



1. WHAT IS CULTURE?

- E.B. Tylor- 1871: "That complex whole which includes knowledge, belief, art, law, morals, custom, and any other capabilities and habits acquired by man as a member of a society"





- **Enculturation**



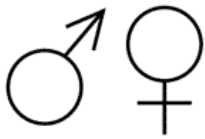
CULTURE IS LEARNED

- Experience
- Observation
- **Symbols**



CULTURE IS SYMBOLIC

- Verbal and nonverbal symbols
- arbitrary and conventional
- No animal has elaborated cultural abilities to extent of *Homo sapiens*



CULTURE IS SHARED

- located in and transmitted through groups
 - Shared beliefs, values, memories, and expectations
 - Enculturation unifies people by providing common experiences



CULTURE AND NATURE

- Culture takes natural biological urges and teaches us to express them in particular ways
 - But isn't it "natural"?



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CULTURE AND NATURE

- When nature calls...
...culture answers



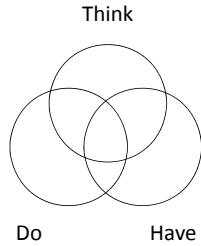
CULTURE IS ALL-ENCOMPASSING

- To understand North American culture, one must consider television, fast-food restaurants, sports, and games



CULTURE IS INTEGRATED

- Cultures are integrated, patterned systems
 - If one part changes, other parts change
 - **Core values**



CULTURE IS INSTRUMENTAL, ADAPTIVE, AND MALADAPTIVE

- Humans have biological and cultural ways of coping with environmental stress and other basic psychological and physical needs.

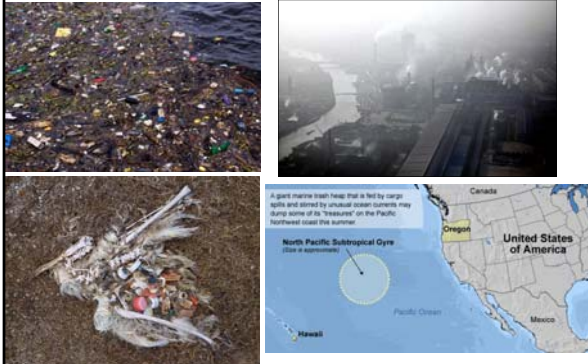


CULTURE IS INSTRUMENTAL, ADAPTIVE, AND MALADAPTIVE

- What's good for an individual isn't necessarily good for the group



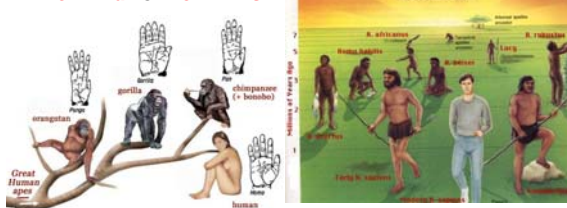
- Many modern cultural patterns may be maladaptive in the long run



2. CULTURE'S EVOLUTIONARY BASIS

- Similarities between humans and apes evident in anatomy, brain structure, genetics, and biochemistry

- **Hominid vs. Hominins**



WHAT WE SHARE WITH OTHER PRIMATES

- Many human traits reflect that our primate ancestors lived in trees
 - Grasping ability and manual dexterity
 - Depth and color vision
 - Learning ability based on a large brain
 - Substantial parental investment in offspring
 - Tendencies toward sociality and cooperation
- Substantial gap between primate society and fully developed human culture
- Still, primates share similarities with humans:
 - Ability to learn and change behavior (hunting)
 - Tools, Aim and throw objects



HOW WE DIFFER FROM OTHER PRIMATES

- Cooperation and sharing are much more developed among humans
 - lack of visible estrus cycle and concealed ovulation and recreational mating
- Strong tendency towards pair bonds for mating
 - Male parental investment
- Humans have exogamy and kinship systems

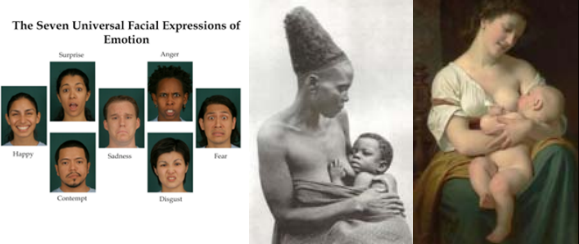


3. UNIVERSALITY, GENERALITY, AND PARTICULARITY

- **Universal:** every culture
- **Generality:** some but not all societies
- **Particularity:** distinctive culture trait

UNIVERSALS AND GENERALITIES

- Universality
 - Biological: a long period of infant dependency, year-round sexuality, and a complex brain
 - Psychological: common ways in which humans think, feel, and process information



UNIVERSALS AND GENERALITIES

- **Generalities**
 - Diffusion
 - Colonization
 - Invention
 - Nuclear family



PARTICULARITY: PATTERNS OF CULTURE

- **Particularity**- Increasingly rare:
 - Diffusion
 - Independent invention
 - Borrowed traits are modified to fit the adopting culture



4. CULTURE AND THE INDIVIDUAL: AGENCY AND PRACTICE

- The "system" vs the "individual"
 - contested (often violated- "real" vs "ideal")
 - Culture is public and individual
 - We make and remake culture through daily actions
 - Practice theory: individuals within society have diverse motives
 - Gender, age, class



LEVELS OF CULTURE

- **National culture**
- **International culture**
- **Subcultures**



ETHNOCENTRISM, CULTURAL RELATIVISM, AND HUMAN RIGHTS

- **Ethnocentrism** – judgement, superiority
- **Cultural relativism**- cultural context
- Moral (ethical) relativism



- **Human rights:** based on justice and morality beyond particular cultures
- **Cultural rights:** vested in minorities and indigenous societies
- **Intellectual property rights (IPR):** collective knowledge (cultural property)



5. MECHANISMS OF CULTURAL CHANGE

- **Diffusion**
 - Direct
 - Forced
 - Indirect



- **Acculturation**
 - pidgin
 - assimilation
 - time frame
- **Independent invention**



6. GLOBALIZATION

- **Globalization**
 - Economic and political forces
 - Long-distance communication
 - Local resistance



GLOBALIZATION: ITS MEANING AND ITS NATURE

- Smith and Doyle: distinction between meanings of globalization
 1. Globalization as fact
 - Spread and connectedness of production, communication, and technologies across the world
 - New aspects: speed, scale, volume
 2. Globalization as contested ideology and policy
 - IMF, WTO



- Truly global economy
 - Based on knowledge and information
 - Transnational networks
 - Core activities proceed as a unit in real time
- Multinationals- over 2/3 of world trade
 - Youth: identities based on consumption
 - Influence national policy
- Gap between rich and poor

