

CHAPTER 2 - CULTURE

LEARNING OBJECTIVES	
<p>Knowledge: Remembering previously learned material</p>	<p>1. Define the concept of norms and distinguish between folkways, mores, and laws.</p>
<p>Comprehension: The ability to grasp the meaning of the material</p>	<p>2. Know the concepts subcultures and countercultures; give examples of each.</p> <p>3. Explain the difference between high culture and popular culture.</p> <p>4. List and briefly discuss ten core values in U.S. society.</p>
<p>Application: The ability to use material in new and concrete situations</p>	<p>5. Explain why the rate of cultural change is uneven.</p> <p>6. Contrast and compare ideal and real culture and give examples of each.</p> <p>7. Know what culture is and explain how it can be both a stabilizing force and a source of conflict in societies.</p>
<p>Analysis: The ability to break down material into its component parts so that its organizational structure may be understood</p>	<p>8. Describe the functionalist, conflict, symbolic interactionist, and postmodern perspectives on culture.</p> <p>9. Distinguish between discovery, invention, and diffusion as means of cultural change.</p>
<p>Synthesis: The ability to put parts together to form a new whole</p>	<p>10. Know the definitions for culture shock, ethnocentrism, and cultural relativism, and explain the relationship between these three concepts.</p>
<p>Evaluation: The ability to judge the value of material for a given purpose</p>	<p>11. Understand and explain the importance of culture in determining how people think and act on a daily basis.</p> <p>12. Appreciate the importance of language and explain the Sapir-Whorf hypothesis.</p>

MULTIPLE CHOICE SECTION

1. _____ is the knowledge, language, values, customs, and material objects that are passed from person to person and from one generation to the next in a human group or society.

- a. Technology
- b. Society
- c. Culture
- d. Social organization

Answer: c Page: 41 LO:7

2. A _____ is a large social grouping that occupies the same geographical territory and is subject to the same political authority and dominant cultural expectations.

- a. country
- b. society
- c. nation
- d. culture

Answer: b Page: 41 LO:7

3. _____ is essential for our individual survival and our communication with other people. We rely on it because we are not born with the information we need to survive. We must learn through interaction, observation, and imitation in order to participate as members of the group.

- a. Social organization
- b. Society
- c. Technology
- d. Culture

Answer: d Page: 41 LO:7

4. A(n) _____ is an unlearned, biologically determined behavior pattern common to all members of a species that predictably occurs whenever certain environmental conditions exist.

- a. impulse
- b. reflex
- c. drive
- d. instinct

Answer: d Page: 42 LO:8

Culture

5. Spiders do not learn to build webs. They build webs because of _____ that are triggered by basic biological needs such as protection and reproduction.

- a. instincts
- b. impulses
- c. reflexes
- d. drives

Answer: a Page: 42 LO:8

6. A(n) _____ is an unlearned, biologically determined involuntary response to some physical stimuli.

- a. instinct
- b. reflex
- c. drive
- d. impulse

Answer: b Page: 42 LO:8

7. Examples of _____ include a sneeze after breathing some pepper in through the nose or the blinking of an eye when a speck of dust gets in it.

- a. impulses
- b. drives
- c. reflexes
- d. instincts

Answer: c Page: 43 LO:8

8. _____ are unlearned, biologically determined impulses common to all members of a species that satisfy needs such as those for sleep, food, water, or sexual gratification.

- a. Instincts
- b. Drives
- c. Reflexes
- d. Reactions

Answer: b Page: 43 LO:8

9. According to sociologist Ann Swidler, _____ is/are a "tool kit of symbols, stories, rituals, and world views, which people may use in varying configurations to solve different kinds of problems."

- a. instincts
- b. society
- c. reflexes
- d. culture

Answer: d Page: 44 LO:7

10. _____ consists of the physical or tangible creations that members of a society make, use, and share.

- a. Technology
- b. Nonmaterial culture
- c. Cultural universals
- d. Material culture

Answer: d Page: 45 LO:8

11. Initially, items of _____ begin as raw materials or resources such as ore, trees, and oil. Through technology, these raw materials are transformed into usable items (ranging from books and computers to guns and tanks).

- a. general culture
- b. material culture
- c. basic culture
- d. nonmaterial culture

Answer: b Page: 45 LO:8

12. Sociologists define _____ as the knowledge, techniques, and tools that make it possible for people to transform resources into usable forms, and the knowledge and skills required to use them after they are developed.

- a. industrialization
- b. technology
- c. material culture
- d. cybernetics

Answer: b Page: 45 LO:9

13. _____ consists of the abstract or intangible human creations of society that influence people's behavior.

- a. Material culture
- b. Technology
- c. Nonmaterial culture
- d. Cultural universals

Answer: c Page: 46 LO:8

14. Which statement below is true?

- a. Most Chinese find cheese a delicacy.
- b. Only Judaism and Islam have dietary rules and rituals.
- c. In many cultures, round foods (e.g., grapes) are given to celebrate the birth of babies.
- d. Even among younger generations of immigrants to the U.S. there is a resistance to American items like pizza.

Answer: c Page: 46 LO:11

Culture

15. The ____ community encourages families to prepare their food from scratch and to preserve their own fruits.

- a. Mormon
- b. Japanese American
- c. Amish
- d. Hispanic

Answer: c Page: 46 LO:2

16. Language, beliefs, values, rules of behavior, family patterns, and political systems are examples of _____.

- a. nonmaterial culture
- b. symbolic culture
- c. material culture
- d. cultural universals

Answer: a Page: 46 LO:8

17. A central component of nonmaterial culture is _____, which is the mental acceptance or conviction that certain things are true or real.

- a. ideologies
- b. beliefs
- c. morals
- d. inspirations

Answer: b Page: 47 LO:8

18. Shaking our fist at someone or giving them “the finger” are examples of gestures. Gestures make up

- a. cultural universals.
- b. material culture.
- c. counterculture.
- d. nonmaterial culture.

Answer: d Page: 47 LO:8

19. _____ may be based on tradition, faith, experience, scientific research, or some combination of these. Faith in a supreme being and trust in another person are examples.

