

## Chapter 2 Culture

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### 2.1 True/False Questions

- 1) A group's way of thinking, including its beliefs, values, and other assumptions about the world, is classified as material culture.

Answer: FALSE

*Diff: 1 Page Ref: 40*

*Skill: Knowledge*

- 2) Culture becomes the lens through which we perceive and evaluate what is going on around us.

Answer: TRUE

*Diff: 2 Page Ref: 40*

*Skill: Comprehension*

- 3) There is nothing "natural" about material or nonmaterial culture.

Answer: TRUE

*Diff: 1 Page Ref: 40*

*Skill: Knowledge*

- 4) Ethnocentrism is purely a negative trait with no redeeming qualities.

Answer: FALSE

*Diff: 1 Page Ref: 41*

*Skill: Knowledge*

- 5) For an American to understand and appreciate the traditional famadihana in Madagascar, he or she would need to practice cultural relativism when considering the description given by the author.

Answer: TRUE

*Diff: 3 Page Ref: 42*

*Skill: Application*

- 6) Viewing bullfighting from its history, its folklore, its ideas of bravery, and its concepts about sex roles is an example of cultural relativism.

Answer: TRUE

*Diff: 2 Page Ref: 42-43*

*Skill: Comprehension*

- 7) Sociologists agree it is important that we consistently practice cultural relativism in viewing other cultural practices.

Answer: FALSE

*Diff: 1 Page Ref: 42-43*

*Skill: Knowledge*

- 8) Language allows culture to develop by freeing people to move beyond their immediate experiences.

Answer: TRUE

*Diff: 1 Page Ref: 47*

*Skill: Knowledge*

- 9) According to the Sapir-Whorf hypothesis, language is nothing more than common sense expressed in words and gestures.

Answer: FALSE

Diff: 1 Page Ref: 49

Skill: Knowledge

- 10) A person receiving a positive sanction would be expected to maintain the behavior that he or she exhibited when receiving the sanction.

Answer: TRUE

Diff: 3 Page Ref: 49

Skill: Application

- 11) When on “moral holiday,” norms are expected to be broken.

Answer: TRUE

Diff: 1 Page Ref: 50

Skill: Knowledge

- 12) The Ten Commandments, the U.S. Constitution, and the penal code of a major city are all examples of folkways.

Answer: FALSE

Diff: 2 Page Ref: 51

Skill: Application

- 13) By definition, subcultures are a threat to the mainstream culture.

Answer: FALSE

Diff: 1 Page Ref: 51-52

Skill: Knowledge

- 14) When the Mormons first established their settlement in Utah, they would have been classified a counterculture because of their belief in polygyny.

Answer: TRUE

Diff: 2 Page Ref: 52

Skill: Application

- 15) Because America is made up of many different groups, it is classified as being a pluralistic society.

Answer: TRUE

Diff: 2 Page Ref: 53

Skill: Application

- 16) A person who professes a belief in freedom and equality but also demonstrates behavior that is sexist and racist is involved in a value contradiction.

Answer: TRUE

Diff: 3 Page Ref: 57

Skill: Application

- 17) Culture wars not only identify differences in values and norms, but they may also result in violence and strife among members of the same society.

Answer: TRUE

Diff: 3 Page Ref: 58

Skill: Application

- 18) Cultural diffusion is used to describe groups that are opposed to changes in their technology or material culture.

Answer: FALSE

Diff: 1 Page Ref: 60

Skill: Knowledge

19) Groups are more prone to changing their material culture before they change their nonmaterial culture.

Answer: TRUE

Diff: 3 Page Ref: 60

Skill: Application

20) Cultural lag refers to a situation in which elements of nonmaterial culture (such as norms and values) change, but elements of material culture (such as technology) do not.

Answer: FALSE

Diff: 1 Page Ref: 60

Skill: Knowledge

## 2.2 Multiple Choice Questions

1) The author's experience in Morocco, which included the absence of women from public positions, intense stares directed at him, pushing and shoving at the train station, and total disregard for sanitation by food vendors, left the author with a profound sense of \_\_\_\_\_.

