



COMING NEXT.....

- Journal #1 (*When I am 75*) -- due this Wednesday by 23:59



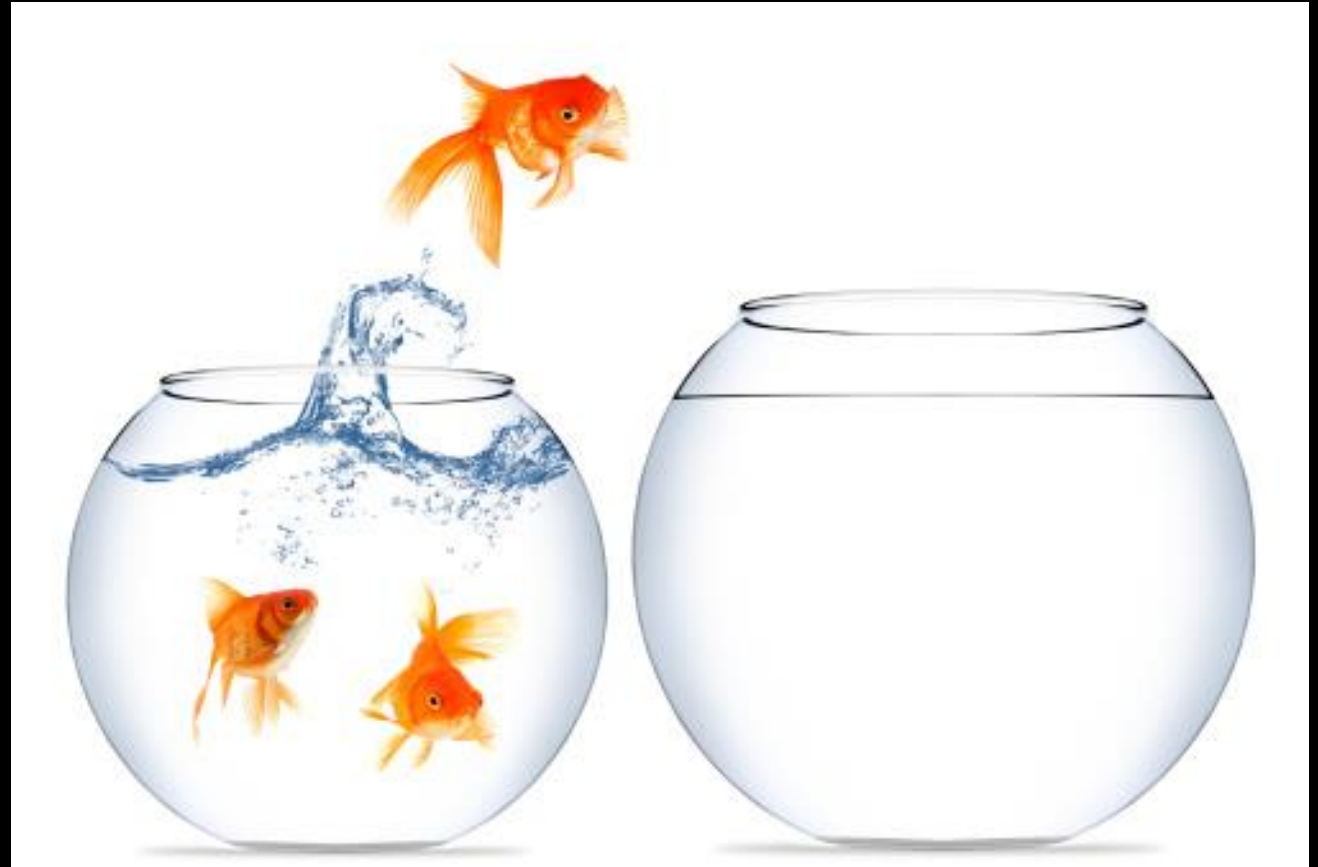
WARM UP DISCUSSION: CULTURE SHOCK (AGAIN)

- Think of an experience that you had, where you felt you were in a different country, or apparently different culture than yours.
- Describe that experience and discuss your feeling.
- Share it with your neighbors.



CULTURE

WHY CULTURE SHOCK IS USEFUL?





IS CULTURE INHERITED?

- Culture is learned. It is passed from one generation to the next through communication—not genetics.
- Example?

WHAT IS CULTURE?

- **Culture** is the entire way of life of a group of people.
- Everything but nature.