- a. Inspirations
- b. Morals
- c. Ideologies
- d. Beliefs

Answer: d Page: 47 LO:7

20. Anthropologist George Murdock compiled a list of over seventy _____, which are customs and practices that occur across all societies.
- a. symbols
 - b. beliefs
 - c. cultural universals
 - d. norms

Answer: c Page: 47 LO:7

21. A(n) _____ is anything that meaningfully represents something else. Culture could not exist without them because there would be no shared meanings among people.
- a. indicator
 - b. symbol
 - c. device
 - d. character

Answer: b Page: 50 LO:8

22. A flag is an example of a(n) _____. Flags can stand for patriotism, nationalism, school spirit, or religious beliefs held by members of a group or society. They can also be a source of discord and strife among people, as evidenced by recent controversies over the Confederate flag and what it stands for.
- a. character
 - b. device
 - c. symbol
 - d. indicator

Answer: c Page: 50 LO:8

23. When Winston Churchill held up his index and middle fingers in the shape of a "V," this gesture implied victory in battle; the same gesture, displayed by demonstrators during the Vietnam war, implied "peace." Both of these gestures exemplify
- a. symbols.
 - b. technology.
 - c. language.
 - d. values.

Answer: a Page: 50 LO:8

24. _____ is/are a set of symbols that expresses ideas and enables people to think and communicate with one another.
- a. Beliefs
 - b. Values
 - c. Language
 - d. Norms

Answer: c Page: 50 LO:12

Culture

25. Which of the following statements regarding language is true?
- Chimpanzees can use elements of Standard American Sign Language and manipulate physical objects to make "sentences."
 - Nonhuman animals are sometimes able to transmit complex aspects of culture to their offspring.
 - Higher apes can manipulate symbols to express abstract concepts and rules, thereby transmitting culture from one generation to the next.
 - Language is solely a human characteristic.

Answer: a Page: 51 LO:12

26. The _____ suggests that language not only expresses our thoughts and perceptions but also influences our perception of reality.
- Helmicki-Kendall theorem
 - Thompson-Murdock principle
 - Sapir-Whorf hypothesis
 - Smith-Wesson law

Answer: c Page: 51 LO:12

27. Which of the following was not cited as a way in which language may create and reinforce negative perceptions about race and ethnicity?
- Words may have more than one meaning and create and reinforce negative images.
 - Overtly derogatory terms are "popularized" in movies, music, and other forms of popular culture.
 - The "voice" of verbs may overemphasize the importance of the activities and achievements of people of color.
 - Adjectives that typically have positive connotations—such as "qualified"—can have entirely different meanings when applied to people of color as compared with whites.

Answer: c Page: 53 LO:12

28. Latinos in New Mexico and south Texas use _____, which are proverbs or sayings that are unique to the Spanish language as a means of expressing themselves and as a reflection of their cultural heritage.
- dichos
 - machos
 - nachos
 - memos

Answer: a Page: 54 LO:12

29. Recent data gathered by the U.S. Census Bureau indicate that approximately _____ percent of the people in this country speak a language other than English at home.

- a. 5
- b. 17
- c. 25
- d. 33

Answer: b Page: 54 LO:12

30. _____ theorists view language as a source of power and social control; it perpetuates inequalities between people and between groups because words are used to “keep people in their place.”

- a. Symbolic interactionist
- b. Functionalist
- c. Postmodern
- d. Conflict

Answer: d Page: 54 LO:8

31. _____ are collective ideas about what is right or wrong, good or bad, and desirable or undesirable in a particular culture.

- a. Beliefs
- b. Norms
- c. Values
- d. Assumptions

Answer: c Page: 54 LO:4

32. _____ theorists tend to believe that shared values are essential for societies and have conducted most of the research on “core” values. Sociologist Robin Williams has identified ten “core” values as being important to people in the United States.

- a. Conflict
- b. Functionalist
- c. Symbolic interactionist
- d. Postmodern

Answer: b Page: 54 LO:8

33. According to sociologist Robin Williams, we cherish the ideal of _____ for the reason that Americans believe people are responsible for their own success or failure. Those who do not succeed have only themselves to blame because of their lack of ability, laziness, immorality, or other character defects.

- a. individualism
- b. progress and material comfort
- c. efficiency and practicality
- d. morality and humanitarianism

Answer: a Page: 54 LO:4

Culture

34. According to sociologist Robin Williams, _____ is an American core value that emphasizes helpfulness, personal kindness, aid in mass disasters, and organized philanthropy.

- a. equality
- b. achievement and success
- c. progress and material comfort
- d. morality and humanitarianism

Answer: d Page: 56 LO:4

35. _____ are values that conflict with one another or are mutually exclusive (achieving one makes it difficult, if not impossible, to achieve another).

- a. Material contradictions
- b. Morality contradictions
- c. Value contradictions
- d. Nonmaterial contradictions

Answer: c Page: 56 LO:4

36. More recently, sociologists have argued for some emerging core values in the U.S. Which is not one of them?

- a. ecological sensitivity
- b. honesty, openness and fairness
- c. spirituality
- d. self-sacrifice

Answer: d Page: 56 LO:4

37. Core values of morality and humanitarianism may be _____ with values of individual achievement and success. For example, humanitarian values reflected in welfare and other government aid programs for people in need clash with values emphasizing hard work and personal achievement.

- a. material contradictions
- b. value contradictions
- c. nonmaterial contradictions
- d. morality contradictions

Answer: b Page: 56 LO:4

38. "American society stands for equal opportunity for all." This statement exemplifies _____ culture, which refers to the values and standards that people in a society profess to hold

- a. ideal
- b. real
- c. material
- d. universal

Answer: a Page: 56 LO:6

39. People may claim to be law-abiding, but they engage in behaviors that are illegal. This exemplifies _____ culture, which refers to the values and standards of behavior that people actually follow.

- a. ideal
- b. real
- c. material
- d. universal

Answer: b Page: 56 LO:6

40. Eric is attending classes at the local college. He believes in the idea of success, but he does not spend as much time as he could studying to achieve a higher grade point average. His behavior is an example of _____ culture.

- a. ideal
- b. real
- c. material
- d. universal

Answer: b Page: 56 LO:6

41. Sociologists stress that a gap always exists between culture. For example, we may claim to be law-abiding (_____) but smoke marijuana (_____).

- a. ideal culture; real culture
- b. material culture; universal culture
- c. real culture; ideal culture
- d. universal culture; material culture

Answer: a Page: 56 LO:6

42. Values provide ideals of beliefs about behavior but do not state explicitly how we should behave. _____ are established rules of behavior or standards of conduct

- a. Mores
- b. Folkways
- c. Sanctions
- d. Norms

Answer: d Page: 56 LO:1

43. _____ norms state what behavior is appropriate or acceptable. For example, persons making a certain amount of money are expected to file a tax return and pay any taxes they owe.