- A) ethnocentrism
- B) culture shock
- C) cultural relativity
- D) stereotyping

Answer: B

Diff: 3 Page Ref: 39, 41

Skill: Application

2) Language, beliefs, values, norms, behavior, material objects, and technology that are passed from one generation to the next by members of society describe \_\_\_\_\_.

- A) culture
- B) tradition
- C) science
- D) experience

Answer: A

Diff: 2 Page Ref: 40

Skill: Comprehension

3) Jewelry, art, hairstyles, and clothing each represent examples of \_\_\_\_\_.

- A) high culture
- B) nonmaterial culture
- C) material culture
- D) low culture

Answer: C

Diff: 2 Page Ref: 40

Skill: Comprehension

4) Anthropologist Ralph Linton said, "The last thing a fish would ever notice would be water." What does this imply about culture?

- A) Culture is taken for granted by members of society who share it.
- B) There is only one acceptable method of doing any particular job.
- C) Every culture establishes firm standards by which it functions.
- D) Water is symbolic and has nothing to do with the statement.

Answer: A

Diff: 3 Page Ref: 40

Skill: Application

- 5) In 1906, sociologist William Sumner made the comment, “One’s own group is the center of everything, and all others are scaled and rated with reference to it.” This statement is most aligned with the concept of \_\_\_\_\_.
- A) cultural relativism
  - B) ethnocentrism
  - C) the relativist fallacy
  - D) the cultural universal

Answer: B

Diff: 3 Page Ref: 41

Skill: Application

- 6) When Harry returned from a business meeting in Ho Chi Minh City, Vietnam, his wife asked him what he thought of the Vietnamese people. Harry replied, “They’re primitive people who eat animals from the streets, drive wildly around town on motor scooters, and talk very fast.” Harry’s reply BEST qualifies as an example of \_\_\_\_\_.
- A) ethnocentrism
  - B) cultural diffusion
  - C) the self-fulfilling prophecy
  - D) the relativist fallacy

Answer: A

Diff: 3 Page Ref: 41

Skill: Application

- 7) While in the Peace Corps, Kristina enjoyed a delicious Cambodian dinner that included several entrees. Later that evening she was told that one of the entrees was roast dog, the same canine Kristina was playing with the day before. At this point Kristina became ill and swore she would be a vegetarian as long as she was in Cambodia. Which statement MOST applies to Kristina’s experience?
- A) Kristina was practicing cultural relativism.
  - B) Kristina experienced culture shock.
  - C) Kristina was introduced to new folkways.
  - D) Kristina experienced a facet of globalization.

Answer: B

Diff: 3 Page Ref: 41

Skill: Application

- 8) The refusal of Christians to accept Islam as a valid religion is a form of \_\_\_\_\_, while the sincere effort to understand the practice of having multiple wives in some societies is a form of \_\_\_\_\_.
- A) public sociology; culture shock
  - B) value contradiction; value cluster
  - C) ethnocentrism; cultural relativism
  - D) culture shock; cultural diffusion

Answer: C

Diff: 4 Page Ref: 41-42

Skill: Analysis

- 9) In his book, *Sick Societies*, anthropologist Robert Edgerton proposed that cultures should be evaluated on their “quality of life” and not just automatically accepted. This is contrary to which of the following sociological concepts?
- A) symbolic culture
  - B) cultural relativism
  - C) Sapir-Whorf hypothesis
  - D) culture shock

Answer: B

Diff: 4 Page Ref: 42-43

Skill: Analysis

- 10) All of the following statements are accurate in describing gestures, EXCEPT for which one?
- A) Gestures rely on the use of one's body to communicate with others.
  - B) People in every part of the world use gestures.
  - C) A gesture's meaning may change completely from one culture to another.
  - D) Social scientists have identified many common gestures and agree that gestures are universal.