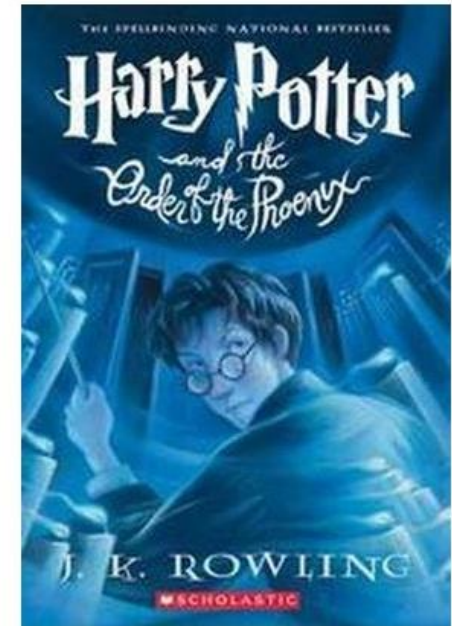


COMPONENTS OF CULTURE

- Material culture
- Symbolic culture

MATERIAL CULTURE

- includes the objects associated with a cultural group, such as tools, machines, utensils, buildings, and artwork.





MATERIAL CULTURE

GLOBALIZATION & MATERIAL CULTURE





ACTIVITY

- List 5 pieces of material culture you have with you right now. And explain what these pieces indicate about the tastes, habits, and lifestyles supported by your cultural group.

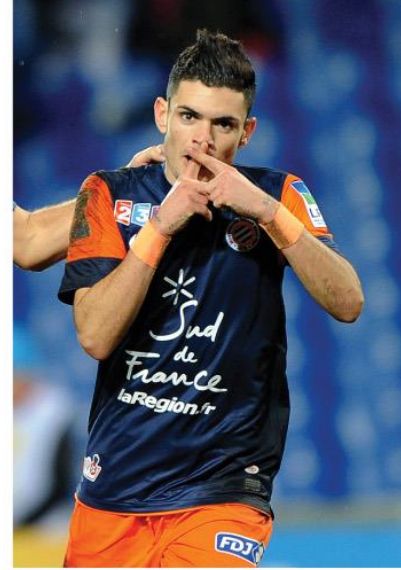
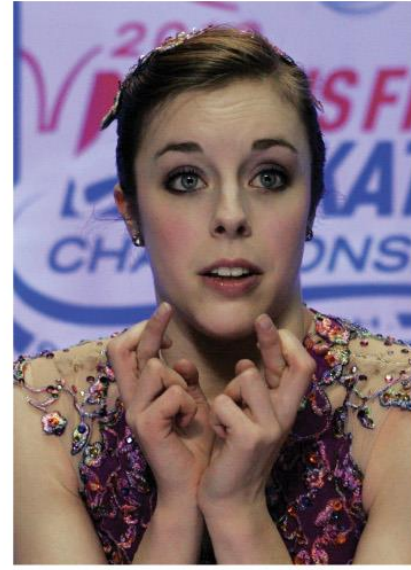


SYMBOLIC CULTURE

- ways of communicating (norms, interactions, and communication).
- ways of thinking (beliefs, values, and assumptions)

