

Chapter 2: Culture

Multiple Choice Questions

1) What term do sociologists use to describe the language, beliefs, values, norms, behavior, and material objects shared by members of society that are also passed from one generation to the next?

- A) technology
- B) culture
- C) tradition
- D) custom

Answer: B

Diff: 3 Page Ref: 36

Skill: Factual

2) Which set of concepts best illustrates material culture?

- A) jewelry, art, hairstyles
- B) beliefs, values, norms
- C) buildings, clothing, folkways
- D) sanctions, mores, weapons

Answer: A

Diff: 3 Page Ref: 36

Skill: Conceptual

3) Which term is used to describe a group's way of thinking, gestures, language, values and social norms?

- A) material culture
- B) nonmaterial culture
- C) cultural relativism
- D) ethnocentrism

Answer: B

Diff: 1 Page Ref: 36

Skill: Factual

4) Which set of concepts best illustrates nonmaterial culture?

- A) jewelry, art, hairstyles
- B) weapons, clothing, folkways
- C) beliefs, values, norms
- D) mores, sanctions, machines

Answer: C

Diff: 3 Page Ref: 36

Skill: Conceptual

5) Which of the following descriptions is *least* applicable to material culture.

- A) the space shuttle
- B) a lead pencil
- C) an advertisement from a *Victoria's Secret* catalog
- D) religious doctrine that permits a man to have several wives

Answer: D

Diff: 2 Page Ref: 36

Skill: Applied

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6) Anthropologist Ralph Linton made the remark, "The last thing a fish would ever notice would be water." How does the meaning of this statement transfer to the understanding of culture?

- A) Just as there is a universal chemical formula for water, there is a universal definition of culture.
- B) Fish are unable to grasp the meaning of culture because of their limited intellectual capacity.
- C) Except in unusual circumstances, the effects of our own culture are imperceptible to us.
- D) Culture is a natural phenomenon that has a universal definition transferable to all societies.

Answer: C

Diff: 3 Page Ref: 36

Skill: Conceptual

7) In the opening passage, the author discusses how trying to be polite while purchasing a ticket didn't work, and he had to resort to forceful and aggressive tactics to receive service. In this case, the author's behavior can best be described by which statement?

- A) The author was practicing the relativist fallacy because pushing and shoving are never acceptable.
- B) The author is displaying ethnocentrism by using his superior size to forge ahead of the Moroccans.
- C) By accepting the Moroccan custom of pushing and shoving in line, the author was practicing the concept of cultural leveling.
- D) The situation illustrates the differences in nonmaterial culture by Americans and Moroccans.

Answer: D

Diff: 3 Page Ref: 36

Skill: Applied

8) When sociologists use the phrase *the culture within us, what do they mean?*

- A) Culture is based on genetics transmitted from one generation to the next through genes.
- B) Culture is a matter of instinct that all people around the world share.
- C) Culture is affected by several biological factors that differ from person to person.
- D) Shared and learned ways of believing and doing become taken-for-granted assumptions.

Answer: D

Diff: 3 Page Ref: 37

Skill: Conceptual

9) What is the term used to describe feelings of disorientation and confusion when encountering values, behaviors, and expectations totally different from those to which one is accustomed?

- A) cultural lag
- B) culture shock
- C) diffusion
- D) reformulation

Answer: B

Diff: 3 Page Ref: 37

Skill: Applied

10) Mark is a foreign exchange student living with a Chinese family. The first night he was with them his hosts served a delicious entree of meat and vegetables. Although tasty, Mark could not identify the meat. When his host told him it was roast dog Mark became upset and decided to become a vegetarian for the course of his stay. In view of this, which sociological concept did Mark just experience?

- A) culture shock
- B) relativist fallacy
- C) cultural leveling
- D) cultural lag

Answer: A

Diff: 3 Page Ref: 37

Skill: Applied

11) What is the tendency to use our own group's ways of doing things as the yardstick for judging the behavior, values, and beliefs of others?

- A) culture shock
- B) ethnocentrism
- C) relativist fallacy
- D) multiculturalism

Answer: B

Diff: 1 Page Ref: 37

Skill: Factual

12) Marshall is exploring how the various aspects of the Lenape culture fit together including their religion, family values, agricultural efforts, and customs without judging those elements as being inferior or superior to modern Western ways. In doing so, what sociological practice is Marshall practicing?

- A) ethnocentrism
- B) cultural leveling
- C) cultural relativism
- D) universalism

Answer: C

Diff: 3 Page Ref: 39

Skill: Applied

13) What is another term for nonmaterial culture?

- A) cultural lag
- B) reformulation
- C) symbolic culture
- D) ethnic work

Answer: C

Diff: 3 Page Ref: 39

Skill: Factual

14) Wayne always wears a lapel pin on his suit signifying that he was the recipient of the Medal of Honor when he was in the service. Usually, only veterans recognize what the pin actually means. In view of this, which of the following terms best describes Wayne's lapel pin?

- A) It is what anthropologists would call a totem.
- B) The lapel pin represents a hypothesis.
- C) It is a symbol to which people attach meaning.
- D) It is a cultural universal.

Answer: C

Diff: 2 Page Ref: 39

Skill: Applied

15) What form of the nonmaterial culture is illustrated by shaking one's head left and right to mean "no" and up and down to mean "yes"?

- A) selectivity
- B) impression management
- C) sanctions
- D) gestures

Answer: D

Diff: 2 Page Ref: 40

Skill: Applied

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16) What is a system of symbols that can be strung together in an infinite number of ways for the purpose of communicating abstract thought?