Answer: D

Diff: 6 Page Ref: 43-45

Skill: Evaluation

- 11) Symbols can be strung together in an infinite number of ways for the purpose of communicating abstract thought. This is referred to as \_\_\_\_\_.
- A) technology
  - B) gesture
  - C) language
  - D) pattern

Answer: C

Diff: 1 Page Ref: 45

Skill: Knowledge

- 12) All of the following statements are accurate regarding language, EXCEPT for which one?
- A) Language is the primary method people use to communicate with one another.
  - B) Language is based on a series of symbols that can be strung together in an infinite number of ways.
  - C) Language is universal in terms of the meaning of particular sounds.
  - D) Language allows culture to exist.

Answer: C

Diff: 6 Page Ref: 45, 47

Skill: Evaluation

- 13) Without language, human culture would \_\_\_\_\_.
- A) live in the past and have no concept of the future
  - B) focus more on plans and actions instead of talk
  - C) be little more advanced than lower primates
  - D) have to become totally dependent upon memory

Answer: C

Diff: 6 Page Ref: 47

Skill: Evaluation

- 14) The idea that language allows us to pass ideas, knowledge, and attitudes to the next generation shows how language \_\_\_\_\_.
- A) provides a social or shared past.
  - B) provides a social or shared future.
  - C) allows human experience to be cumulative.
  - D) allows shared perspectives.

Answer: C

Diff: 4 Page Ref: 47

Skill: Knowledge

- 15) In America, why is Spanish, rather than English, continuously spoken from generation to generation with greater commitment than any other non-English speaking language?
- A) Spanish is spoken worldwide much more commonly than English.
  - B) English is one of the most difficult languages to learn.
  - C) For many Spanish speakers, learning English violates the allegiance to their native countries.
  - D) There is a constant influx of new Hispanic immigrants into the U.S.

Answer: D

Diff: 3 Page Ref: 48

Skill: Application

- 16) The two anthropologists who studied the Hopi Indians and concluded that language has embedded within it ways of looking at the world were \_\_\_\_\_.
- A) Edward Sapir and Benjamin Whorf
  - B) Richard Cloward and Lloyd Ohlin
  - C) Karl Marx and Frederick Engels
  - D) Frank Parker and Craig Donovan

Answer: A

Diff: 1 Page Ref: 49

Skill: Knowledge

- 17) Harry is in the campus dining hall and has chosen a cheeseburger and fries rather than a veggie burger. Harvey, a fraternity playboy, claims he has only dated the most beautiful women on campus. Horace considers earning an "A" in a course far superior than a "C" or even a "B." What do Harry, Harvey, and Horace have in common?
- A) They are all practicing ethnocentrism in their daily decision making.
  - B) They are all employing the Sapir-Whorf hypothesis.
  - C) They are expressing their own values in the choices they make.
  - D) They are all experiencing culture shock.

Answer: C

Diff: 4 Page Ref: 49

Skill: Analysis

- 18) Sociologists use the concept of "norms" to describe \_\_\_\_\_.
- A) standards by which people define what is socially desirable
  - B) expressions of disapproval for violating socially acceptable behavior
  - C) ideas about what is true or false
  - D) expectations or rules of behavior that develop from values

Answer: D

Diff: 1 Page Ref: 49

Skill: Knowledge

- 19) Receiving the Medal of Honor and making the Dean's List are both examples of \_\_\_\_\_.
- A) value contradictions
  - B) folkways
  - C) positive sanctions
  - D) value clusters

Answer: C

Diff: 3 Page Ref: 49

Skill: Application

- 20) Anthropologists Edward Sapir and Benjamin Whorf concluded that \_\_\_\_\_.
- A) objects and events force themselves onto our consciousness
  - B) language creates ways of thinking and perceiving
  - C) symbols are the basis of human relationships
  - D) learning a new language creates cultural diversity