- a. Standard
- b. Prescriptive
- c. Regular
- d. Proscriptive

Answer: b Page: 56 LO:1

Culture

44. _____ state what behavior is inappropriate or unacceptable. Laws that prohibit us from driving over the speed limit and “good manners” that preclude you from reading a newspaper during class are examples.
- a. Proscriptive norms
 - b. Nonstandard norms
 - c. Prescriptive norms
 - d. Subscriptive norms
- Answer: a Page: 56 LO:1
45. Not all norms are of equal importance; _____ are written down and involve specific punishments for violators. Laws are the most common type; they have been codified and may be enforced by sanctions.
- a. informal norms
 - b. real norms
 - c. formal norms
 - d. ideal norms
- Answer: c Page: 56 LO:1
46. _____ are rewards for appropriate behavior or penalties for inappropriate behavior.
- a. Folkways
 - b. Mores
 - c. Sanctions
 - d. Taboos
- Answer: c Page: 57 LO:1
47. After having successfully negotiated an important business contract with a major client, Joyce’s boss congratulated her and promised her a significant pay raise. In this situation, Joyce has received what sociologists refer to as a _____.
- a. positive folkway
 - b. positive sanction
 - c. positive mores
 - d. positive value
- Answer: b Page: 57 LO:1
48. After hitting 60 home runs and leading the league in runs batted in, the league’s managers and players voted to award Robert the “Babe Ruth” Trophy. In this situation, Robert has received what sociologists call a _____.
- a. positive mores
 - b. positive value
 - c. positive sanction
 - d. positive folkway
- Answer: c Page: 57 LO:1

49. Luke has just received a stern lecture from his mother about his lack of motivation. According to sociologists, Luke has just received a _____.

- a. value reinforcement
- b. positive sanction
- c. norm violation
- d. negative sanction

Answer: d Page: 57 LO:1

50. Norms considered to be less important are referred to as _____, which are unwritten standards of behavior understood by people who share a common identity.

- a. informal mores
- b. folkways
- c. informal norms
- d. negative sanctions

Answer: c Page: 57 LO:1

51. During a sermon in church, a parishioner begins to talk to the person sitting next to her in an audible tone of voice. A man in another pew turns around, frowns at her, and says "Shhhhhhh." This illustrates a(n) _____.

- a. negative informal norm
- b. positive formal norm
- c. taboo
- d. folkway

Answer: a Page: 57 LO:1

52. Norms are also classified according to their relative social importance. _____ are informal norms or everyday customs that may be violated without serious consequences within a particular culture. They provide rules for conduct but are not considered to be essential to society's survival.

- a. Mores
- b. Folkways
- c. Sanctions
- d. Taboos

Answer: b Page: 57 LO:1

53. In the United States, _____ include using underarm deodorant, brushing our teeth, and wearing appropriate clothing for a specific occasion.

- a. formal norms
- b. folkways
- c. mores
- d. laws

Answer: b Page: 57 LO:1

Culture

54. As you are rushing from one class to the next, you absentmindedly forget to hold the door open for the person coming through behind you. The consequence is that the person has the door slammed in their face. Which of the following cultural components has been violated as a result of your behavior?

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

Answer: b Page: 57 LO:1

55. Some norms are considered to be highly essential to the stability of society. _____ are strongly held norms with moral and ethical connotations that may not be violated without serious consequences in a particular culture.

- a. Folkways
- b. Informal norms
- c. Negative sanctions
- d. Mores

Answer: d Page: 57 LO:1

56. Brian and Jenny went walking in the neighborhood park. Both of them were wearing nothing on the upper half of their bodies. Brian would be violating a _____; and Jenny would be violating a _____.

- a. mores; taboo
- b. folkway; mores
- c. mores; folkway
- d. folkway; taboo

Answer: b Page: 57 LO:1

57. The strongest mores are referred to as _____. They are so strong that their violation is considered to be extremely offensive and even unmentionable.

- a. sanctions
- b. folkways
- c. laws
- d. taboos

Answer: d Page: 57 LO:1

58. Jeffery Dahmer was convicted of murder and sentenced to life in prison for this offense. He also practiced cannibalism on his victims. In this situation, the act of murder could be described as the violation of a _____, while cannibalism could be described as the violation of a _____.

- a. value; belief
- b. folkway; mores
- c. mores; taboo
- d. mores; folkway

Answer: c Page: 57 LO:1

59. _____ are formal, standardized norms that have been enacted by legislatures and are enforced by formal sanctions.

- a. Folkways
- b. Mores
- c. Laws
- d. Legislative mandates

Answer: c Page: 57 LO:1

60. _____ deals with disputes among persons or groups. Persons who lose these types of lawsuits may encounter negative sanctions such as having to pay compensation to the other party or being ordered to stop certain conduct.

- a. Civil law
- b. Formal law
- c. Criminal law
- d. Informal law

Answer: a Page: 57 LO:1

61. _____ deals with public safety and well-being. When these types of law are violated, fines and prison sentences are the most likely negative sanctions, although in some states the death penalty is handed down for certain major offenses.

- a. Informal law
- b. Civil law
- c. Formal law
- d. Criminal law

Answer: d Page: 58 LO:1

62. All parts of culture do not change at the same pace. Sociologist William Ogburn referred to this disparity as _____, which is the gap between the technical development of a society and the development of its moral and legal institutions.

- a. cultural leveling
- b. cultural division
- c. cultural lag
- d. cultural diffusion

Answer: c Page: 58 LO:1

63. When Napster first enabled users to exchange music files on the Internet, recording companies cried "foul" even though there were no laws to limit such exchanges. This gap between social norms and technology provides an illustration of what sociologist William Ogburn called _____.

- a. cultural diffusion
- b. cultural lag
- c. cultural division
- d. cultural leveling

Answer: b Page: 58 LO:1

Culture

64. _____ is the process of learning about something previously unknown or unrecognized. Historically, it has involved unearthing natural elements (such as fire) or existing realities (the true shape of the earth).

- a. Invention
- b. Diffusion
- c. Discovery
- d. Cultural advancement

Answer: c Page: 58 LO:9

65. Today, discovery most often results from _____. For example, discovery of a polio vaccine virtually eliminated one of the major childhood diseases.

- a. scientific research.
- b. unearthing natural elements.
- c. uncovering existing realities.
- d. diffusion.

Answer: a Page: 58 LO:9

66. _____ is the process of reshaping existing cultural items into a new form. Guns, video games, and airplanes are examples that affect our lives today.

- a. Discovery
- b. Invention
- c. Diffusion
- d. Diversity

Answer: b Page: 58 LO:9

67. _____ is the transmission of cultural items or social practices from one group or society to another through such means as exploration, military endeavors, the media, tourism, and immigration.