- A) technology
- B) raw materials
- C) language
- D) ethnocentrism

Answer: C

Diff: 1 Page Ref: 43

Skill: Factual

17) How do members of a society acquire the ability to use and understand gestures?

- A) Most gestures are learned through interaction with others.
- B) Most gestures are a matter of instinct.
- C) Most gestures are transmitted through heredity.
- D) Most gestures are natural behavior.

Answer: A

Diff: 2 Page Ref: 43

Skill: Applied

18) Who were the two anthropologists who developed the conclusion that language has embedded within it ways of looking at the world?

- A) Richard Cloward; Lloyd Ohlin
- B) Henry McKay; Clifford Shaw
- C) Edward Sapir; Benjamin Whorf
- D) Ronald Anchak; Paul Stoller

Answer: C

Diff: 2 Page Ref: 44

Skill: Factual

19) What term refers to how our language determines our consciousness and perceptions of objects and events?

- A) the Stockholm Syndrome
- B) the Sapir-Whorf Hypothesis
- C) the Klinefelter Syndrome
- D) the Pythagorean Theorem

Answer: B

Diff: 1 Page Ref: 44

Skill: Factual

20) Jamaican women prefer portly men with rounded mid-sections, while American women prefer men who have triangular physiques, big shoulders, and thin waist lines. What term refers to this difference of what is socially desirable or undesirable?

- A) norms
- B) mores
- C) values
- D) sanctions

Answer: C

Diff: 3 Page Ref: 44-45

Skill: Applied

21) What are the expectations or rules of behavior that develop out of a group's values?

- A) mores
- B) folkways
- C) laws
- D) norms

Answer: D

Diff: 1 Page Ref: 45

Skill: Factual

22) What American city is called the "capital of Latin America" and has a difficult social problem regarding the need for all residents to be bilingual?

- A) Houston, TX
- B) San Diego, CA
- C) Miami, FL
- D) New Orleans, LA

Answer: C

Diff: 1 Page Ref: 45

Skill: Factual

23) What term describes hugs, smiles, and "high fives" that are freely given between two individuals as a sign of expressing approval for following a norm?

- A) emoticons
- B) folkways
- C) positive sanctions
- D) moral holidays

Answer: C

Diff: 2 Page Ref: 45

Skill: Factual

24) Jane is totally dedicated to her academic responsibilities. But during spring break, she engages in serious partying and "hell raising" that has given her the nickname "Calamity Jane." Sociologically, which of the following descriptions best applies to "Calamity Jane"?

- A) Jane has a split personality, one that is dominant at school and the other that becomes dominant when she parties.
- B) When Jane goes on spring break she is on a moral holiday.
- C) Jane is enjoying a positive sanction that becomes possible because of her academic effort.
- D) Jane is just experiencing what every university student enjoys by mixing her social and academic lives.

Answer: B

Diff: 2 Page Ref: 46

Skill: Applied

25) Mark and Sally went walking in the park. Both of them were wearing nothing on the upper half of their bodies. In American culture, Mark would be violating a _____ and Sally would be violating a _____.

- A) more; folkway
- B) more; taboo
- C) folkway; more
- D) folkway; taboo

Answer: C

Diff: 2 Page Ref: 47

Skill: Applied

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26) George has a habit of mixing his peas or corn in his mashed potatoes and then eating them with a butter knife at dinner. Which phrase best describes George's behavior in the dining hall?

- A) George is on a *mental holiday*.
- B) George is guilty of violating a folkway.
- C) George is guilty of violating a taboo.
- D) George is experiencing a social emoticon.

Answer: B

Diff: 2 Page Ref: 47

Skill: Applied

27) Which term describes a group that has a distinctive way of looking at life, but at the same time their values and norms reflect the dominant culture of their society?

- A) counterculture
- B) underground culture
- C) subdominant culture
- D) subculture

Answer: D

Diff: 1 Page Ref: 48

Skill: Factual

28) In the month of December, many Jewish families celebrate *Chanukah*, the "festival of light," during which special foods are served and families engage in ritual activity unique to their religious faith. In this context, members of the Jewish faith represent a _____.

- A) deviant culture
- B) counterculture
- C) subculture
- D) rival culture

Answer: C

Diff: 3 Page Ref: 48

Skill: Applied

29) "Sunny" is a professional shoplifter. "Walker" is a member of the Devil's Disciples and an avid Satan worshipper. In view of this, which statement is most correct regarding "Sunny" and "Walker"?

- A) Sunny belongs to a subculture and Walker belongs to a counterculture.
- B) Both Sunny and Walker belong to subcultures.
- C) Sunny belongs to a counterculture and Walker belongs to a subculture.
- D) Both Sunny and Walker belong to countercultures.

Answer: D

Diff: 2 Page Ref: 48

Skill: Applied

30) Which of the following groups is most representative of a counterculture?

- A) a New York City cabbies' union
- B) a group of Philadelphia Eagles fans
- C) an outlaw motorcycle gang
- D) a group of tattoo artists

Answer: C

Diff: 1 Page Ref: 48

Skill: Applied

31) What term describes a society which is made up of many different religious, racial and ethnic groups?

- A) a society of assimilation
- B) a noncentrist society
- C) a pluralistic society
- D) a centrist society

Answer: C

Diff: 1 Page Ref: 48

Skill: Factual

32) Americans cherish the ideal that anyone can rise from the bottom of society to its very top. What value identified by Robin Williams is illustrated by this belief?