Answer: B

Diff: 1 Page Ref: 49

Skill: Knowledge

- 21) The notion that language determines our consciousness is the basic premise of which concept?
- A) Sapir-Whorf hypothesis
  - B) neo-Darwinism
  - C) pluralism
  - D) symbolic culture

Answer: A

Diff: 2 Page Ref: 49

Skill: Comprehension

- 22) Clarisse and Cindy are honor students who conduct themselves in a mature manner at the Christian college they attend in Philadelphia. This year for spring break, they decided to go to Cancun, where they auditioned for the “Girls Gone Wild” video. Which statement BEST describes the probable reason behind the behavior of Clarisse and Cindy?
- A) Clarisse and Cindy unintentionally broke a taboo due to the stress, authoritarianism, and strict regime involved in Christian education.
  - B) Clarisse and Cindy considered themselves on a moral holiday, which permitted them to “let their hair down.”
  - C) Clarisse and Cindy were evil spirited at heart and their true behavior surfaced in Cancun.
  - D) Clarisse pushed Cindy, or Cindy pushed Clarisse, into violating their Christian norms and deciding to “go wild.”

Answer: B

Diff: 3 Page Ref: 50

Skill: Application

- 23) If Alice came to class wearing a soiled and torn blouse, she would be violating a \_\_\_\_\_. But if Alice came to class not wearing a blouse (or any other garment), she would be violating a \_\_\_\_\_.
- A) norm; folkway
  - B) folkway; more
  - C) more; law
  - D) folkway; value

Answer: B

Diff: 4 Page Ref: 51

Skill: Analysis

- 24) At the Back to Nature Nudist Colony, Ernie and Morello take a walk every morning along the beach, totally nude. Within the colony, which statement BEST describes the behavior of Ernie and Morello?
- A) They are conforming to the folkways of their subculture.
  - B) They are violating a more of their society.
  - C) They are challenging a taboo of their counterculture.
  - D) They are showing a need for cultural relativism.

Answer: A

Diff: 6 Page Ref: 51-52

Skill: Evaluation

- 25) Every December, many Jewish families celebrate Chanukah, the “festival of lights,” during which special foods are served, rituals are practiced, and traditional activities take place that are unique to this faith. In this context, members of the Jewish faith would represent which concept?
- A) folkway
  - B) counterculture
  - C) subculture
  - D) moral holiday place

Answer: C

Diff: 3 Page Ref: 52

Skill: Application

- 26) When a group has a distinctive way of looking at life, but at the same time its values and norms reflect the dominant culture of its society, the group would be considered a(n) \_\_\_\_\_.
- A) counterculture
  - B) example of cultural relativism
  - C) example of cultural diffusion
  - D) subculture

Answer: D

Diff: 1 Page Ref: 52

Skill: Knowledge

- 27) Courtney raises champion sheep, Joe is a cab driver in New York, and Rufus is a member of the RAW family of professional wrestling. What do Courtney, Joe, and Rufus have in common?
- A) They are all members of countercultures.
  - B) They are all engaged in ethnocentrism.
  - C) They are all practicing cultural relativism.
  - D) They are all members of subcultures.

Answer: D

Diff: 2 Page Ref: 52

Skill: Comprehension

- 28) All of the following statements are examples of countercultures, EXCEPT for which one?
- A) bikers in an outlaw motorcycle club
  - B) Chicago Cubs fans
  - C) individuals advocating the legalization of prostitution
  - D) gang members operating in the San Quentin prison

Answer: B

Diff: 6 Page Ref: 52

Skill: Evaluation

- 29) From a sociological perspective, which statement best classifies 19th century Mormons and 21st century physicians?
- A) Both would be classified as subcultures.
  - B) Both would be classified as countercultures.
  - C) The Mormons would be classified a counterculture and the physicians as a subculture.
  - D) The Mormons would be classified a subculture and the physicians as a counterculture.