- a. Discovery
- b. Diffusion
- c. Functional reorganization
- d. Rediscovery

Answer: b Page: 58 LO:9

68. The popularity of piñatas in China, Italy, Spain, Mexico, the United States, and other nations is an example of _____.

- a. cultural initiative
- b. cultural transformation
- c. cultural diffusion
- d. cultural relativism

Answer: c Page: 58 LO:9

69. In a six square block tract of downtown Boston, it is possible to purchase a bagel with cream cheese, dine on raw fish in a sushi bar, or grab a slice of pizza from a street vendor. This variety of food choices illustrates the process of _____.

- a. cultural initiative
- b. cultural relativism
- c. cultural transformation
- d. cultural diffusion

Answer: d Page: 58 LO:9

70. _____ refers to the wide range of cultural differences found between and within nations. It may be the result of natural circumstances (climate and geography) or social circumstances (level of technology and composition of the population).

- a. Cultural relativism
- b. Cultural diversity
- c. Cultural diffusion
- d. Cultural transformation

Answer: b Page: 59 LO:5

71. Some nations, such as Sweden, are referred to as _____, which means that they include people who share a common culture and who are typically from similar social, religious, political, and economic backgrounds.

- a. homogeneous societies
- b. subculture societies
- c. heterogeneous societies
- d. counterculture societies

Answer: a Page: 59 LO:2

72. Some nations, such as the United States, are referred to as _____, which means that they include people who are dissimilar in regard to social characteristics such as religion, income, or race/ethnicity.

- a. subculture societies
- b. homogeneous societies
- c. counterculture societies
- d. heterogeneous societies

Answer: d Page: 59 LO:9

73. A _____ is a category of people who share distinguishing attributes, beliefs, values, and/or norms that set them apart in some significant manner from the dominant culture.

- a. contraculture
- b. counterculture
- c. subculture
- d. primary culture

Answer: c Page: 59 LO:2

Culture

74. At the Back to Nature Nudist Colony, Brad and Jennifer enjoy taking long walks every morning along the beach, totally nude. Within the colony, which statement best describes the behavior of Brad and Jennifer?
- Brad and Jennifer are an example of a need for nudist subcultures.
 - Brad and Jennifer are challenging a taboo of the nudist subculture.
 - Both Brad and Jennifer are conforming to the norms of their subculture.
 - Both Brad and Jennifer are conforming to the norms of their counterculture.

Answer: c Page: 60 LO:2

75. 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 would represent a _____.
- rival culture
 - counterculture
 - contraculture
 - subculture

Answer: d Page: 61 LO:2

76. Clay is a high ranking executive of the Harley-Davidson Company. He is a member of the Free Wheelers, a motorcycle group. On the weekends, the Free Wheelers go camping and fishing and often sponsor community service programs. Clay would be considered a member of a(n) _____.
- counterculture
 - minority culture
 - subculture
 - underground culture

Answer: c Page: 60 LO:2

77. Today, over 75 percent of the more than 100,000 Old Order Amish live in _____ where they practice their religious beliefs and remain a relatively closed social network.
- Kansas, Nebraska, and Iowa
 - Pennsylvania, Ohio, and Indiana
 - New York, New Jersey, and Pennsylvania
 - California, Utah, and Idaho

Answer: b Page: 60 LO:2

78. Which is not a technique suggested by Daisy Kabagarama for communicating across cultures?
- get acquainted
 - deal with stereotypes
 - establish trust and cooperation
 - use compliments regularly and extensively

Answer: d Page: 62 LO:5

79. According to the text, _____, located in cities such as San Francisco, Los Angeles, and New York, are one of the more visible ethnic subcultures in the United States.

- a. Chinatowns
- b. Irish enclaves
- c. Italian enclaves
- d. Latino/a barrios

Answer: a Page: 62 LO:2

80. A _____ is a group that strongly rejects dominant societal values and norms and seeks alternative lifestyles.

- a. subculture
- b. counterculture
- c. contraculture
- d. secondary culture

Answer: b Page: 63 LO:2

81. "The Order," a white supremacist group, is opposed to most of the values of the dominant society and has purchased weapons with the purpose of going after its enemies. This group can best be described as a _____.

- a. secondary culture
- b. contraculture
- c. subculture
- d. counterculture

Answer: d Page: 63 LO:2

82. Groups such as the beatniks of the 1950s, the drug enthusiasts of the 1970s, and members of religious cults reject some or many of culture's basic norms and values. These groups are called

- a. contracultures
- b. secondary cultures
- c. countercultures
- d. subcultures

Answer: c Page: 63 LO:2

83. _____ is the disorientation that people feel when they encounter cultures radically different from their own and believe they cannot depend on their own taken-for-granted assumption about life.

- a. Culture shock
- b. Societal disbelief
- c. National shame
- d. Group anomie

Answer: a Page: 63 LO:10

Culture

84. When anthropologist Napoleon Chagnon first confronted the *Yanomamo* tribe of South America, he became nauseated at the sight of their customs and social environment. Chagnon experienced _____.

- a. subcultural shame
- b. societal disbelief
- c. culture shock
- d. personal anomie

Answer: c Page: 63 LO:10

85. According to sociologists, _____ is the practice of judging all other cultures by one's own culture. It is based on the assumption that one's own way of life is superior to all others.

- a. authoritarianism
- b. ethnocentrism
- c. cultural relativism
- d. self-centeredness

Answer: b Page: 64 LO:10

86. During Olympic Games, competition and the spirits of nationalism and patriotism encourage people to think of their own nation as "the best." This illustrates the principle of _____.

- a. cultural relativism
- b. self-centeredness
- c. authoritarianism
- d. ethnocentrism

Answer: d Page: 64 LO:10

87. According to sociologists, _____ is the belief that the behaviors and customs of any society must be viewed and analyzed by the culture's own standards.

- a. cultural xenocentrism
- b. authoritarianism
- c. cultural relativism
- d. reverse ethnocentrism

Answer: c Page: 64 LO:10

88. _____ culture consists of classical music, opera, ballet, live theater, and other activities usually patronized by elite audiences, composed primarily of members of the upper-middle and upper classes, who have the time, money, and knowledge assumed to be necessary for its appreciation.

- a. Ideal
- b. Real
- c. High
- d. Popular

Answer: c Page: 65 LO:3

89. _____ consists of activities, products, and services that are assumed to appeal primarily to members of the middle and working classes. These include rock concerts, spectator sports, movies, and television soap operas and situation comedies.