- A) efficiency and practicality
- B) achievement and success
- C) individualism
- D) progress

Answer: C

Diff: 3 Page Ref: 49

Skill: Applied

33) What U.S. core value cited by Robin Williams is exemplified by helpfulness, personal kindness, aid in mass disasters, and organized philanthropy?

- A) humanitarianism
- B) activity and work
- C) efficiency and practicality
- D) progress

Answer: A

Diff: 2 Page Ref: 49

Skill: Applied

34) What is the American core value that pervades U.S. life and is underscored by the American revolution?

- A) individualism
- B) equality
- C) progress
- D) freedom

Answer: D

Diff: 2 Page Ref: 49

Skill: Conceptual

35) What three values did Jim Henslin add to the set of twelve core values of American culture first identified by Robin Williams in 1965?

- A) education, religiosity, romantic love
- B) religiosity, individualism, activity and work
- C) romantic love, humanitarianism, democracy
- D) education, achievement and success, science and technology

Answer: A

Diff: 3 Page Ref: 49

Skill: Factual

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36) When values coexist, such as hard work, education, and efficiency, what term is used to describe this relationship?

- A) value cluster
- B) value strain
- C) value coexistence
- D) value contradiction

Answer: A

Diff: 2 Page Ref: 49; 52

Skill: Applied

37) What was the underlying reason JoEllen Shively discovered why Native Americans liked Westerns?

- A) The cowboys were always portrayed as winners.
- B) The cowboys expressed the Native Americans' values of bravery, autonomy, and toughness.
- C) The cowboys were popular, not only in the movies but also in novels and on television programs.
- D) The cowboys had many talents including singing and sharpshooting.

Answer: B

Diff: 2 Page Ref: 52

Skill: Factual

38) In the mid 1960s there was a serious contradiction in social values in America. On one hand, America stood for freedom, democracy, and equality. But there were also pockets of racism, group superiority, and individualism. As a result of this value contradiction, what was the outcome?

- A) It provided social consensus of the existing value system.
- B) It was an impetus for social change.
- C) It strengthened the social norms held by various groups.
- D) It resulted in a stagnation of social integration.

Answer: B

Diff: 3 Page Ref: 53

Skill: Applied

39) It is not uncommon for violence to accompany clashes between members of planned parenthood programs and those devoted to pro-life efforts. What term would sociologists use to describe this values clash?

- A) role strain
- B) relativist fallacy
- C) culture war
- D) moral holiday

Answer: C

Diff: 3 Page Ref: 54

Skill: Applied

40) American parents encourage their children to be hard working, efficient, practical, and individualistic. What are these values, along with other norms, beliefs, and mores parents pass to their children that everyone would follow if we lived in a "perfect world" called?

- A) ideal culture
- B) normative culture
- C) real culture
- D) material culture

Answer: A

Diff: 1 Page Ref: 54

Skill: Factual

41) What term do sociologists use to describe the norms and values that people actually follow as opposed to those they would follow if they lived in "a perfect world"?

- A) cultural relativism
- B) relativist fallacy
- C) real culture
- D) ideal culture

Answer: C

Diff: 2 Page Ref: 55

Skill: Conceptual

42) What term refers to the skills or procedures necessary to make and use tools?

- A) cognitive culture
- B) diffusion
- C) technology
- D) cultural adaptation

Answer: C

Diff: 1 Page Ref: 55

Skill: Factual

43) What term best describes the emerging technologies that have a significant impact on social life, such as the emergence of computers, satellites, and the electronic media?

- A) cultural lag
- B) cultural innovation
- C) new technology
- D) technical diffusion

Answer: C

Diff: 2 Page Ref: 55

Skill: Factual

44) Who was the sociologist responsible for coining the term "cultural lag"?

- A) Robert Merton
- B) William Ogburn
- C) Talcott Parsons
- D) C. Wright Mills

Answer: B

Diff: 2 Page Ref: 55

Skill: Factual

45) Although personal computers have become efficient, cost effective, and user friendly, many people refuse to learn how to use them. What term describes this reluctance by some people to embrace new technology?

- A) cultural lag
- B) cultural diffusion
- C) cultural leveling
- D) cultural wars

Answer: A

Diff: 2 Page Ref: 55

Skill: Factual

Chapter 2 Culture

46) Which of the following scenarios best illustrates how nonmaterial culture has never caught up with the material culture?

- A) The nine-month school year has never changed since public schools began.
- B) People who are afraid of identity theft refuse to shop on the Internet.
- C) Students are no longer taught how to use a slide rule or how to manually calculate square roots.
- D) Multiculturalism has replaced the emphasis on Euro-American history.

Answer: A

Diff: 3 Page Ref: 55

Skill: Applied

47) When American servicemen occupied Japan following World War II, the Japanese watched the Americans playing baseball, appreciated the sport, and adopted it themselves. Today, baseball is one of the most popular sports in Japan. This adoption of baseball by the Japanese is an example of _____.

- A) cultural diffusion
- B) discovery
- C) reformulation
- D) technological innovation

Answer: A

Diff: 2 Page Ref: 56

Skill: Applied

48) In a four-square block section of midtown Manhattan, it is possible to purchase a bagel with cream cheese, eat stir-fried vegetables prepared in a wok, or dine on raw fish in a sushi bar. What does this range of culinary possibilities illustrate?