Answer: C

Diff: 6 Page Ref: 52

Skill: Evaluation

- 30) People from all walks of life, races, religions, and ethnic groups participate in the U.S. legislative process. In view of this, which term BEST describes American society?
- A) America is a polytheistic society.
  - B) America is a society of subcultures and countercultures.
  - C) America is a pluralistic society.
  - D) America is based on the principles of oligarchy.

Answer: C

Diff: 3 Page Ref: 53

Skill: Application

- 31) Most American high schools routinely schedule ceremonies to recognize the most talented student athletes and scholars. Such activities illustrate the importance that Americans place on which value, as defined by sociologist Robin Williams?
- A) efficiency and practicality
  - B) achievement and success
  - C) group superiority
  - D) freedom

Answer: B

Diff: 2 Page Ref: 53

Skill: Comprehension



- 32) The sociologist who identified ten underlying core values of American society was \_\_\_\_\_.
- A) Michael Burawoy
  - B) Edward Wilson
  - C) Robin Williams
  - D) John Jacob Natzke

Answer: C

*Diff: 1 Page Ref: 53*

*Skill: Knowledge*

- 33) The idea that someone can start from very humble beginnings and one day become president of the United States is an example of which core value?
- A) achievement and success
  - B) individualism
  - C) hard work
  - D) democracy

Answer: B

*Diff: 1 Page Ref: 53, 56*

*Skill: Application*

- 34) Good nutrition, medical care, and housing, and a nice car are included in a classification of values in American society that sociologist Robin Williams would call \_\_\_\_\_.
- A) achievement and success
  - B) progress
  - C) material comfort
  - D) efficiency and practicality

Answer: C

*Diff: 3 Page Ref: 56*

*Skill: Application*

- 35) Which of Williams' U.S. values contradicts the other values of freedom, democracy, and equality?
- A) science and technology
  - B) material comfort
  - C) group superiority
  - D) religiosity

Answer: C

*Diff: 2 Page Ref: 56*

*Skill: Application*

- 36) The author added three values to the original list of ten core values that Robin Williams identified as the most common in American society. Which of the following is NOT one of the three values added?
- A) education
  - B) religiosity
  - C) equality
  - D) romantic love

Answer: C

*Diff: 1 Page Ref: 56*

*Skill: Knowledge*

- 37) Americans usually recognize hard work, education, and material comfort as desired qualities. Where one of these qualities is found, the other two also apply. This is an example of \_\_\_\_\_.
- A) emergent values
  - B) a value cluster
  - C) cultural leveling
  - D) a normative cluster

Answer: B

Diff: 3 Page Ref: 56

Skill: Application

- 38) Lamont believes in democracy and equality, and when asked to describe himself he cites his appreciation for people of all races and ethnic heritages. But at the same time, Lamont believes women should not be in the armed services and he avoids taking courses from female professors. In view of this, which statement BEST describes Lamont?
- A) Lamont holds a value cluster of achievement and success, equality, and freedom.
  - B) Lamont is suffering from value strain.
  - C) Lamont is a victim of role conflict due to his multiple statuses.
  - D) Lamont is engaged in value contradiction.

Answer: D

Diff: 3 Page Ref: 57

Skill: Application

- 39) Several years ago, the gay community applied for a permit to march in the St. Patrick's Day Parade in Boston. When denied, the gay community filed suit and won. Rather than permitting the gay community to march in the parade, the parade trustees cancelled the event. Sociologists would suggest this conflict in values between the trustees of the parade and the gay community would eventually lead to \_\_\_\_\_.
- A) consensus that gays are evil because they caused a traditional event to be cancelled
  - B) social change that brings attention to gay rights and eventual acceptance
  - C) social integration of the gay and straight communities resulting in a bisexual society
  - D) armed conflict, or "cultural war," between the gay and straight communities

