip-hop music artists began their careers as politically rebellious musicians, but many of them were more than eager to do which of the following?
- embrace new messages as the structure of society became transformed through their music
  - forgo politics for commerce
  - stop recording when their messages were accepted by the wider culture
  - keep producing music with a social conscience

ANS: B                      PTS: 1                      REF: Page 50                      BLM: REMEMBER

105. Consumerism is remarkably effective in taming expressions of freedom and individualism, including acts of dissent and rebellion. Which of the following situations does this create?
- Deviations from mainstream culture become more influential among younger North Americans than older North Americans.
  - Deviations shape mainstream culture more than the natural progression of North American culture.
  - Deviations from mainstream culture often lose their power to drive change because they get turned into means of making money.
  - Commercial success puts pressure on the rebellious artists to push their rebellion into more and more politically radical positions.

ANS: C

PTS: 1

REF: Page 50

BLM: REMEMBER

### TRUE/FALSE

1. In sociology, “culture” means popular culture—rock music, folk art, sports, etc.—consumed across all social classes and groups in a society.

ANS: F

PTS: 1

REF: Page 29

2. When sociologists refer to “high culture” they mean cultural activities that are most likely to be pursued and enjoyed by the wealthiest in society.

ANS: T

PTS: 1

REF: Page 30

3. Production is the tool in the human survival kit that is based on the sharing of resources.

ANS: F

PTS: 1

REF: Page 31

4. Cooperation is the tool in the human survival kit that is based on the sharing of resources.

ANS: T

PTS: 1

REF: Page 31

5. Punishment is minor for the violation of a folkway.

ANS: T

PTS: 1

REF: Page 31

6. The use of a flag to represent the common belonging of many people to one nation is an example of a symbol.

ANS: T

PTS: 1

REF: Page 30

7. The Sapir–Whorf thesis claims that environment and experience affect language, but that language is neutral in its influence on social experience and perception.

ANS: F

PTS: 1

REF: Page 32

8. Cultural relativism involves judging another culture by the standards of one’s own culture.

ANS: F

PTS: 1

REF: Page 39

9. Sociologists from all perspectives discussed in this chapter agree that we can best understand culture as a dependent variable; in other words, that culture is solely the effect of underlying social factors.

ANS: F                   PTS: 1                   REF: Page 36

10. Harris's analysis of cow worship in India illustrated the benefits of functionalist theory in explaining apparently mysterious social practices, and revealed lessons about ethnocentrism.

ANS: T                   PTS: 1                   REF: Page 34-36

11. Conflict theorists were particularly important in explaining that people actively produce and interpret culture.

ANS: F                   PTS: 1                   REF: Page 36

12. According to symbolic interactionism (in contrast to other sociological perspectives), culture is accepted passively by each generation of society.

ANS: F                   PTS: 1                   REF: Page 36

13. Cultural diversity in Canada is evident in all aspects of life, from music and food to clothing and architecture.

ANS: T                   PTS: 1                   REF: Page 37-38

14. Throughout Canadian history, Canada's culture has become increasingly more heterogeneous.

ANS: T                   PTS: 1                   REF: Page 37

15. Advocates of multiculturalism have argued that schools at all levels need to present a more balanced picture of Canadian history, culture, and society—one that shows Canada's ethnic and racial uniformity.

ANS: F                   PTS: 1                   REF: Page 37-38

16. Critics of multiculturalism claim that multicultural education hurts minority students by diverting them from the study of core subjects in order to study their cultural heritage.

ANS: T                   PTS: 1                   REF: Page 39

17. According to Émile Durkheim, deviation from prescribed practices is encouraged during primitive religious rituals.

ANS: F                   PTS: 1                   REF: Page 40

18. The rights revolution affected Canada's acceptance of minorities only during the 1960s and 1970s, after which the revolution was quelled.