- A) cultural absolutism
- B) cultural bridging
- C) cultural diffusion
- D) cultural innovation

Answer: C

Diff: 3 Page Ref: 56

Skill: Applied

49) What sociological concept explains why natives in remote South American jungles can be found using metal cooking pots and Americans can be found eating Chinese food in Chicago?

- A) relativist fallacy
- B) cultural relativism
- C) reverse culture
- D) cultural diffusion

Answer: D

Diff: 3 Page Ref: 56

Skill: Applied

50) What sociological concept is illustrated by the adoption of Western dress and culture in Japan, the presence of McDonald's restaurants in Moscow and Hong Kong, and Chinese restaurants in Chicago and Manhattan?

- A) cultural bridging
- B) cultural adaptation
- C) cultural dissolution
- D) cultural leveling

Answer: D

Diff: 3 Page Ref: 56

Skill: Applied

True/False Questions

1) Jewelry, art, movies, and other non-essential leisure activities in society are examples of material culture.

Answer: TRUE

Page Ref: 36

2) The appreciation of other cultures and the desire to judge them based on their unique qualities is ethnocentrism.

Answer: FALSE

Page Ref: 37

3) Nonmaterial culture is also referred to as symbolic culture.

Answer: TRUE

Page Ref: 39

4) Cultural relativism is the judging of other cultures based on how "normal" they are in respect to our own.

Answer: FALSE

Page Ref: 39

5) Most gestures are universal and serve as an international method of communication.

Answer: FALSE

Page Ref: 40

6) Because language allows culture to exist, its significance for human life is difficult to overstate.

Answer: TRUE

Page Ref: 43

7) The Sapir-Whorf hypothesis is based on the common sense assumptions that certain cultures are superior to others.

Answer: FALSE

Page Ref: 44

8) Sanctions can be both material or nonmaterial.

Answer: TRUE

Diff: 2 Page Ref: 45

9) Moral holidays are times when people are allowed to break norms and engage in activities that at other times, may lead to arrest.

Answer: TRUE

Page Ref: 46

10) Rules against plagiarism, cheating, and academic dishonesty are examples of folkways.

Answer: FALSE

Page Ref: 47

11) United States society contains thousands of subcultures.

Answer: TRUE

Page Ref: 48

12) The values and norms of most countercultures blend in with mainstream society and offer little threat to the dominant culture other than being different.

Answer: FALSE

Page Ref: 48

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13) Violation of a folkway would more than likely be overlooked by other members of society and not affect the violator's master status.

Answer: TRUE

Page Ref: 48

14) Promoting humanitarianism and freedom but at the same time exhibiting signs of racism and superiority is an example of a value cluster.

Answer: FALSE

Page Ref: 52-53

15) Value contradiction is a major force for social change in society.

Answer: TRUE

Page Ref: 53

16) Because of the freedom of speech and ability to express individual views, culture wars are almost nonexistent in the United States.

Answer: FALSE

Page Ref: 54

17) Technology sets the framework for a group's nonmaterial culture.

Answer: TRUE

Page Ref: 55

18) Because of the increased technology available in industrialized nations, cultural lag is virtually nonexistent.

Answer: FALSE

Page Ref: 55

19) A society's material culture usually changes first, with the nonmaterial culture accepting new innovations later to create the concept of cultural lag.

Answer: TRUE

Page Ref: 55

20) The fact that the Golden Arches of McDonald's can be seen in Tokyo, Madrid, Hong Kong, and many other foreign cities is an example of cultural leveling.

Answer: TRUE

Page Ref: 56

Short Answer Questions

1) What is the difference between material and nonmaterial culture?

Answer: Material culture includes physical items, tools, and the technology to use them. Nonmaterial culture is centered on beliefs, values, and other assumptions about the world that are less concrete.

Page Ref: 36

2) What is meant by the phrase "the culture within us?"

Answer: The *culture within us* refers to the *taken-for-granted* assumptions we make about what is "natural" regarding dress, language, religion, and other aspects of our surroundings.

Page Ref: 37

3) Ethnocentrism is most associated with feelings of superiority, discrimination, and prejudice one has when comparing their own culture to others. Provide at least two examples of how ethnocentrism may have positive ramifications.

Answer: From a positive perspective, ethnocentrism (1) creates in-group loyalties, (2) motivation to rise above threats from other individuals or organizations, and (3) a survival instinct when confronting other people (cultures) when engaged in mortal combat.

Page Ref: 37

4) What is meant by the statement "culture provides a moral imperative."

Answer: As a moral imperative, one's culture provides a reference point of what is right or wrong which is the standard by which all other cultures are judged.

Page Ref: 37

5) What are the similarities and differences between cultural relativism and ethnocentrism?

Answer: Both cultural relativism and ethnocentrism describe how one responds to a new culture when first encountering it. Cultural relativism is an attempt to understand other cultures in their own terms. Ethnocentrism is a tendency to use one's own groups' ways of doing things as a yardstick for judging others.

Page Ref: 37, 39

6) Why is nonmaterial culture sometimes referred to as symbolic culture?

Answer: The central component of nonmaterial culture is the symbols used to which people attach meaning and use to communicate with one another. Symbols include gestures, language, values, norms, sanctions, folkways, and mores.

Page Ref: 39

7) Are gestures universal? Explain.

Answer: The use of gestures is a cultural universal, meaning every society uses gestures to communicate. They are not universal, however, with each culture having distinct and different interpretations of what gestures mean.

Page Ref: 40, 42

8) What is the Sapir-Whorf hypothesis?

Answer: The Sapir-Whorf hypothesis is the conclusion that language not only expresses thoughts, but also shapes the way we think and perceive our environment.

