

COMING NEXT.....

- Journal #1 -- due next Wednesday by 23:59
- Homework as usual, due next Monday by 8:59AM
- Exam 1 on March 8th



JOURNAL WRITING

- “relate what we learned in class to what you experience in life”
- Reflection paper, relate to the life experiences / observations is a *MUST*
- Focus on 2-3 concepts / perspectives / theories in the past weeks
- Academic writing is expected!!!
- 450 words minimum, 12-point font, double spaced
- Audio / video recording (4 minutes minimum) is also accepted



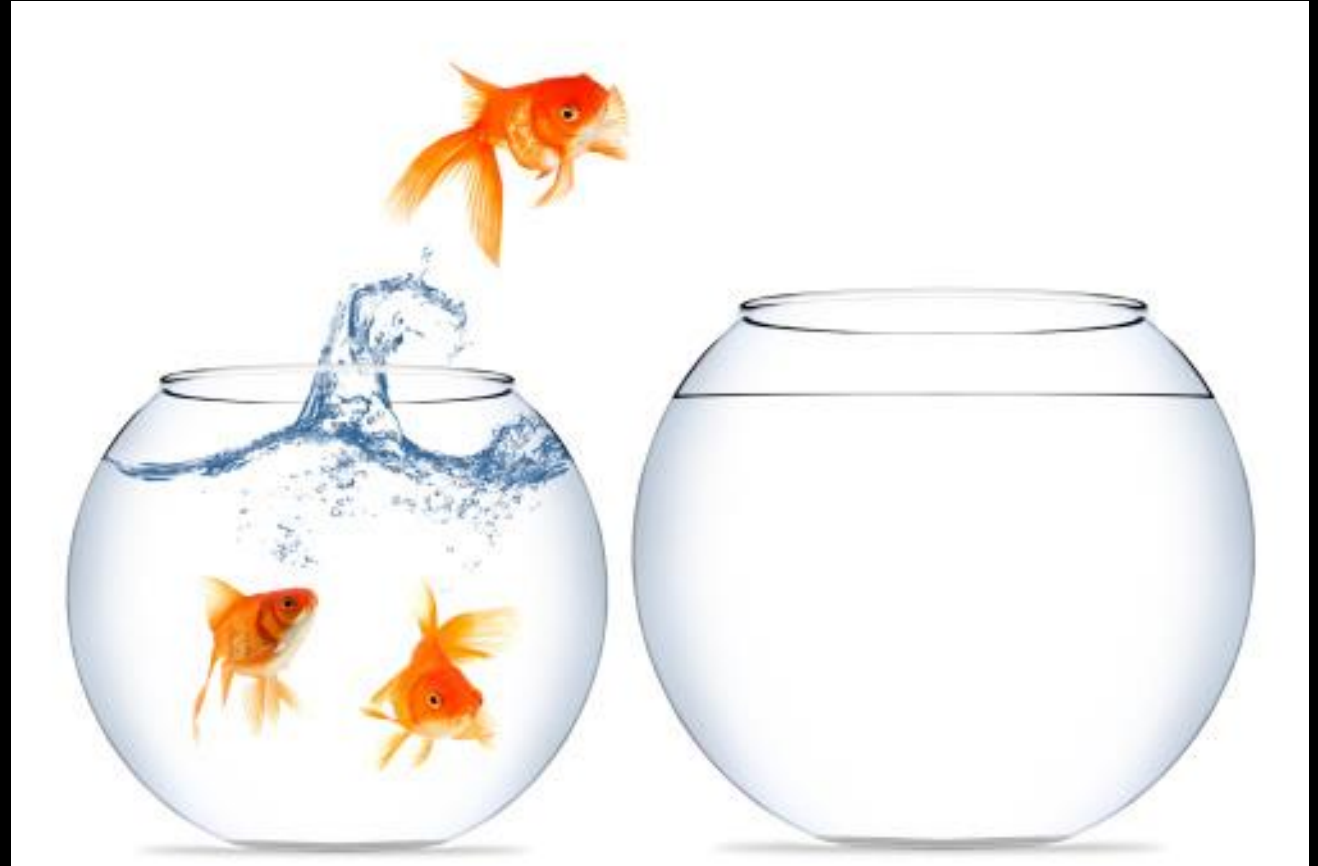
WARM UP DISCUSSION: CULTURE SHOCK

- Think of an experience that you had when you were in a different country, or when you were in a completely different culture than yours.
- Describe that experience, anything you observe? Or heard? Or felt?
- Share it with your neighbors.