Answer: B

Diff: 3 Page Ref: 57

Skill: Application

- 40) Sociologists have identified an emerging set of five interrelated values in American society. What are these emerging values?
- A) self-destiny, spirituality, environmental concern, technological awareness, and physical fitness
  - B) leisure, self-fulfillment, physical fitness, youthfulness, and environmental concern
  - C) freedom, equality, romantic love, youthfulness, and physical fitness
  - D) romantic love, individualism, mental health, self-fulfillment, and equality

Answer: B

Diff: 1 Page Ref: 57

Skill: Knowledge

- 41) Of the five interrelated core values emerging in American society, the one that is reflected in the "human potential" movement that focuses on "self help, relating, and personal development" is \_\_\_\_\_.
- A) leisure
  - B) romantic love
  - C) physical fitness
  - D) self-fulfillment

Answer: D

Diff: 1 Page Ref: 57

Skill: Knowledge

- 42) An emerging value in the U.S. that emphasizes "becoming all that you can be" is an example of \_\_\_\_\_.
- A) leisure
  - B) self-fulfillment

- C) physical fitness
- D) youthfulness

Answer: B

*Diff: 1 Page Ref: 57*

*Skill: Knowledge*

- 43) An emerging value in the U.S. that emphasizes taking time to go to the spa and weekend getaway vacations is an example of \_\_\_\_\_.
- A) leisure
  - B) self-fulfillment
  - C) physical fitness
  - D) environmental concern

Answer: A

*Diff: 1 Page Ref: 57*

*Skill: Knowledge*

- 44) Many fundamentalist Christians lobby for laws making same-sex marriage illegal. Gays and lesbians consider same-sex relationships and same-sex marriage as basic human rights. Which concept BEST describes the relationship between these fundamentalist Christians and the gay/lesbian community?
- A) culture shock on both sides
  - B) differences in norms and folkways
  - C) different symbols and languages
  - D) culture war due to conflicting values

Answer: D

*Diff: 3 Page Ref: 58*

*Skill: Application*

- 45) Going to college and having a successful career is an example of \_\_\_\_\_.
- A) ideal culture
  - B) cultural lag
  - C) cultural leveling
  - D) sociocultural evolution

Answer: A

*Diff: 1 Page Ref: 58*

*Skill: Knowledge*

- 46) Americans glorify academic progress and material success. However, most students do not graduate with honors and most citizens are not wealthy. This condition characterizes the difference between \_\_\_\_\_ and \_\_\_\_\_.
- A) material culture; symbolic culture
  - B) ideal culture; real culture
  - C) real culture; symbolic culture
  - D) unrealistic culture; realistic culture

Answer: B

*Diff: 6 Page Ref: 58-59*

*Skill: Evaluation*

- 47) The automobile, and the skills needed to drive it, would be an example of \_\_\_\_\_.
- A) nonmaterial culture
  - B) technology
  - C) cultural leveling
  - D) cultural adaptation

Answer: B

*Diff: 2 Page Ref: 59*

*Skill: Comprehension*

- 48) The emerging tools and the skills needed to use them, which have a significant impact on social life, are called \_\_\_\_\_.
- A) nonmaterial culture
  - B) cultural lag
  - C) sociocultural evolution
  - D) new technology

Answer: D

Diff: 1 Page Ref: 59

Skill: Application

- 49) Today we can type our symptoms into a computer search engine and often find out why we are sick, what condition we may have, and how we might treat it. But we still go to see a doctor. This is an example of \_\_\_\_\_.
- A) cultural lag
  - B) cultural leveling
  - C) ideal culture versus real culture
  - D) cultural norms versus cultural folkways

Answer: A

Diff: 1 Page Ref: 59

Skill: Knowledge

- 50) The term “cultural lag,” referring to the varying \_\_\_\_\_ among elements within cultures, was coined by sociologist \_\_\_\_\_.
- A) countercultures; Talcott Parsons
  - B) subcultures; Douglas Massey
  - C) rates of change; William Ogburn
  - D) types of symbols; Edmund Wilson