Page Ref: 44

9) Patti Sue and Shorty are students at a state university. For spring break they have gone to Mardi Gras for a *moral holiday*. What is a logical conclusion that can be drawn about the intentions of Patti Sue and Shorty?

Answer: They intend to have a good time that will include partying and possibly violating some norms that they would otherwise follow when at school or home.

Page Ref: 46

10) What is the likely response a group will have if one of its members violates a folkway?

Answer: Violation of a folkway may result in a minor negative sanction (a disapproving look, comment, or other gesture) or even be overlooked.

Page Ref: 47

11) What is the most distinguishing factor that qualifies an act as being a taboo as opposed to simply being a norm violation? Give an example of each.

Answer: The degree of revulsion the act generates determines whether or not it is a norm violation or a taboo. Speeding, cheating on one's income tax, and most crimes would be considered norm violations. A taboo, however, generates a feeling of revulsion at its very suggestion, such as eating human flesh or children having sex with their parents.

Page Ref: 47

12) What is a *pluralistic society*?

Answer: A pluralistic society is one made up of many different groups that shares the values of different racial, ethnic, and religious groups.

Page Ref: 48

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13) What is the difference between a subculture and a counterculture?

Answer: A subculture is a world within the larger world of the dominant culture with distinctive features, beliefs, or value systems. These distinctive features, however, blend in with mainstream society. A counterculture has values and norms that are at odds with the dominant culture.

Page Ref: 48

14) What is the distinguishing quality of a counterculture that makes it different from a subculture?

Answer: Countercultures embrace values, norms, and behavior that are at odds with the dominant culture and may actually threaten it. A subculture is simply different and does not threaten mainstream values.

Page Ref: 48

15) What are the similarities and differences between a value cluster and a value contradiction?

Answer: Both address what members of a culture consider as good or bad, desirable or undesirable. Values that are found existing together to form a larger whole are called value clusters. Values that defy one another but exist in the same situation are called value contradictions.

Page Ref: 49, 52-53

16) What is a culture war?

Answer: A culture war is a clash in values so severe that it has the potential to create violence between opposing members of the groups that hold the opposing values. In some cases the clash does result in violence. Examples include pro-life vs. pro-choice advocates and white aryan members vs. affirmative action advocates.

Page Ref: 54

17) What are the similarities and differences between ideal and real culture?

Answer: Both ideal culture and real culture address the values, norms, and goals members of society aspire to achieve or embrace. The values, norms, and goals that a group considers worth aspiring to and pass from generation to generation are called ideal culture. The actual values, norms, and goals people actually follow are called the real culture.

Page Ref: 54-55

18) How is *new technology* different from technology in the traditional sense?

Answer: New technology is the emerging technology that has a significant impact on social life. Examples of the new technology include computers, satellites, and the electronic media.

Page Ref: 55

19) What is meant by the term *cultural lag*?

Answer: Cultural lag is the result when all parts of a culture change do not change at the same pace. Some parts of the culture change but others lag behind.

Page Ref: 55

20) How does cultural diffusion occur?

Answer: Cultural diffusion occurs when members of one culture come into contact with other groups possessing a different culture that has either nonmaterial or material qualities found to be desirable.

Page Ref: 56

In-depth Essay Questions

1) Define the two major components of culture. Why is culture so different around the world among the various societies of the world?

Answer: Culture is composed of material culture and nonmaterial culture. Material culture includes jewelry, art, tools, weapons, buildings, machines, utensils, and any item used by members of society. It also includes the technology to use these items. Nonmaterial culture is a group's way of thinking. This includes its beliefs, values, and other assumptions about the world. Material and nonmaterial culture are vastly different around the world due to a number of factors. Availability of resources will dictate the food and living conditions of a group. Combined with the level of industrialization and technological advancement, a culture can be "primitive" or "advanced," each being relative terms. Tradition affects both material and nonmaterial culture as well as a population's ability to think for itself, challenge conditions, and seek to improve its standard of living. There are also many other factors contributing to cultural differences.

Page Ref: 36-37

2) How are culture shock and ethnocentrism interrelated? How can a student trying to understand other cultures prepare adequately to not be victimized by either?

Answer: Culture shock is the disorientation and confusion one feels when confronted by an entirely new culture. This can include a difference in material culture, such as eating roast dog or monkey brains or the nonmaterial culture of believing in many gods. Ethnocentrism is the tendency to use one's own group's standards to judge others which is the first step in being prepared for shock. In order to guard against both ethnocentrism and culture shock, a student of culture must be open-minded and be ready to recognize differences among other people. This does not mean he or she must embrace another culture and practice, but it does mean the student must not "rush to judgment" to criticize the way of life of others simply because it is not the same as their own.

Page Ref: 37

3) Summarize the main points of culture.

Answer: 1. There is nothing "natural" about material culture.

2. There is nothing "natural" about nonmaterial culture.

3. Culture provides the means by which we see the world and perceive reality.

4. Culture provides the fundamental basis for decision making.

5. Culture is the "moral imperative" that determines the right way of doing things.

6. Coming into contact with a relatively different culture challenges our basic assumptions about life.

7. Although the particulars of culture differ, culture itself is universal.

8. All people are ethnocentric which has both positive and negative consequences.

Page Ref: 37

4) Discuss the importance of gestures for communicating with others. Are gestures a cultural universal?