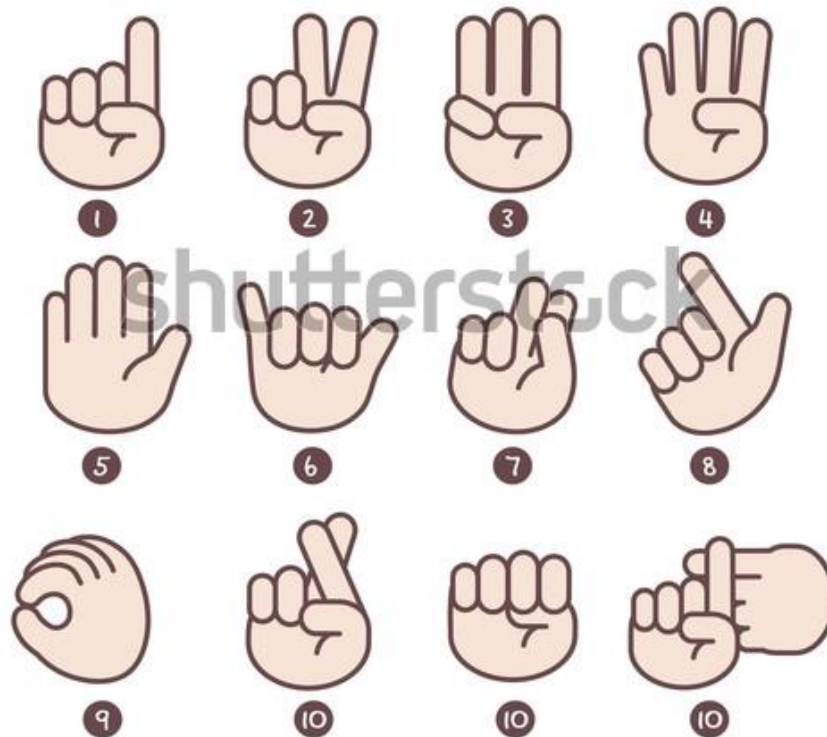
WAYS OF COMMUNICATING

- **Signs** (or symbols), such as a traffic signal or product logo, are used to meaningfully represent something else.
- **Gestures** are the signs that we make with our body, such as hand gestures and facial expressions; it is important to note that gestures also carry meaning.



Clockwise from top left: William West/AFP/Getty Images, Elaine Thompson/AP Photo, Pascal Guyot/AFP/Getty Images, Carl De Souza/AFP/Getty Images, AarStudio/Getty Images

1-10 chinese hand sign language




The Oracle bone script for 'Water' (水) is a stylized representation consisting of a central vertical line with several dots and short strokes on either side, suggesting the flow and droplets of water.

甲骨文

The Bronze script for 'Water' (水) is more refined than the Oracle bone script, with a central vertical line and symmetrical, slightly curved strokes on the sides.


金文

The Small Seal script for 'Water' (水) features a central vertical line with three distinct, curved strokes on the left and right, creating a more complex and elegant form.

小篆

The Clerical script for 'Water' (水) is a simplified and more practical form, with a central vertical line and two main strokes on the sides that curve outwards.

隶书

The Regular script for 'Water' (水) is the most modern and standardized form, with a central vertical line and two main strokes on the sides that curve outwards, similar to the Clerical script but with more uniform proportions.

楷书

Water

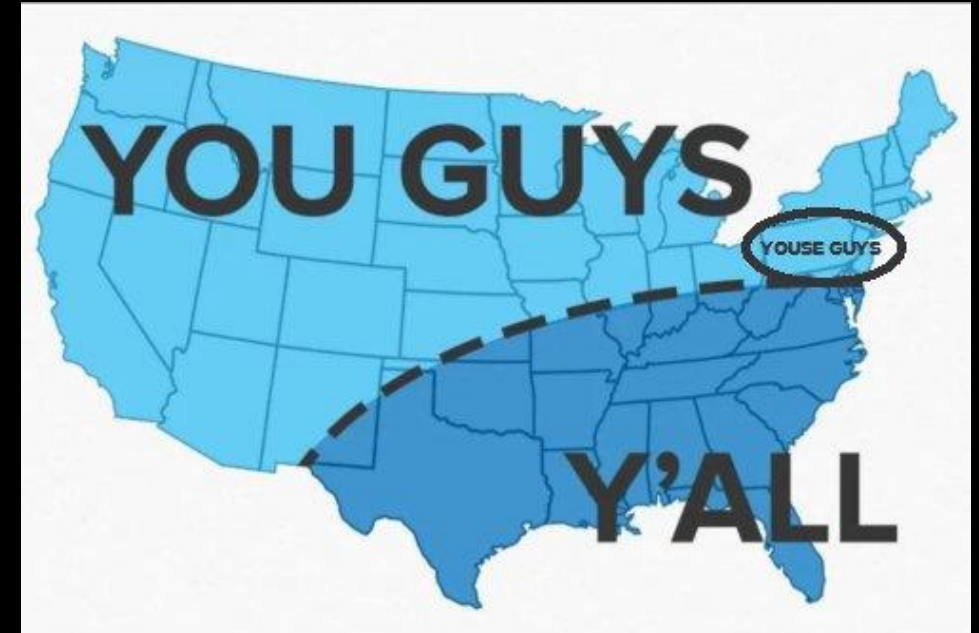


WAYS OF COMMUNICATING

- Finally, **language** is a system of communication using vocal sounds, gestures, and written symbols.
 - This is probably the most significant component of culture because it our primary means of communication.
 - Language is so important that many people have argued that it shapes, not only our communication, but our perceptions and how we see things as well.

ACTIVITY

- Think of 3 things that people would express it differently in the north vs. the south in America. It could be a word, the way of speaking, or special pronunciation.
- Can you think of why there are differences?