CULTURE














WHY CULTURE SHOCK IS USEFUL?



What Is Culture?

- **Culture** is the entire way of life of a group of people.
- Everything BUT nature.
- Culture includes things such as language, standards of beauty, hand gestures, styles of dress, food, and music.



	→		→		→		sun
	→		→		→		moon
	→		→		→		tree
	→		→		→		mountain
	→		→		→		water
	→		→		→		field
	→		→		→		door



Carolyn Cole/Los Angeles Times via Getty Images



ARE WE BORN WITH OUR CULTURE?

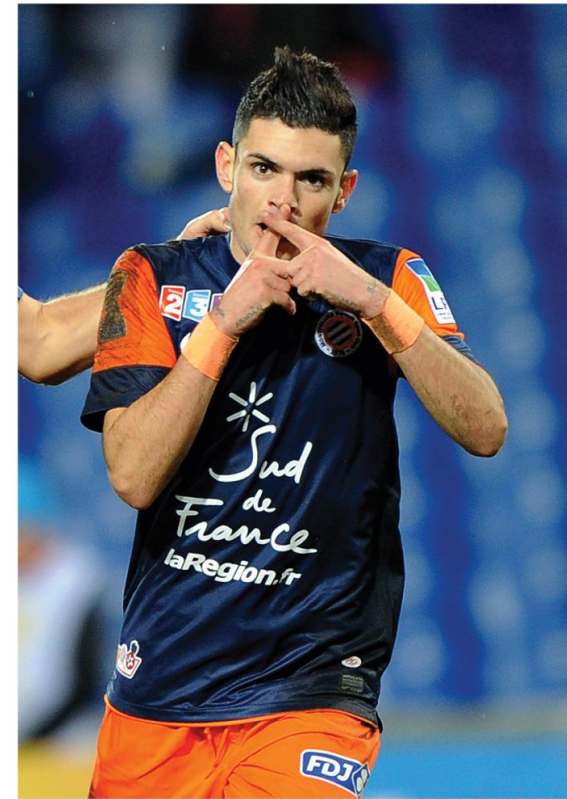
- Culture is learned. It is passed from one generation to the next through communication—not genetics.
- Example?

Components of Culture

- Culture consists of two different categories: *material culture* and *symbolic culture*.



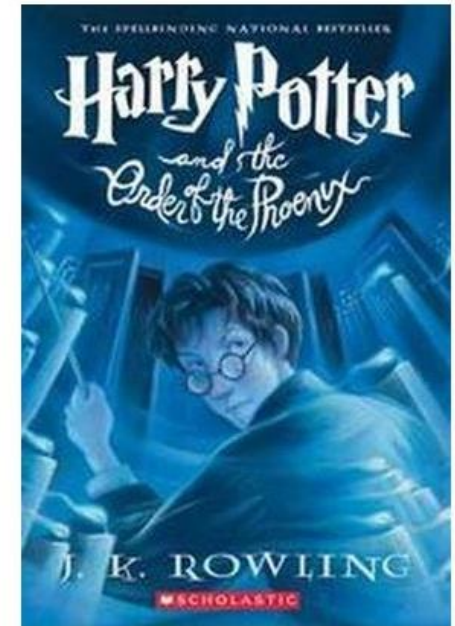
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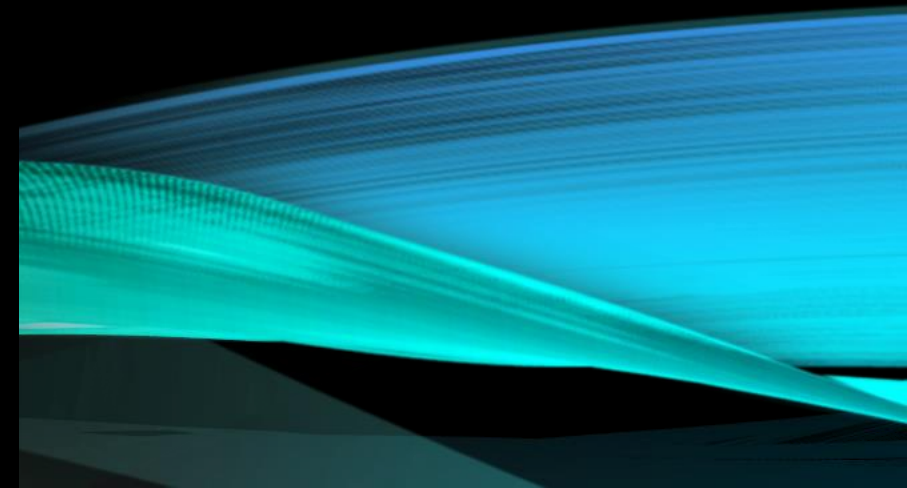
MATERIAL CULTURE