Answer: Gestures are a useful shorthand for conveying messages without words. They facilitate communication, emphasize messages when used with spoken language, and provide simplicity in conveying meaning. Gestures can summon emotion, in some cases better than the spoken word. They can also be used in situations where the receiver is too far away to hear, but can see the sender and in places where speaking needs to be avoided but body movements are acceptable.

The use of gestures is a cultural universal meaning all cultures employ gestures in one form or another. The meaning of each individual gesture, however, can vary greatly from culture to culture.

Page Ref: 40, 42

5) What are the components of nonmaterial culture? Provide the definition and an example of each.

Answer: The central component of nonmaterial culture is symbols. Symbols are anything to which people attach meaning and used to communicate with others. Bumper stickers, lapel pins, and organizational logos are just a few examples of symbols. Universally, the symbols of nonmaterial culture are gestures, language, values, norms, sanctions, folkways, and mores. Gestures are using one's body to communicate with others, such as shaking the head up and down for "yes" or left to right for "no". Language are symbols strung together in an infinite number of ways used for communication. Language can be written or spoken and includes thousands of variations including English, Russian, French, et. el. Values are ideas of what is desirable or undesirable in life. Wealth and success are highly prized compared to poverty and failure. Norms are expectations or rules of behavior that develop out of values. Norms include monogamy (one spouse) and the expectation that able-bodied Americans work to support themselves and their families. Sanctions are the reactions people receive for breaking or following norms. Being on the Dean's list is a positive sanction encouraging continuation of a specified behavior while suspension from a job is a negative sanction for violating a norm. Folkways are norms that are not strictly enforced and provide a wide degree of latitude. Folkways include eating habits and dress. Mores are norms essential to core values of society that require mandatory compliance. An example of a more is fidelity in marriage.

Page Ref: 39-47

6) How are norms, folkways, and mores the same as well as different?

Answer: Norms, folkways, and mores are all important concepts in understanding nonmaterial culture. They all set forth expected behavior of members of a particular society. The major difference is in the scope of the expectations, the importance of each concept to preserving a society's nonmaterial culture, and the reaction by other members of society for not following each concept. Norms are expectations or rules of behavior that develop out of a groups' values. Norms are enforced through the use of positive and negative sanctions. The more serious a norm violation, the more severe the sanction. Laws would be considered norms as well as the expectation that parents care for their children. Breaking a law may result in arrest and ignoring parental responsibilities can result in charges of neglect against parents. Folkways are norms that are not strictly enforced. People are expected to comply with folkways but their violation results in a much less severe sanction. Proper eating habits, dress, and etiquette are examples of folkways. Mores are norms that are essential to a society's core values that must be followed. Violation of mores may or may not equate to breaking a law, but it would result in harsh reactions by other members of society. Cheating on exams and exposing oneself in public are examples of more violations.

Page Ref: 45-47

7) What are the similarities and differences between subcultures and countercultures? Provide examples of each.

Answer: Subcultures are a world within the larger world of the dominant or mainstream culture. Each subculture has a distinctive way at looking at life. While maintaining ties to the dominant cultural values, it has qualities including tools, values, beliefs, attitudes, and practices that differ from those of the dominant culture. Subcultures can be divided based on categories such as occupational, political, religious, ethnic, and regional differences. Subcultures do not necessarily threaten the values of society, they are simply different. Examples of subcultures include "Southern Hospitality", police officers, and Chinatown. Countercultures are similar to subcultures in their definition but have an added dimension of threatening the dominant culture's values and norms. In many cases, a counterculture's activities may be seen as immoral or illegal, such as the culture of drug addicts, prostitutes, and hate groups.

Page Ref: 48, 50-51

8) Identify six of the twelve core values in U.S. society identified by sociologist Robin Williams. Define a value cluster and value contradiction. Develop at least one value cluster and one combination of values that is a value contradiction.

Answer: The 12 values identified by Robin Williams are (1) achievement and success, (2) individualism, (3) activity and work, (4) efficiency and practicality, (5) science and technology, (6) progress, (7) material comfort, (8) humanitarianism, (9) freedom, (10) democracy, (11) equality, and (12) racism and group superiority. Value clusters are those that are linked together, in which embracing one necessitates embracing the others. Examples of value clusters include the grouping of hard work, education, efficiency, material comfort, and individualism or the grouping of individualism, democracy, and freedom. Value contradictions are those that oppose one another, that to embrace one naturally requires a lack of support for another. Examples of value contradictions include matching group superiority with freedom, democracy, and equality.

Page Ref: 49, 53

9) Define the concepts "culture lag," and "new technology." Provide an example to illustrate how the introduction of a *new technology in society produced a condition of culture lag*.

Answer: Cultural lag is a term coined by William Ogburn that means not all parts of a culture change at the same pace. Nonmaterial culture usually lags behind material culture. New technology refers to emerging technologies that have a significant impact on social life, such as the development of the desktop computer, satellite communications, and cell phones. The emergence of the affordable desktop computer is a classic example of a new technology that produced cultural lag. Although within the financial grasp of many Americans, they refused to adopt the technology for a variety of reasons. These include a mistrust of the hardware, a failure to take the time to learn its operation, and a reliance on tradition.

Page Ref: 55

10) Define cultural diffusion and cultural leveling, providing an explanation of how they are similar as well as different.

Answer: Cultural diffusion is the process of one society adopting some part of another society's material or nonmaterial culture. Examples of this are the Japanese adoption of baseball and the fondness Americans have for Chinese food. Cultural leveling is the process where cultures become similar to one another. The influx of McDonald's restaurants in the Far East and Europe and other elements of western culture being spread around the world such as dress, music, and recreational interests represent cultural leveling. Although cultural leveling is more often the result of the culture of a powerful and dominant society spreading worldwide (such as baseball, McDonald's, and KFC) the people of more powerful nations will also absorb the material and nonmaterial culture of less powerful societies, such as the spread of Chinese food worldwide.