- a. Nonmaterial culture
- b. Popular culture
- c. High culture
- d. Material culture

Answer: b Page: 63 LO:3

90. A _____ is a temporary but widely copied activity followed enthusiastically by large numbers of people. Most are short-lived novelties.

- a. fashion
- b. popular culture form
- c. fad
- d. collective behavior

Answer: c Page: 63 LO:3

91. Recent examples of _____ include Harry Potter wands, SpongeBob SquarePants trading cards, and Lord of the Rings dolls and mugs.

- a. object fads
- b. activity fads
- c. idea fads
- d. personality fads

Answer: a Page: 63 LO:3

92. According to sociologist John Lofland, body piercing, "surfing" the Internet, and fad diets where a person eats large quantities of one specific food such as grapefruit or popcorn are all examples of a/an _____ fad.

- a. personality
- b. object
- c. idea
- d. activity

Answer: d Page: 63 LO:3

93. A _____ is a currently valued style of behavior, thinking, or appearance that is longer lasting and more widespread than a fad.

- a. fashion
- b. novelty
- c. normative behavior
- d. collective behavior

Answer: a Page: 63 LO:3

Culture

94. Soccer is an example of a _____ in sports. Until recently, only schoolchildren played soccer in the United States. Now, it has become a popular sport, perhaps in part because of immigrants from Latin America and other areas of the world where soccer is widely played.

- a. fad
- b. collective behavior
- c. trend
- d. fashion

Answer: d Page: 63 LO:3

95. Anthropologist Bronislaw Malinowski suggested that culture helps people meet their needs. Which of the following need categories did Malinowski not identify?

- a. Instrumental needs – law and education
- b. Expressive needs – motivation and emotion
- c. Biological needs – food and procreation
- d. Integrative needs – religion and art

Answer: b Page: 64 LO:8

96. A strength of the _____ on culture is its focus on the needs of society and the fact that stability is essential for society's continued survival. A shortcoming is its overemphasis on harmony and cooperation.

- a. conflict perspective
- b. symbolic interactionist perspective
- c. postmodern perspective
- d. functionalist perspective

Answer: d Page: 64 LO:8

97. _____ perspectives are based on the assumption that social life is a continuous struggle in which members of powerful groups seek to control scarce resources. In addition, values and norms help create and sustain the privileged position of the powerful in society while excluding others.

- a. Postmodern
- b. Conflict
- c. Symbolic interactionist
- d. Functionalist

Answer: b Page: 65 LO:8

98. From the _____ perspectives, people create, maintain, and modify culture as they go about their everyday activities. People continually negotiate their social realities. Values and norms are not independent realities that automatically determine our behavior. Instead, we reinterpret them in each social situation we encounter.

- a. symbolic interactionist
- b. conflict
- c. functionalist
- d. postmodern

Answer: a Page: 67 LO:8

99. _____ food refers to crops that are grown without the use of artificial fertilizers or most pesticides and that are processed without ionizing radiation or food additives, and to meat that is raised without antibiotics or growth hormones.

- a. Homegrown
- b. Organic
- c. Non-additive
- d. Non-processed

Answer: b Page: 69 LO:11

100. _____ theorists believe that much of what has been written about culture in the Western world is Eurocentric—based on the uncritical assumption that European culture is the true, universal culture in which all the world's people ought to believe.

- a. Conflict
- b. Symbolic interactionist
- c. Functionalist
- d. Postmodernist

Answer: d Page: 70 LO:8

TRUE-FALSE SECTION

1. Culture is essential for our individual survival and our communication with other people. We must learn about culture through interaction, observation, and imitation in order to participate as members of the group.

Answer: True Page: 41 LO:11

2. A reflex is an unlearned, biologically determined behavior pattern common to all members of a species that predictably occurs whenever certain environmental conditions exist.

Answer: False Page: 42 LO:7

Rejoinder: The correct term is an instinct; a reflex is an unlearned, biologically determined involuntary response to some physical stimuli.

3. Material culture consists of the physical or tangible creations that members of a society make, use, and share. Through technology, these raw materials are transformed into usable items (ranging from books and computers to guns and tanks).

Culture

Answer: True Page: 44 LO:11

4. There is a growing movement in the U.S. to encourage people to prepare their food from scratch for a healthier lifestyle. This is called the slow food movement.

Answer: True Page: 43 LO:1

5. Language, beliefs, values, rules of behavior, family patterns, and political systems are examples of material culture.

Answer: False Page: 44 LO:11

Rejoinder: These are components of nonmaterial culture; material culture consists of the physical or tangible creations that members of a society make, use, and share.

6. Anthropologist George Murdock compiled a list of cultural universals and divided them into four categories: appearance (bodily adornment and hairstyles), activities (sports and games), social institutions (family and religion), and customary practices (cooking and hospitality).

Answer: True Page: 44 LO:11

7. Even though the specifics of individual cultures vary widely, all cultures have four common material cultural components: symbols, language, values, and norms.

Answer: False Page: 45 LO:4

Rejoinder: Symbols, language, values, and norms are nonmaterial cultural components.

8. Verbal (spoken) language and nonverbal (written or gestured) language help us describe reality. One of our most important human attributes is the ability to use language to share our experiences, feelings, and knowledge with others.

Answer: True Page: 48 LO:12

9. The Durkheim-Whorf theory has suggested that language expresses our thoughts and perceptions but has little influence on our perception of reality.

Answer: False Page: 48 LO:12

Rejoinder: The Sapir-Whorf hypothesis has suggested that language not only expresses our thoughts and perceptions but also influences our perception of reality.

10. A language-based predisposition to think about women in sexual terms reinforces the notion that women are sexual objects. Women are often described by terms such as fox, broad, babe, or doll, which ascribe childlike or even petlike characteristics to them.

Answer: True Page: 49 LO:12

11. From a functionalist perspective, language is a source of power and social control; language perpetuates inequalities between people and between groups because words are used to "keep people in their place."

Answer: False Page: 50 LO:8

Rejoinder: This concept is actually a conflict perspective. Functionalists argue that language is an important means of cultural transmission. Through language, children learn about their cultural heritage and develop a sense of personal identity in relationship to their group.

12. Values do not dictate which behaviors are appropriate and which ones are not, but they provide us with the criteria by which we evaluate people, objects, and events.

Answer: True Page: 51 LO:4

13. According to Williams, two of our core American values are equality and religiosity.

Answer: False Page: 52-53 LO:4

Rejoinder: Although equality is a core value discussed by Williams, religiosity is not.