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





MATERIAL CULTURE



GLOBALIZATION & MATERIAL CULTURE





ACTIVITY

- List 3 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.

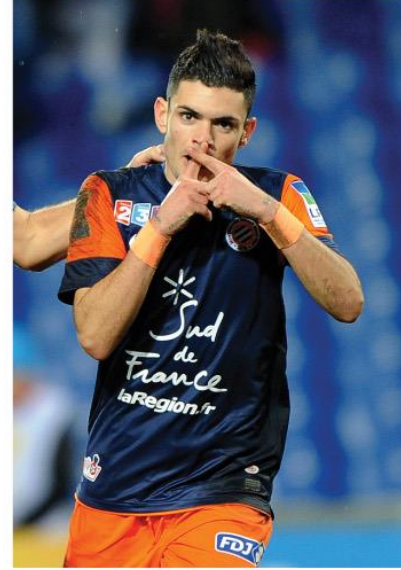
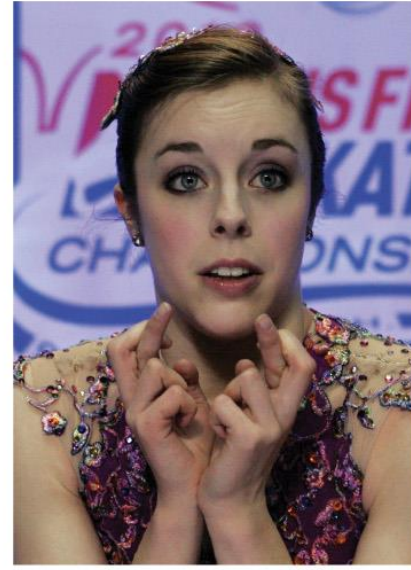