Page Ref: 56

Open Book Questions

1) In the opening vignette the author comments on several practices of the Moroccan people that made him feel uneasy, especially how they stared at him and the lack of concern for sanitation by food vendors and in restaurants. Based on your own travels outside the United States and the knowledge you have gained about other cultures, identify at least three American practices that people from other cultures would consider strange. Identify the area of the world or people who would find the behavior cited as odd.

Answer: Answers will depend upon the extent of travel by students and their experience with members of other cultures. The following is a partial list of some of the American practices that would qualify as being odd by other cultures.

- (1) Locking one's home or apartment when leaving. This would appear strange to members of a tribal society such as the Hmong (page 38).
- (2) Women wearing blouses or dresses that cover their upper body. Women in Uganda and many other sub-Saharan African countries go topless in public.
- (3) Women wearing shorts. In many of the same societies where going topless in public is acceptable, showing "too much leg" is considered scandalous.
- (4) Eating beef and the smell of burning flesh (steaks and hamburgers). Hindus would be offended by the thought of eating beef since cows are sacred.
- (5) Working on Sunday, even for simple household chores such as doing the laundry or mowing the lawn. The Amish would frown upon this, as would some Christian fundamentalists groups.
- (6) Going to a hospital for a simple function such as having a baby. Childbirth in tribal societies is often done in the field by squatting on a banana leaf, bearing the baby, and moving on.

Page Ref: 35-36, 38

2) Anthropologist Robert Edgerton argues that cultures should be evaluated on the basis of the "quality of life" they provide their citizens. Is it possible to use this standard to avoid both cultural relativism and ethnocentrism in examining cultures different from one's own? Are there qualities that all societies can agree on that would be the basis to develop a more culturally universal standard to judge societies?

Answer: Edgerton's suggestion would seem to avoid both cultural relativism and ethnocentrism, but it may not avoid either. The term "quality of life" has different meanings in different cultures. Imposing our definition of the term would constitute ethnocentrism. Accepting the definition within a culture would constitute cultural relativism.

Although members of industrial western cultures would quickly denounce female circumcision, gang rape, and wife beating, there are societies that feel these behaviors are not only "natural" but vital to their way of life. Issues such as family size, planned parenthood, and birth control would be controversial. The one family/one child philosophy of China makes perfect sense to the Chinese (and to most other members of the world) but large families are considered natural and essential to many groups, especially in underdeveloped, low-income nations.

Page Ref: 39

3) After reading the box "Cultural Diversity Around the World: You Are What You Eat?", discuss American dishes that some people may find offending. Then analyze the statement, "you are what you eat."

Answer: Americans generally don't eat raw monkey brains (or cooked ones for that matter), nor are they fond of roast dog or cat. But what about pickled pigs' feet, cow tongue, or fried hog intestine? Then there are various types of wild game many people enjoy, ranging from venison to stewed groundhog legs. Members of the class may be required to tour a supermarket and make a list of foods they find available in the deli, fresh meat case, among frozen foods, and canned goods section they find unusual.

As far as being "what you eat", is a vegetarian a piece of lettuce any more than a person who enjoys a ham sandwich a pig? Are people who enjoy escargot snails? Symbolically, we tend to view foods as representative of certain lifestyles. With a few exceptions, it isn't what we eat that determines what we are, but the amounts of specific foods that we eat combined with other factors such as heredity, physical activity, lifestyle, and personal habits.

Page Ref: 40

4) In "Cultural Diversity in the United States: Miami-The Controversy Over Language", Henslin reports that half of the residents of Miami have trouble speaking English and the other half have difficulty speaking Spanish. This results in personal difficulties for everyone. Take a position on whether or not immigrants should be required to learn and use English. Defend the position taken and include any parameters associated with it.

Answer: There is no right answer for this question, only an evaluation of how well the answer is defended.

Arguments advocating the use of English in America can be supported on a number of factors. It is the dominant language of the nation. It provides uniformity in transacting business, education, and all other aspects of human interaction. In addition, there are so many variations of Spanish that learning one dialect does not necessarily translate to understanding Hispanics from other areas. The necessity to provide instructions in two or more languages and the accompanying books, texts, and so on drain resources from all social institutions including education, government, religion, the economy, and others. If one language (Spanish) is permitted to exist for routine transactions, will this be an impetus for other languages to also be adopted? Most advocates of a "national language" suggest a period of adjustment and adaptation for immigrants to learn the language.

Arguments supporting the need for Americans to learn Spanish (as well as other languages) can be supported by an appreciation for multiculturalism and a necessity in the ever-shrinking world of business. It is also noted that most European Americans spoke their own language for more than one generation before subsequent generations learned English.

Page Ref: 45

5) In the text box, "Cultural Diversity in the United States: Race and Language: Searching for Self-Labels", Henslin states, "The ethnic terms we choose--or which are given us--are major self identifiers. They indicate both membership in some group and a separation from other groups." What are some of the sanctions, both positive and negative, that can result from accepting or refusing to accept the self identifiers we choose or are given to us? The answer can include identifiers other than race.

Answer: Culture determines behavior that is gender specific, class specific, age specific, and even race specific. Although the enforcement of the norms that guide these expected behaviors have become more flexible in the 21st century, there are still expectations people are to follow based on the terms one chooses or are given to identify them.