14. Sociologists stress that a gap always exists between ideal culture and real culture in a society. Ideal culture refers to the values and standards of behavior that people actually follow; whereas, real culture refers to the values and standards of behavior that people in a society profess to hold.

Answer: False Page: 53 LO:6

Rejoinder: Just the opposite is true; real culture is the behavior that people actually follow and ideal culture is the behavior that people profess to hold.

15. Prescriptive norms state what behavior is appropriate or acceptable. For example, norms based on custom direct us to open a door for a person carrying a heavy load.

Answer: True Page: 54 LO:1

16. Sanctions are informal norms or everyday customs that may be violated without serious consequences within a particular culture.

Answer: False Page: 55 LO:1

17. Whereas folkways are more informal, mores are more strongly held.

Answer: True Page: 54 LO:1

Rejoinder: The correct term is folkways; sanctions are rewards for appropriate behavior (positive sanctions) or penalties for inappropriate behavior (negative sanctions).

18. Taboos are mores so strong that their violation is considered to be extremely offensive and even unmentionable. In the United States, incest, or sexual or marital relations between certain categories of kin, is regarded as a taboo.

Answer: True Page: 55 LO:1

19. According to sociologist William Ogburn, cultural diffusion occurs when material cultural changes faster than nonmaterial culture, thus creating a gap between the two cultural components.

Answer: False Page: 56 LO:9

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Rejoinder: The correct term is cultural lag; diffusion is the transmission of cultural items or social practices from one group or society to another through means such as exploration, military endeavors, the media, tourism, and immigration.

20. The United States is referred to as a heterogeneous society, meaning that it includes people who are dissimilar in regard to social characteristics such as religion, income, or race/ethnicity.

Answer: True Page: 59 LO:9

21. The largest religious group in the U.S. is made up of Roman Catholics.

Answer: False Page: 60 LO:11

Rejoinder: Although Roman Catholics make up over 23% in terms of religious affiliation, Evangelical Protestants are the largest religious group (25.9%)

22. A counterculture is a category of people who share distinguishing attributes, beliefs, values, and/or norms that set them apart in some significant manner from the dominant culture. For example, the Old Order Amish are considered a counterculture in the United States.

Answer: False Page: 63 LO:2

Rejoinder: The correct term is subculture and the Old Order Amish are a subculture; a counterculture is a group that strongly rejects dominant societal values and norms and seeks alternative lifestyles. Examples include the flower children of the 1960s and members of the Ku Klux Klan.

23. Culture shock is the disorientation that people feel when they encounter cultures radically different from their own and believe they can not depend on their own taken-for-granted assumptions about life.

Answer: True Page: 63 LO:10

24. When observing people from other cultures, many of us use our own culture as the yardstick by which we judge their behavior. Sociologists refer to this approach as cultural relativism and it is based on the assumption that one's own way of life is superior to all others.

Answer: False Page: 64 LO:10

Rejoinder: The correct term is ethnocentrism; cultural relativism is the belief that the behaviors and customs of any culture must be viewed and analyzed by the culture's own standards.

25. French sociologist Pierre Bourdieu's cultural capital theory views high culture as a device used by the dominant class to exclude the subordinate classes. According to Bourdieu, people must be trained to appreciate and understand high culture.

Answer: True Page: 65 LO:3

SHORT RESPONSE SECTION

1. Explain what culture is and describe how it can be both a stabilizing force and a source of conflict in societies.

Answer: Culture is the knowledge, language, values, customs, and material objects that are passed from person to person and from one generation to the next in a human group or society. A society is a large social grouping that occupies the same geographic territory and is subject to the same political authority and dominant cultural expectations. Society and culture are interdependent; neither could exist without the other. Culture can be an enormously stabilizing force for a society, and it can provide a sense of continuity. However, culture can also be a force that generates discord, conflict, and even violence. How people view culture is intricately related to their location in society with regard to their race/ethnicity, class, sex, and age.

Page: 41 LO:7

2. Describe the importance of culture in determining how people think and act on a daily basis and explain why rules are essential to a society.

Answer: Culture is essential for our individual survival and for our communication with other people. We rely on culture because we are not born with the information we need to survive. We do not know how to take care of ourselves, how to behave, how to dress, what to eat, which gods to worship, or how to make or spend money. We must learn about culture through interaction, observation, and imitation in order to participate as members of the group. Sharing a common culture with others simplifies day-to-day interactions. Just as culture is essential for individuals, it is also fundamental for the survival of societies. Some system of rule making and enforcing necessarily exists in all societies. At a basic level, we need rules in order to navigate our cars through traffic. At a more abstract level, we need laws to establish and protect our rights. In order to survive, societies need rules about civility and tolerance toward others.

Page: 42 LO:11

3. In relation to the nature versus nurture issue, compare the following elements: instinct, reflex, and drive.

Answer: Nature is our biological and genetic makeup and nurture is our social environment. An instinct is an unlearned, biologically determined behavior pattern common to all members of a species that predictably occurs whenever certain environmental conditions exist. Humans do not have instincts. A reflex is an unlearned, biologically determined involuntary response to some physical stimuli. Drives are unlearned, biologically determined impulses common to all members of a species that satisfy needs such as sleep, food, water, and sexual gratification. Reflexes and drives do not determine how people will behave in human societies.

Pages: 42 LO:8

4. Our cultural tool box is divided into two major parts. Differentiate between material culture and nonmaterial culture.

Answer: Material culture consists of the physical or tangible creations that members of a society make, use, and share. Initially, items of material culture begin as raw materials or resources such as ore, trees, and oil. Through technology, these raw materials are

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transformed into usable items (ranging from books and computers to guns and tanks). Sociologists define technology as the knowledge, techniques, and tools that make it possible for people to transform resources into usable forms, and the knowledge and skills required to use them after they are developed. At the most basic level, material culture is important because it is our buffer against the environment. Nonmaterial culture consists of the abstract or intangible human creations of society that influence people's behavior. Language, beliefs, values, rules of behavior, family patterns, and political systems are examples of nonmaterial culture. A central component of nonmaterial culture is beliefs—the mental acceptance or conviction that certain things are true or real. Beliefs may be based on tradition, faith, experience, scientific research, or some combination of these.