ANS: F                   PTS: 1                   REF: Page 39

19. One of the most important causes of globalization has been the expansion of international trade and investment.
- ANS: T                      PTS: 1                      REF: Page 41
20. Postmodernism's central influence is the dominating belief in the inevitability of progress, especially evolutionary trends prompted by scientific innovation.
- ANS: F                      PTS: 1                      REF: Page 43
21. One exception to postmodernism's rejection of big historical projects was the spread of worldwide communism.
- ANS: F                      PTS: 1                      REF: Page 43
22. Postmodernism has many parents, teachers, politicians, religious leaders, and some university professors worried about the future.
- ANS: T                      PTS: 1                      REF: Page 43
23. The big historical projects referred to in the textbook include such cultural feats as the construction of the Great Wall of China, the construction of the pyramids in Egypt, and the Manhattan Project to build the atom bomb in World War II.
- ANS: F                      PTS: 1                      REF: Page 43
24. Most believe that Canada's continuing belief in maintaining deference to authority places Canada far behind other countries with respect to moving into postmodernism.
- ANS: F                      PTS: 1                      REF: Page 44
25. Due to recent changes in Canadian culture, such as a significant decreases in the percentage of Canadians who claim to believe in God, who have confidence in government, and who express a high degree of deference to authority, many sociologists believe that Canada can be called the first postmodern nation.
- ANS: T                      PTS: 1                      REF: Page 44
26. The first efforts to improve productivity through rationalization occurred with the installation of public clocks in town squares.
- ANS: T                      PTS: 1                      REF: Page 45
27. Rationalization—that is, using time to maximize productivity and efficiency—can result in irrational consequences, like having a life that's too hectic.
- ANS: T                      PTS: 1                      REF: Page 45
28. Max Weber claimed that rationality has crept into all spheres of social life except for religious beliefs.
- ANS: F                      PTS: 1                      REF: Page 45-46
29. Consumerism is the term that identifies the process of buying items to define our membership in a certain subculture.

ANS: T                      PTS: 1                      REF: Page 47-48

30. Today, people refuse to allow themselves to associate their status and identity with commercial products.

ANS: F                      PTS: 1                      REF: Page 48

31. One of the more significant results of consumerism is that it leads us to define ourselves in terms of the goods and services we purchase.

ANS: T                      PTS: 1                      REF: Page 48

32. Countercultures do not fundamentally oppose dominant values.

ANS: F                      PTS: 1                      REF: Page 49

### **SHORT ANSWER**

1. Define culture. Distinguish culture, high culture, and popular culture from each other.

ANS:  
Answers will vary

PTS: 1

2. Explain the difference between material and non-material culture using your experience as a university student.

ANS:  
Answers will vary

PTS: 1

3. There are generational differences in how certain behaviours are experienced. Identify a folkway (a social preference) that is acceptable to your peers but that is frowned upon by older generations, and describe the difference in attitude.

ANS:  
Answers will vary

PTS: 1

4. Identify and describe a counterculture that has had an impact on society in your lifetime.

ANS:  
Answers will vary

PTS: 1

5. The textbook cites the French sociologist Baudrillard as claiming that “even what is best in America is compulsory” as illustrative of the claim that consumerism acts as a constraint on our lives. In your opinion, what did Baudrillard mean?

ANS:

Answers will vary

PTS: 1

6. Choose a consumer item that plays a big role in your life, and describe how it acts as both a constraint on you and yet expands your freedom.

ANS:

Answers will vary

PTS: 1

7. Explain how humans produce culture. Include an explanation of the significance of culture to problem solving.

ANS:

Answers will vary

PTS: 1

8. Explain ethnocentrism with reference to the invisibility of culture.

ANS:

Answers will vary

PTS: 1

9. Relate the meaning of ethnocentrism to functionalist theory.

ANS:

Answers will vary

PTS: 1

10. Compare and contrast folkways, mores, and taboos.

ANS:

Answers will vary

PTS: 1

11. Outline the key points of the Sapir–Whorf thesis.

ANS:

Answers will vary

PTS: 1

12. Describe the main tools in the human cultural survival kit. Explain how culture, rather than biological programming, has enabled human survival and possibly a mastery of nature.