WAYS OF THINKING

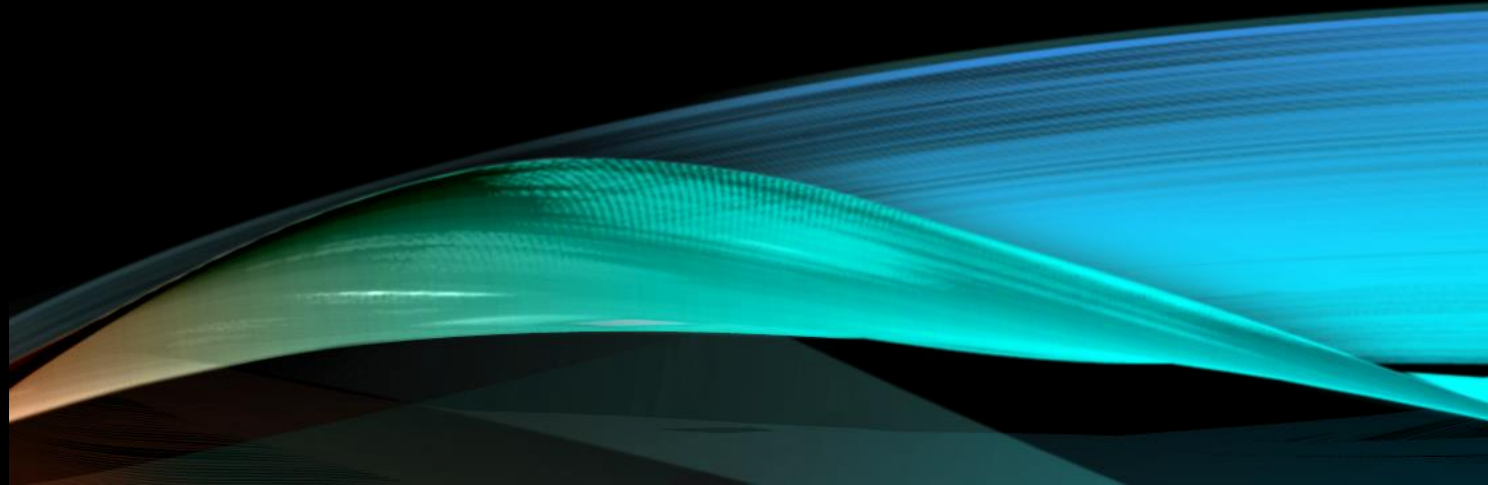
- **Values:** individual freedom
- **Norms:** older adults DO NOT live with their adult children
- Norms usually reflect on the values



NORMS
ARE
SPECIFIC
TO
CULTURE



NORMS ARE
SPECIFIC TO TIME
PERIOD



NORMS ARE SPECIFIC TO SITUATIONS





HOMEWORK

- Between now and Wednesday, violate a social norm (nothing illegal please!) as an individual or as a group.
- Pick something that is taken for granted.
- Reflect your experiences on Wednesday.

ACTIVITY WHEN A NORM IS VIOLATED...

- Pick an act prompt
- Play an act that at least ONE norm is violated
- Present your act to the class!



HOW DO WE ENFORCE NORMS?

- **Sanctions** are positive or negative reactions to the ways that people follow or disobey norms, including rewards for conformity and punishments for norm violators.



NEGATIVE SANCTION: TEACH A GIRL TO READ



BSC HONOR CODE

- *“As a member of the student body of Birmingham-Southern College, I recognize my responsibility to the traditions of the institution, to my fellow students and to myself. I recognize the significance of the honor system. I pledge that I have read and understand the Constitution of the Honor Council, including the Honor Code, and agree to be bound by its provisions.”*



YOU NEED TO KNOW...

- What are the sanctions of violating the BSC honor code?



HOW TO UNDERSTAND OTHER CULTURES?

- Multiculturalism vs. assimilation
- Cultural relativism vs. ethnocentrism
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CULTURAL ASSIMILATION

- Cultural assimilation is the process in which a minority group or culture comes to resemble a society's majority group or assume the values, behaviors, and beliefs of another group whether fully or partially.