Pages: 44-47 LO:11

5. Describe the importance of language and explain the Sapir-Whorf hypothesis.

Answer: Language is a set of symbols that expresses ideas and enables people to think and communicate with one another. Verbal (spoken) language and nonverbal (written or gestured) language helps us describe reality. One of our most important human attributes is the ability to use language to share our experiences, feelings, and knowledge with others. Language can create visual images in our heads. Language also allows people to distinguish themselves from outsiders and to maintain group boundaries and solidarity. Anthropological linguists Edward Sapir and Benjamin Whorf have suggested that language not only expresses our thoughts and perceptions but also influences our perception of reality. According to the Sapir-Whorf hypothesis, language shapes the view of reality of its speakers. If people are able to think only through language, then language must precede thought. For example, the Eskimo language has more than twenty words associated with snow, making it possible for people to make subtle distinctions regarding different types of snowfalls.

Page: 48 LO:12

6. Define values and list the ten core values identified by sociologist Robin Williams.

Answer: Values are collective ideas about what is right or wrong, good or bad, and desirable or undesirable in a particular culture. Values do not dictate which behaviors are appropriate and which ones are not, but they provide us with the criteria by which we evaluate people, objects, and events. Functionalists tend to believe that shared values are essential for societies and have conducted most of the research on core values. Sociologist Robin Williams has identified ten core values as being important to people in the United States: (1) Individualism, (2) Achievement and success, (3) Activity and work, (4) Science and technology, (5) Progress and material comfort, (6) Efficiency and practicality, (7) Equality, (8) Morality and humanitarianism, (9) Freedom and liberty, and (10) Racism and group superiority.

Pages: 52 LO:4

7. Contrast ideal culture and real culture and provide examples of each.

Answer: Sociologists stress that a gap always exists between ideal culture and real culture in a society. Ideal culture refers to the values and standards of behavior that people in a society profess to hold. Real culture refers to the values and standards of behavior that people actually follow. For example, we may claim to be law-abiding (ideal cultural value) but smoke marijuana (real cultural behavior); or we may think of ourselves as "good citizens" (ideal cultural value) but we may regularly drive over the speed limit

(real cultural behavior). Most of us are not completely honest about how well we adhere to societal values. The degree of discrepancy between ideal culture and real culture is relevant to sociologists investigating social change. Large discrepancies provide a foothold for demonstrating hypocrisy (pretending to be what one is not or to feel what one does not feel). These discrepancies are often a source of social problems; if the discrepancy is perceived, leaders of social movements may use it to point out people's contradictory behavior.

Page: 53 LO:6

8. State the definition of norms and distinguish between folkways, mores, and taboos.

Answer: Norms are established rules of behavior or standards of conduct. Norms can be classified according to their relative social importance. Norms can also be considered to be highly essential to the stability of society. Folkways are informal norms or everyday customs that may be violated without serious consequences within a particular culture. They provide rules for conduct but are not considered essential to society's survival. Folkways are culture specific; they are learned patterns of behavior that can vary markedly from one society to another. For example, in the United States, folkways include using underarm deodorant, brushing our teeth, and wearing appropriate clothing for a specific occasion. Mores are a particular culture's strongly held norms with moral and ethical connotations that may not be violated without serious consequences. Taboos are mores so strong that their violation is considered to be extremely offensive and even unmentionable. The incest taboo, which prohibits sexual or marital relations between certain categories of kin, is an example of a nearly universal taboo. Folkways and mores provide structure and security in a society. They make everyday life more predictable and provide people with some guidelines for appearance and behavior

Page: 54 LO:1

9. Explain why the rate of cultural change (cultural lag) is uneven and distinguish between discovery, invention, and diffusion as means of cultural change.

Answer: All parts of culture do not change at the same pace. When a change occurs in the material culture of a society, nonmaterial culture must adapt to that change. Frequently, this rate of change is uneven, resulting in a gap between the two. Sociologist William Ogburn referred to this disparity as cultural lag – a gap between the technical development of a society and its moral and legal institutions. Discovery is the process of learning about something previously unknown or unrecognized. As more discoveries have occurred, people have been to reconfigure existing material and nonmaterial cultural items through invention. When diverse groups of people come into contact, they begin to adapt one another's discoveries, inventions, and ideas for their own use. Diffusion is the transmission of cultural items or social practices from one group or society to another through such means as exploration, military endeavors, the media, tourism, and immigration.

Pages: 55 LO:9

10. Define cultural diversity and contrast homogeneous societies with heterogeneous societies.

Answer: Cultural diversity refers to the wide range of cultural differences found between and within nations. Cultural diversity between countries may be the result of natural circumstances (such as climate and geography) or social circumstances (such as level of technology and composition of the population). Some nations (such as Sweden) are

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referred to as homogeneous societies, meaning that they include people who share a common culture and who are typically from similar social, religious, political, and economic backgrounds. By contrast, other nations (such as the United States) are referred to as heterogeneous societies, meaning that they include people who are dissimilar in regard to social characteristics such as religion, income, or race/ethnicity.

Pages: 56 LO:11

11. Describe subcultures and countercultures and provide examples of each.

Answer: A subculture is a category of people who share distinguishing attributes, beliefs, values, and/or norms that set them apart in some significant manner from the dominant culture. Emerging from the functionalist tradition, this concept has been applied to distinctions ranging from ethnic, religious, regional, and age-based categories to those categories presumed to be “deviant” or marginalized from the larger society. Examples could include Native Americans, Muslims, Generation Xers, and motorcycle enthusiasts. Some subcultures actively oppose the larger society. A counterculture is a group that strongly rejects dominant societal values and norms and seeks alternative lifestyles. Examples of countercultures include the beatniks of the 1950s, the flower children of the 1960s, the drug enthusiasts of the 1970s, and members of nonmainstream religious sects, or cults. Some countercultures (such as the Ku Klux Klan, militias, neo-Nazi skinheads, and the Nation of Islam) engage in revolutionary political activities.

Pages: 58 - 60 LO:2

12. According to Daisy Kabagarama, there are a number of ways in which communication across cultures can be improved. Discuss.

Answer: Kabagarama suggests five techniques:

- (1) Get Acquainted—show interest in others, be nonjudgmental and show empathy
- (2) Ask the right questions—start with general questions then move to more specific one; make the questions are clear and simple
- (3) Consider visual images—use compliments carefully; she indicates that it is often easy to misjudge based on physical appearance alone
- (4) Deal with stereotypes—be objective; help overcome any stereotypes or myths through a sincere self-examination
- (5) Establish trust and cooperation—give and accept criticism positively and be spontaneous in your interactions with others; however, keep in mind that rule regarding spontaneity differ across cultures.

Page: 59 LO:11

13. State the definitions for culture shock, ethnocentrism, and cultural relativism, and explain the relationship between these three concepts.