ANS:

Answers will vary

PTS: 1

13. Explain what is meant by culture as freedom and culture as constraint.

ANS:

Answers will vary

PTS: 1

14. Use a symbolic interactionist perspective to explain how culture is created.

ANS:

Answers will vary

PTS: 1

15. Outline the three concerns attributed in the text to those who critique multicultural education.

ANS:

Answers will vary

PTS: 1

16. Explain what is meant by the rights revolution. Identify how it has impacted Canadian culture.

ANS:

Answers will vary

PTS: 1

17. Describe the characteristics of postmodernism. What concerns have been expressed about postmodernism?

ANS:

Answers will vary

PTS: 1

18. Define rationalization.

ANS:

Answers will vary

PTS: 1

19. Explain how McDonald's restaurants have become the epitome of rationalization.

ANS:

Answers will vary

PTS: 1

20. Define and provide an example of a rite of passage.

ANS:

Answers will vary

PTS: 1

21. Explain how consumerism shapes our lives.

ANS:

Answers will vary

PTS: 1

22. Define subculture. Explain its relationship to cultural diversity and to consumerism.

ANS:

Answers will vary

PTS: 1

## **ESSAY**

1. Explain how globalization has affected social life in Canada. Use the concepts of culture, culture diversification, and globalization in your answer.

ANS:

Answers will vary

PTS: 1

2. Identify and describe a counterculture that has had an impact on society in your lifetime. Focus on the dominant values that they oppose, and the values that they want to replace them with.

ANS:

Answers will vary

PTS: 1

3. Research the impact that multiculturalism has had on the curriculum in Canadian schools. Identify the strengths and weaknesses that its advocates and critics have put forward, and evaluate its contribution to Canadian society.

ANS:

Answers will vary

PTS: 1

4. Cultural relativism, defined in the textbook as the idea that all cultures and cultural practices have equal value, is held by critics of multiculturalism as one of its drawbacks. Advocates of multiculturalism respond by advocating a moderate version. How would this work? Using one or two controversial values, describe how the balance between tolerance of differences and the lawlessness of “anything goes” can be maintained.

ANS:

Answers will vary

PTS: 1

5. Compare and contrast the main tools in the human cultural survival kit. Comment on their importance versus their importance during either pre-industrial or industrial times.

ANS:

Answers will vary

PTS: 1

6. What accounts for the significance of culture among humans compared to other animals? Make reference to the human capacity to adapt to change.

ANS:

Answers will vary

PTS: 1

7. Defend or reject the authors’ conclusion that Canada may be the first postmodern nation.

ANS:

Answers will vary

PTS: 1

8. Provide evidence of the irrationality of rationalization. Explain the threat of irrationality to society and predict where these trends in rationalization could lead.

ANS:

Answers will vary

PTS: 1

9. Compare and contrast Max Weber’s and George Ritzer’s interpretations of the concept of rationalization.

ANS:  
Answers will vary

PTS: 1

10. Explain the characteristics of subcultures by describing a well-known subculture and its relationship to mainstream Canada.

ANS:  
Answers will vary

PTS: 1

11. Research anti-consumerism organizations. Describe their objectives and estimate the likely success that anti-consumerist groups will have in driving social change.

ANS:  
Answers will vary

PTS: 1

12. Select a movie and use it to explain a sociological concept such as culture, the rights revolution, consumerism, or another concept from Chapter 2.

ANS:  
Answers will vary

PTS: 1

13. If you were going to oppose consumerism in your personal life, what would you do? How would you explain your position to others? How successful do you believe you would be?

ANS:  
Answers will vary

PTS: 1

14. Explain why consumerism is unsustainable.

ANS:  
Answers will vary

PTS: 1

15. Research an element of the environmentalist movement in Canada. Explain why it is (or isn't) an example of a current counterculture.

ANS:

Answers will vary

PTS: 1

16. Research a current event in the news. Adopt a sociological orientation to interpret this event and explain the sociological elements of the news item.

ANS:

Answers will vary

PTS: 1