DOMINANT CULTURE

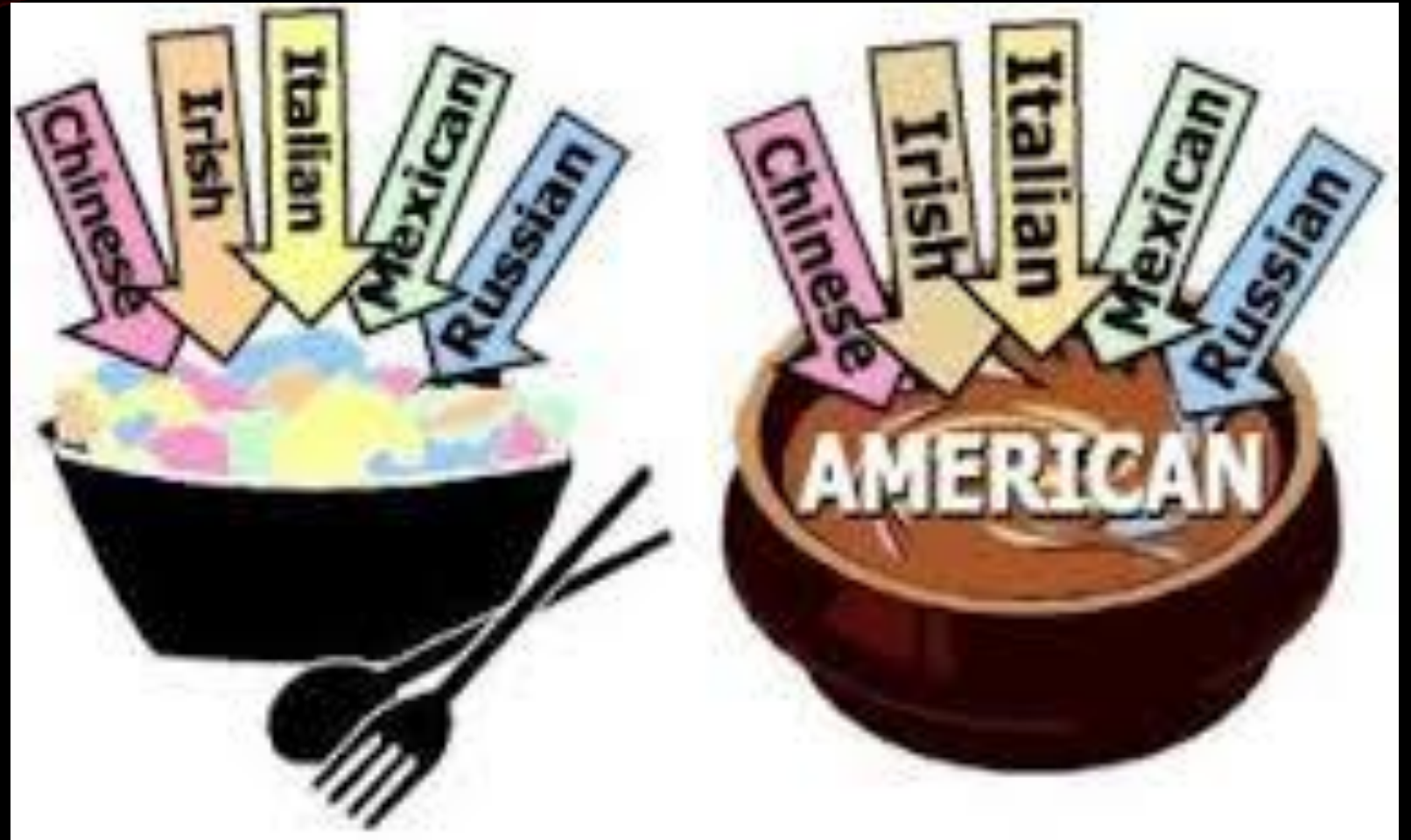
- In the US nowadays, which group's culture is the dominant culture?

ACTIVITY

- Read this news article (posted on Moodle) and answer the following questions:
- Identify the dominant culture in this news story.
- Think about the professor's behavior, does it have an attempt of culture assimilation?

Professor who told student to 'anglicize' her name placed on leave

"If I lived in Vietnam and my name in your language sounded like Eat a D---, I would change it to avoid embarrassment," the instructor allegedly wrote.



MULTICULTURALISM



DISCUSSION

- Do you know any offices or events on BSC campus that promote multiculturalism?
- Why do we value cultural diversity?



CULTURAL RELATIVISM VS. ETHNOCENTRISM

- **Cultural relativism** is the process of understanding other cultures on their own terms rather than judging them according to one's own culture.
- **Ethnocentrism** occurs when people use their own culture as a standard to evaluate another group or individual, leading to the view that cultures other than their own are abnormal.
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DISCUSSION DO WE ALL HAVE ETHNOCENTRISM?



DISCUSSION:

Is this missionary
ethnocentrism?