SYMBOLIC CULTURE

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

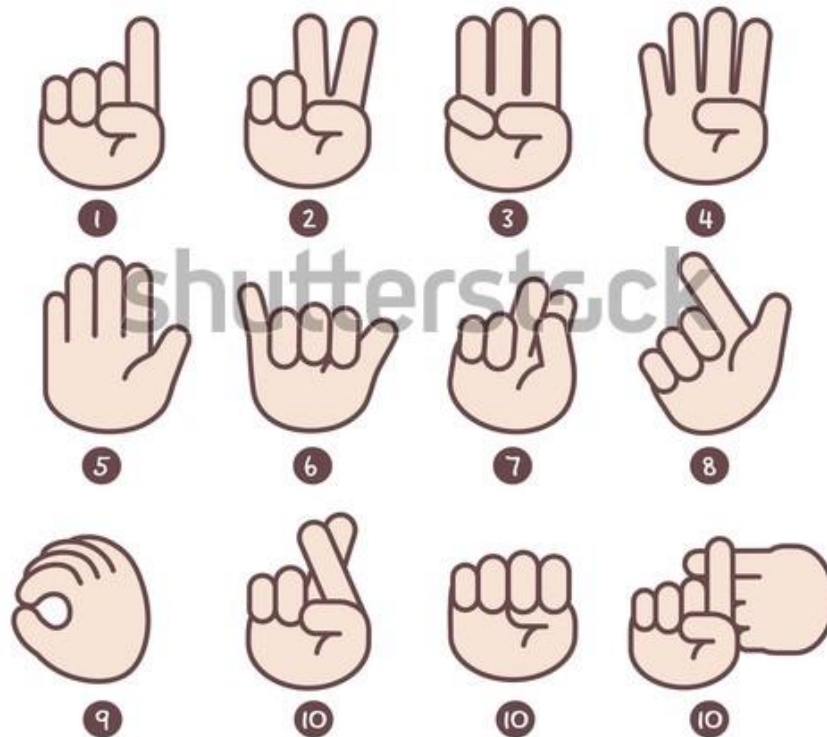
WAYS OF COMMUNICATING

- **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. It features a central vertical line with several dots and short horizontal 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. It maintains the central vertical line and side strokes, but the dots are more distinct and the overall form is more balanced.

金文

The Seal script for 'Water' (水) is highly stylized and cursive. It features a central vertical line with several curved strokes on either side, giving it a more fluid and dynamic appearance.

小篆

The Clerical script for 'Water' (水) is a simplified and more practical form. It features a central vertical line with a few short horizontal strokes on either side, making it easier to write and read.

隶书

The Regular script for 'Water' (水) is the most modern and standardized form. It features a central vertical line with a few short horizontal strokes on either side, making it the most recognizable and widely used form.

楷书

Water

PARASITE



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



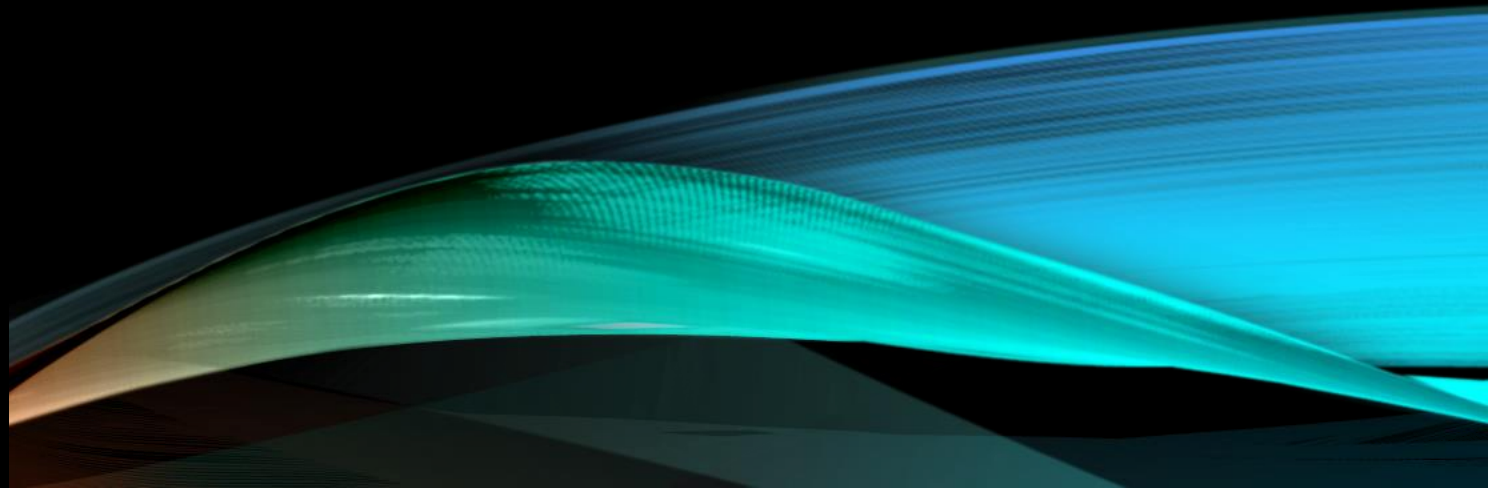
NORMS
ARE
SPECIFIC
TO
CULTURE



NORMS ARE
SPECIFIC TO TIME
PERIOD



LET US NOW PRAISE STERLING COOPER SECRETARIES



NORMS ARE SPECIFIC TO SITUATIONS



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.



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?

CULTURAL CHANGE

- Cultures usually change slowly and incrementally, though change can also happen in rapid and dramatic ways.
- At times, a subculture can influence the mainstream and become part of dominant culture, or something that is dominant can change to a counterculture.



