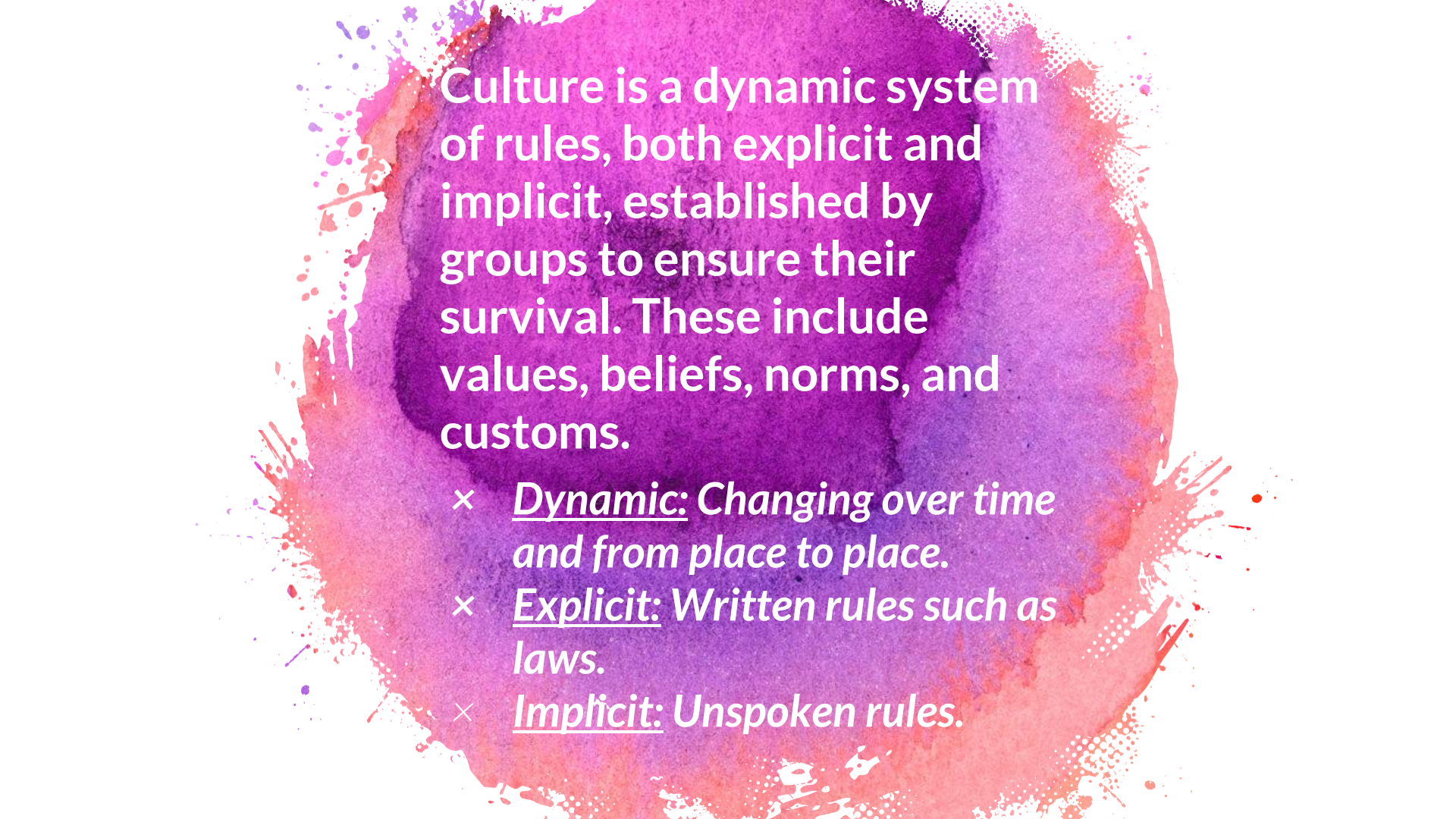




What is Culture?



Culture is a dynamic system of rules, both explicit and implicit, established by groups to ensure their survival. These include values, beliefs, norms, and customs.

- × Dynamic: Changing over time and from place to place.
- × Explicit: Written rules such as laws.
- × Implicit: Unspoken rules.

Objects of Culture



Cultural Norms

Cultural Norms are behaviors that are passed down from generation to generation and through other gatekeepers. These include media, religious leaders, teachers, and peers.



CULTURAL DIMENSIONS

Different characteristics of a culture based on values and cultural norms.

As we go through each cultural dimension, place yourself, family, community, region or country on each accompanying scale and then be able to explain why you placed yourself there.



The extent to which the less powerful members of organizations and institutions (like the family) accept and expect that power is distributed unequally. Put simply, people in some cultures accept a higher degree of unequally distributed power than do people in other cultures.

POWER DISTANCE



UNCERTAINTY AVOIDANCE

Uncertainty Avoidance is not the same as risk avoidance; it deals with a society's tolerance for ambiguity. It indicates to what extent a culture programs its members to feel either uncomfortable or comfortable in unstructured situations.

1. **High Uncertainty Avoidance:** *Do not like new experiences or ambiguity.*
2. **Low Uncertainty Avoidance:** *Do not mind or enjoy new experiences or ambiguity.*

Individualism vs. Collectivism

Individualism: Cultures that stress the needs of the individual over the needs of the group.

Collectivism: Cultures that stress the needs of the group over the needs of the individual.