Answer: Culture shock is the disorientation that people feel when they encounter cultures radically different from their own and believe they can not depend on their own taken-for-granted assumptions about life. When observing people from other cultures, many of us use our own culture as the yardstick by which we judge their behavior. Sociologists refer to this approach as ethnocentrism—the practice of judging all other cultures by one’s own culture. It is based on the assumption that one’s own way of life is superior to all others. Ethnocentrism can be positive (most schoolchildren are taught that their own school and country are the best). Ethnocentrism can also be negative (such as derogatory stereotypes that ridicule recent immigrants). An alternative to ethnocentrism is cultural relativism—the belief that the behaviors and customs of any culture must be viewed and analyzed by the culture’s own standards. An example of cultural relativism could be trying

to understand the Hindu taboo against killing cattle.

Pages: 61 LO:10

14. Distinguish between high culture and popular culture, and relate sociologist Pierre Bourdieu's cultural capital theory.

Answer: Some sociologists use the concepts of high culture and popular culture to distinguish among different cultural forms. High culture consists of classical music, opera, ballet, live theater, and other activities usually patronized by elite audiences, composed primarily of members of the upper-middle and upper classes, who have the time, money, and knowledge assumed to be necessary for its appreciation. In the United States, high culture is often viewed as being international in scope, arriving in this country through the process of diffusion. By contrast, much of U.S. popular culture is often thought of as "homegrown." Popular culture consists of activities, products, and services that are assumed to appeal primarily to members of the middle and working classes. These include rock concerts, spectator sports, movies, and television soap operas and situation comedies. Most sociological examinations of high culture and popular culture focus primarily on the link between culture and social class. Sociologist Pierre Bourdieu's cultural capital theory views high culture as a device used by the dominant class to exclude the subordinate class. People must be trained to understand high culture.

Page: 62 LO:3

15. Identify and compare the forms that popular culture takes.

Answer: A fad is a temporary but widely copied activity followed enthusiastically by large numbers of people. Most fads are short-lived novelties. According to sociologist John Lofland, fads can be divided into four major categories. (1) object fads are items that people purchase despite the fact that they have little use or intrinsic value such as Harry Potter wands or SpongeBob SquarePants trading cards; (2) activity fads include pursuits such as body piercing and "surfing" the Internet, and diet fads; (3) idea fads such as New Age ideologies; and (4) personality fads, such as those surrounding celebrities like Paris Hilton and Tiger Woods. A fashion is a currently valued style of behavior, thinking, or appearance that is longer lasting and more widespread than a fad. Examples of fashion are found in many areas including child rearing, education, arts, clothing, music, and sports.

Pages: 62 LO:3

ESSAY SECTION

1. Discuss why culture is so significant to our personal identities.

Pages: 41 LO:11

The following are suggested areas for students to address in the essay:

Define culture

Explain why culture is important for an individual

Explain why culture is important for a society

Culture

Define material culture and provide an example

Define nonmaterial culture and provide an example

Define cultural universals and provide an example

2. Explain the primary ways that language influences culture.

Page: 44 LO:12

The following are suggested areas for students to address in the essay:

Define language

Identify several functions that language serves

Discuss how you would communicate if you did not have language

Describe the Sapir-Whorf hypothesis

Explain why language is so important to culture

3. Discuss the four major components of culture.

Pages: 46 LO:12

The following are suggested areas for students to address in the essay:

Culture consists of: Symbols, Language, Values, and Norms

Discussion of Symbols and examples

Discussion of Language, including a definition, language and social reality, the Sapir-Whorf hypothesis, language and gender and language and race and ethnicity

Discussion of Values: what they are, core American values, value contradictions, and ideal vs. real culture

Discussion of Norms: what they are, formal and informal, folkways, mores and laws

4. Describe how language may create and reinforce our perceptions about sex and gender by transmitting preconceived ideas about the superiority one category of people over another.

Page: 48 LO:12

The following are suggested areas for students to address in the essay:

Summarize the relationship between language and gender as cited in the textbook

Provide examples to illustrate each of the four ways cited in the textbook

Identify what society can do to alleviate some of the problems with language and gender

Encourage students to include any personal experiences with language and gender, perhaps in their schooling or workplace, in their responses

5. Discuss how language may create and reinforce our perceptions about race and ethnicity by transmitting preconceived ideas about the superiority of one category of people over another.

Pages: 50 LO:7

The following are suggested areas for students to address in their essay:

Summarize the relationship between language and race/ethnicity as cited in the textbook

Provide examples to exemplify of the five ways cited in the textbook

Identify what society can do to alleviate some of the problems with language and race/ethnicity

Encourage students to include any personal experiences with language and race/ethnicity, perhaps in their schooling or workplace, in their responses

6. Discuss the ten American core values identified by sociologist Robin Williams.

Pages: 52 LO:4

The following are suggested areas for students to address in their essay:

Rank order each of the core values (from most important to least important and provide support for your rankings

Identify any of the listed core values that you believe should not be included in the list of American core values

Identify any values that you believe should be added to the list of American core values

Explain value contradictions and provided an example

Describe the overall function that core values provide for a society

Encourage students to include any personal experiences with core values in their responses

Culture

7. Identify and compare the various types of norms.

Pages: 54 LO:1

The following are suggested areas for students to address in the essay:

Define the term norms

Differentiate between prescriptive norms and proscriptive norms

Provide examples of prescriptive norms and proscriptive norms

Differentiate between formal norms and informal norms

Provide examples of formal norms and informal norms

Define folkways and provide an example

Describe mores and provide an example

Encourage students to include any personal experiences with norms in their responses

8. Summarize how societies continually experience cultural change at both material and nonmaterial levels.

Pages: 55 LO:9

The following are suggested areas for students to address in the essay:

Define technology

Explain how technology can influence cultural change

Describe cultural lag and provide an example

Describe the term discovery and provide an example

Describe the term invention and provide an example

Explain cultural diffusion and provide an example

Encourage students to include any personal experiences with cultural change in their responses

9. Discuss how cultural diversity influences society and individuals.

Pages: 56 LO:7

The following are suggested areas for students to address in their essay:

Define cultural diversity

Explain what the term cultural diversity means to you

Define subcultures and provide an example

Describe an ethnic subculture and provide an example

Define countercultures and provide an example

Encourage students to include any personal experiences with cultural diversity

10. Discuss how cultural assumptions are challenged by an encounter with culture shock.

Pages: 61 LO:10

The following are suggested areas for students to address in their essay:

Define culture shock

Provide an example that illustrate culture shock

Explain ethnocentrism and provide an example

Explain cultural relativism and provide an example

Encourage students to include any personal experiences with culture shock and discuss whether they experienced ethnocentrism and/or cultural relativism