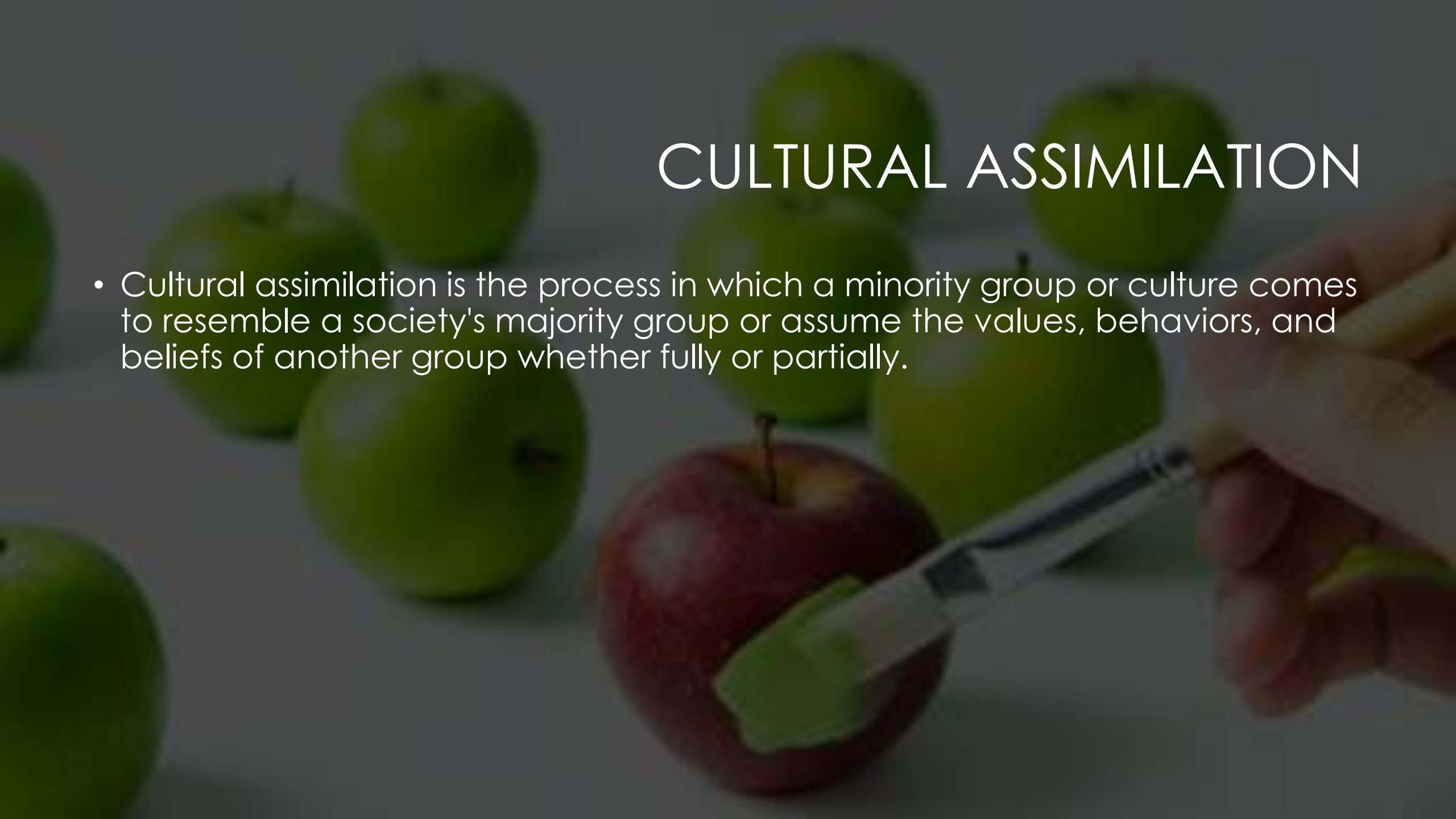


HOW TO UNDERSTAND OTHER CULTURES?

