



# THE CSS POINT

Yes We Can Do It!

Culture

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# Culture

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- ▶ What is Culture ?
- ▶ In sociologist view every man is cultured.
- ▶ It is social heritage
- ▶ Culture is man made environment

# Definition of Culture

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▶ Tylor Says:

“It is complex whole which includes knowledge, believes, values, art, morals, laws, customs and any other capabilities and habits acquired by man as a member of society.”

“A totality of standardized and pattern ways of living and doings of man, inherited from the past including both material and non-material objects”

▶ Cultural is learned

▶ It is total man made environment including both material and non-material products.

# Characteristics of Culture

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- ▶ Cultural is learned
- ▶ Cultural is patterned
- ▶ Cultural is inherited
- ▶ Cultural is shared
- ▶ Cultural is transmitted
- ▶ Cultural is Ever-Changing
- ▶ Culture is accumulative

# Elements of Cultural

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- ▶ Trait
- ▶ Complex
- ▶ Patteren
- ▶ Theme
- ▶ Configuration
- ▶ Ethos

# Division of Culture

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- ▶ **Material Culture** refers to the physical objects, resources, and spaces that people use to define their culture. These include homes, neighborhoods, cities, schools, churches, synagogues, temples, mosques, offices, factories and plants, tools, means of production, goods and products, stores, and so forth.
- ▶ **Non-material culture** refers to the nonphysical ideas that people have about their culture, including beliefs, values, rules, norms, morals, language, organizations, and institutions. For instance, the non-material cultural concept of *religion* consists of a set of ideas and beliefs about God, worship, morals, and ethics. These beliefs, then, determine how the culture responds to its religious topics, issues, and events.

# Other Terms related to Cultural

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- ▶ **Real Culture**- the way people actually behave
- ▶ **Ideal Culture**- the values to which a culture aspires
- ▶ **Subculture**- is a group of people with a culture (whether distinct or hidden) which differentiates them from the larger culture to which they belong.
- ▶ **Counterculture**- Describe the values and norms of behavior of a cultural group, or subculture, that run counter to those of the social mainstream of the day.
- ▶ **Cultural Drift** is unplanned cultural change resulting from a series of small changes within a cultural in same direction.

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- ▶ **Cultural Relativism-** is the principle that an individual human's beliefs and activities should be understood by others in terms of that individual's own culture.
  - ▶ **Cultural Integration-** The process of one culture gaining ideas, technologies and products of another and so this means that this culture will seem to be integrating into the other.
  - ▶ **Cultural Diversity-** is the variety of human societies or cultures in a specific region, or in the world as a whole
  - ▶ **Cultural imperialism-** is the domination of one culture over another by a deliberate policy or by economic or technological superiority.



# Functions of Culture

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- ▶ Culture is Treasury of Knowledge
- ▶ Culture defines situations
- ▶ Culture defines attitudes, values and goals
- ▶ Culture decides our career.
- ▶ Culture provides behavioral patterns
- ▶ Culture moulds personality