MASCULINITY AND FEMININITY

The type of personality that society values. Not a measure of gender roles.

Masculinity:

- *Assertiveness*
- *Work over family*
- *Admiration for the strong*
- *Fathers make decisions*
- *Religious focus on God of gods*
- *Boys don't cry*

Femininity:

- *Limited emotional differences between genders*
- *Sympathy for the weak*
- *Religious focus on other humans*



Long Term vs. Short Term Orientated

- × **Short-Term:** The present and past are most important. Live in the now. Hedonistic. Traditions and cultures remain the same.
- × **Long-Term:** The future is most important. Change is important. Live for tomorrow.



Indulgence and Resistance

INDULGENCE

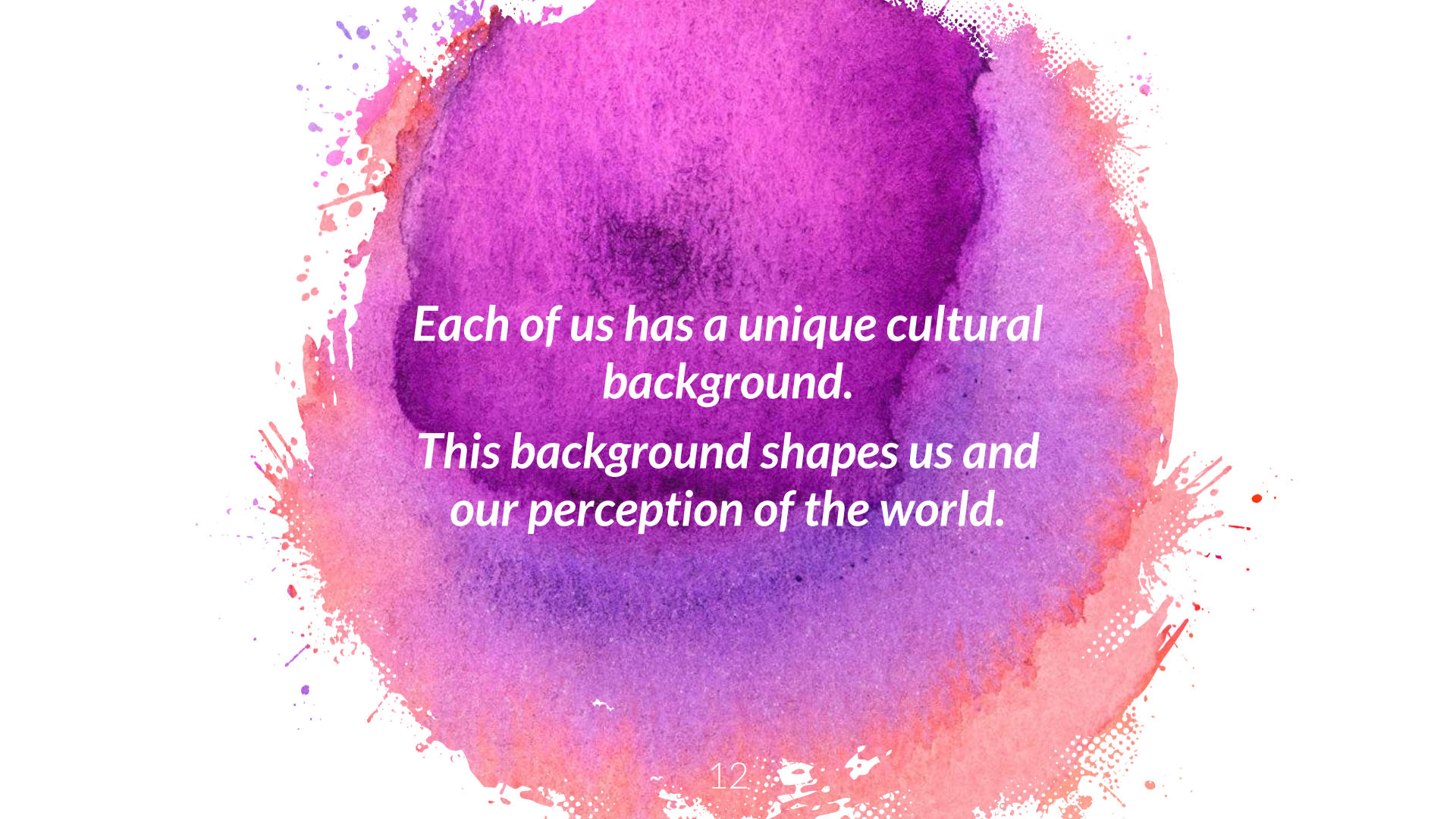
A society that allows relatively free gratification of basic and natural human desires related to enjoying life and having fun.



RESTRAINT

A society that controls gratification of needs and regulates it by means of strict social norms.





*Each of us has a unique cultural
background.*

*This background shapes us and
our perception of the world.*

Cultural Map

Using printer paper and coloring utensils, create a cultural map of yourself. Prepare to share it with your classmates.

Include:

- An image of yourself
- Your name
- 5 items/ideas/things that symbolize your culture
- What things make you, you? Think of how you were raised, familial or community expectations, life aspirations, and what is important to you in your life.
- Color drawings

American Culture

Using your chromebook, find three images that represent American culture. Put your three images on a Google Doc where all three images can be seen at once on your screen (we shouldn't have to scroll to see your images).