The Irish pride themselves on being heavy drinkers. To be Irish and not a consumer of large amounts of alcohol can result in a negative sanction of name calling or being refused invitations to parties. Gender-specific behavior for boys and girls, men and women, has been an issue since Adam and Eve. To violate the gender-specific behavior results in labels such as "tomboy" or "sissy." African Americans who refuse to take a subordinate role may be considered "uppity" and white Americans who don't embrace the American value cluster of achievement and success, progress, and activity and work may be called "white trash."

Conversely, there can be positive sanctions awarded for being a model of behavior expected based on an identifier. A young woman who embraces all the expected behavior and qualities most teenagers aspire to achieve may be elected "prom queen." A contestant who wins the "iron man competition" would be "the man's man." African Americans who embrace their African heritage by wearing traditional African dress from time to time would be positively recognized as well.

Page Ref: 45-46

6) Define "moral holiday" and "moral holiday place." Identify periods when students are expected to be on a moral holiday and the places they frequent when doing so. Also, what are some guidelines that must be followed even when on "moral holiday"?

Answer: Moral holidays are specified times when people are allowed to break norms. Moral holiday places are locations where norms are expected to be broken. Examples of "moral holiday" include weekends, semester break (to a degree), and especially spring break. Moral holiday places include parties hosted by other students, fraternities or sororities, local bars, holiday spots (New Orleans, especially during Mardi Gras, Cancun, Caribbean resorts), casinos, and other places where one's master status is changed for the duration of their stay.

Some basic guidelines to follow include (1) being knowledgeable of the norms that can be broken or bent without negative sanction at the particular location, (2) not bringing physical harm to any individual (including oneself), (3) not engaging in behavior that can result in extended pain or suffering (becoming so intoxicated one loses all sense of who they are or where they are, doing hard drugs--especially those purchased from strangers, taking risks that have a high likelihood of resulting in injury or death), (4) not driving under the influence, and (5) practicing safe sex.

Page Ref: 46

7) How are folkways and mores similar as well as different? Are either universal, even among college students? Support your answer with examples based on college life and experiences you have had or have knowledge of occurring.

Answer: Both folkways and mores are norms--expectations or rules of behavior that develop out of a group's values. Folkways are norms that are not strictly enforced and do not result in overt sanctions when broken. Mores are norms essential to a society's core values. Members of society insist on mores being followed. Not to do so can result in ostracism, arrest, or other major sanctions.

Folkways and mores will vary from university to university and even among different groups at the same university. For example, students who are devout members of the Newman Center (Catholic social organization) or other religious groups may consider sexual behavior before marriage a violation of a more while other students simply consider sexual behavior more of a folkway. Dress may also be judged differently based on a university's presence or lack of a dress code, although to be a more violation a rather significant variance would need to occur.

Page Ref: 45-47

8) Value contradictions occur when commonly held values conflict. Describe several value contradictions that are occurring between the traditional values and the emerging values listed and described on page 49.

Answer: Achievement and success conflict, as well as activity and work, with the emerging value of leisure. Freedom (to use one's property as one likes) and pursuit of material comfort both conflict with the emerging value of environmentalism, which emphasizes the obligation to exercise restraint in using natural resources and polluting the environment. Religiosity may conflict with self-fulfillment when the latter value encourages people to discard religious beliefs and practices in favor of secular beliefs and practices.

Page Ref: 49, 53-54

9) Henslin asserts on page 55, "If a group's technology changes, so do the ways people think and how they relate to one another." How has computer communication changed the way students form friendships and relate to new friends?

Answer: Computer communication makes it possible to form relationships with more people. Many of those relationships are based solely on information communicated by computer, rather than face-to-face interaction. Computer communication makes it possible to enhance the image we communicate to new friends, to make us seem more attractive, skilled, or interesting. It encourages business transactions that were never considered as possible only a few years ago. eBay is making some users millionaires who would have been failures in business because they lacked investment capital or the people skills needed to accompany their business skills. Teenagers and adults enter chat rooms, engage in cyber sex, and peruse countless Web pages about issues they would have otherwise never experienced. With many of these transactions, even those engaged in for business, friendships are more likely to develop with face-to-face interaction rather than through cyberspace. In addition, people are more prone towards being abused or subjected to fraud through computer communication than they are in face-to-face interaction.

Page Ref: 55

10) Define and explain the sociological significance of technology.

Answer: In its simplest sense, technology is equated with tools. In a broader sense technology includes the skills or procedures necessary to make and use tools. It is technology that sets a framework for a group's nonmaterial culture. As technology changes so does the way people think and how they relate to one another. In most cases, technology is synonymous with progress. Change is not always good, however, and some groups would argue that technology can be harmful to society. Was the splitting of the atom actually a technological advancement or a threat to mankind? This technology changed the way people think, the tools in America's military arsenal, and the beliefs Americans hold on issues such as modern warfare. Certain groups, such as the Amish, are suspicious of many forms of technology that other people take for granted and could not live without, such as the automobile and electricity.

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Line Art Questions

FIGURE 2.1 Gestures to Indicate Height, Southern Mexico



- 1) After viewing Figure 2.1 "Gestures to Indicate Height, Southern Mexico", what would someone be making reference to if they pointed their index finger straight up?
- A) the height of a person
 - B) the size of a dog or cat
 - C) how tall a marijuana plant was
 - D) how hot the temperature was

Answer: A
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