- Multiculturalism vs. assimilation
- Cultural relativism vs. ethnocentrism

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

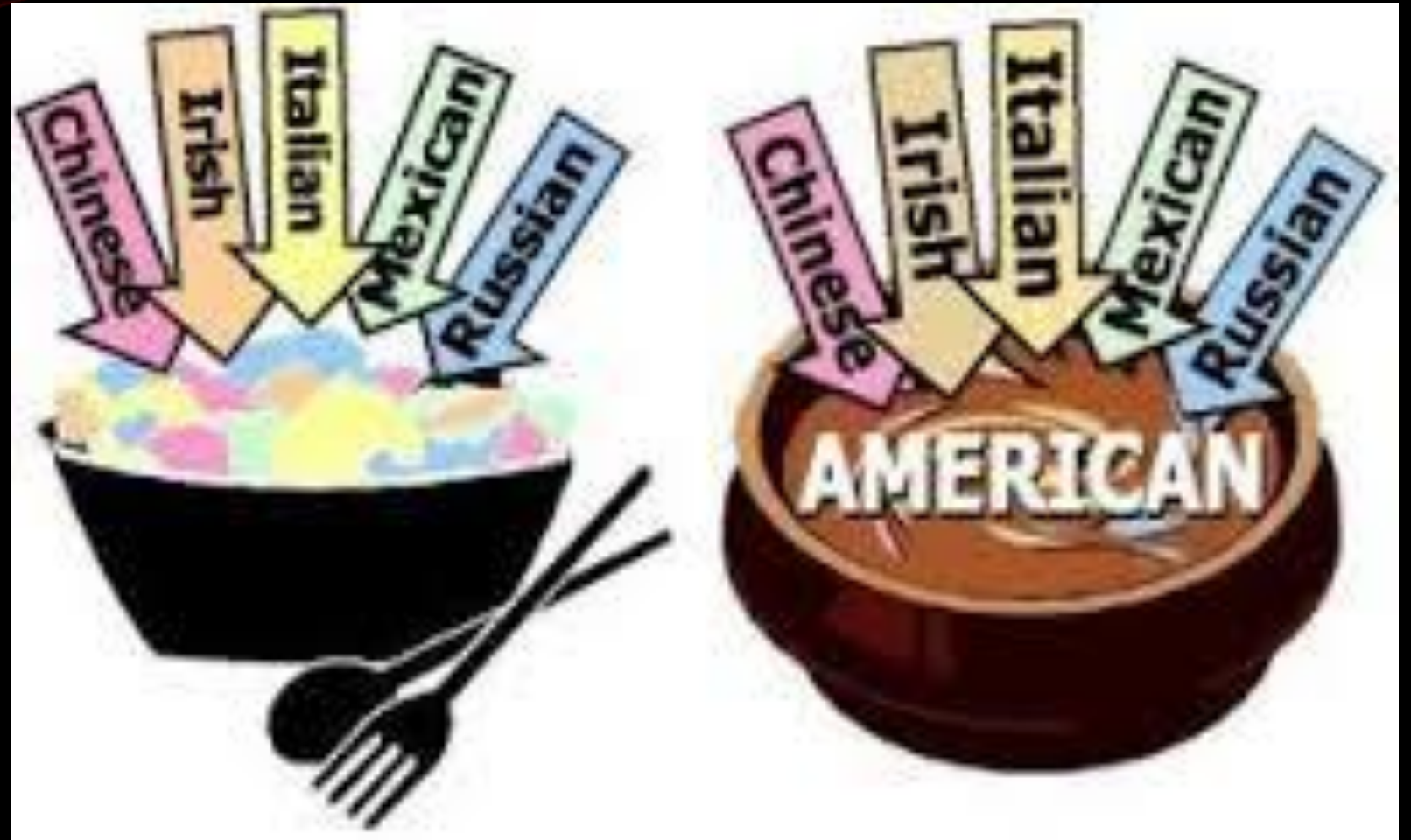
- The **dominant culture** refers to the values, norms, and practices of the group within society that is most powerful in terms of wealth, prestige, status, and influence.
- In the US nowadays, which group's culture is the dominant culture?
- What about the world?

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 in the U.S.?
- Do you think cultural diversity is equally important in other countries as the U.S.?

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?



REVIEW KEY TERMS

- Culture
- Cultural shock
- Material culture vs. symbolic culture
- Norms
- culture assimilation vs. multiculturalism
- Ethnocentrism
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