

- What is culture?

Using your Sociological Imagination

- It's the year 2500, and you and your archeological team have found some ancient artifacts you know nothing about. They are
 - 1. A CD of 2014's "greatest hits"*
 - 2. A cell phone*
 - 3. A Quarter
- Write down **ten assumptions** you might make about the culture that used these objects.

Opener

- A. Please give an example, and list the pros/ cons of the following research methods

1.) Naturalistic Observation-

2.) Contrived Observation-

3.) Longitudinal Study

B. In your own words- what is culture?

Culture

- 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



Reflection

- Why is culture important?



Material World

- **Material Culture**

- The physical or tangible (see, touch) that members of a society make, use, and share
 - Raw Materials → Technology → Stuff

- **Non-Material Culture**

- The abstract or intangible human creations of society that influences people's behavior
 - Language, beliefs, values, rules of behavior, family patterns, political systems

Cultural Universals- George Murdock

- Customs and practices that occur across all societies

- Are there any?

- <http://www.youtube.com/watch?v=hB0Qk0>



Components of Culture

- **Symbols**

- Anything that meaningfully represents something else

- **Language**

- A set of symbols that expresses ideas and enable people to think and communicate with one another

- **Values**

- Collective ideas about what is right or wrong, good or bad, and desirable or undesirable in a particular culture

- **Norms* (we will come back to these)**

- Established rules of behavior or standards of conduct

Come Up with Your Own! 10 minutes

- With a partner sitting next to you, generate a list of the following components of TEEN culture in the US NOWADAYS. **Use drawings/ doodles/ art**

- Symbols
- Language
- Values
- Norms