Answer: C

Diff: 1 Page Ref: 60

Skill: Knowledge

- 51) The spread of cultural characteristics from one group to another refers to \_\_\_\_\_.
- A) folkways
  - B) cultural diffusion
  - C) values
  - D) cultural universals

Answer: B

Diff: 1 Page Ref: 60

Skill: Knowledge

- 52) Within a few blocks in midtown Manhattan, you can purchase a bagel with cream cheese, a hot dog, a steak, a polish sausage, or a pizza, as well as chow mein, lamb curry, sushi, lasagna, falafels, chicken couscous, enchiladas, and a host of ethnic specialties. This range of culinary possibilities illustrates the process of \_\_\_\_\_.
- A) cultural absolutism
  - B) cultural discovery
  - C) cultural diffusion
  - D) cultural innovation

Answer: C

Diff: 3 Page Ref: 60

Skill: Application

- 53) Although computers are supplied by the university, many professors never quite learn how to use them. Others feel they might break them so they avoid trying anything new. Others save data to their hard drive but also make a paper copy to keep. Such behavior is an example of \_\_\_\_\_.
- A) cultural lag
  - B) cultural leveling
  - C) positive sanction
  - D) negative sanction

Answer: A

Diff: 3 Page Ref: 60

Skill: Application

- 54) In recent years, cultures have become more similar to each other as a result of travel and communication. Sociologists use the term “\_\_\_\_\_” to describe this process.
- A) cultural bridging
  - B) cultural adaptation
  - C) cultural dissolution
  - D) cultural leveling

Answer: D

Diff: 2 Page Ref: 61

Skill: Comprehension

- 55) McDonald’s sells Quarter Pounders in Tokyo, Moscow, Paris, Berlin, and practically every other major city in the world. Mickey Mouse and Fred Flintstone are among the most popular cartoon figures in Mexico. These are examples of \_\_\_\_\_.
- A) cultural leveling
  - B) cultural folkways
  - C) cultural universals
  - D) value clusters

Answer: A

Diff: 3 Page Ref: 61

Skill: Application

### 2.3 Short Answer Questions

- 1) What is the difference between material and nonmaterial culture?

Answer: Material culture refers to concrete objects and things that people in a society use, such as jewelry, art, buildings, weapons, machines, and even eating utensils, hairstyles, and clothing. Nonmaterial culture refers to abstract thoughts and ideas that guide the people in a society, including values, beliefs, attitudes, assumptions.

Diff: 4 Page Ref: 40

Skill: Analysis

- 2) Understanding a culture on its own terms, and from the perspective of those who practice that culture, is referred to as \_\_\_\_\_.

Answer: cultural relativism

Diff: 1 Page Ref: 42

Skill: Knowledge

- 3) Why did anthropologist Robert Edgerton challenge unconditional cultural relativism?

Answer: He felt that each culture and its practices should be evaluated based upon “quality of life,” and not just blindly accepted based upon cultural relativism.

Diff: 6 Page Ref: 43

Skill: Evaluation

4) Why is nonmaterial culture also called symbolic culture?

Answer: A symbol can be anything that conveys meaning and is used by people to communicate. It is the central component of nonmaterial culture.

*Diff: 1 Page Ref: 43*

*Skill: Knowledge*

5) Why can gestures lead to misunderstanding and embarrassment?

Answer: They are not universally understood, so a particular gesture may be classified as benign in one culture but offensive in another.

*Diff: 2 Page Ref: 43-45*

*Skill: Comprehension*

6) What is language?

Answer: Language is a set of symbols that can be combined in an infinite number of ways to communicate abstract thought.

*Diff: 1 Page Ref: 45*

*Skill: Knowledge*

7) What is the Sapir-Whorf hypothesis?

Answer: It is the belief that a society's language influences the way its members look at the world and define reality.

*Diff: 1 Page Ref: 49*

*Skill: Knowledge*

8) What is a "moral holiday"?

Answer: A "moral holiday" is a period of time, at a specified place, when people are allowed and even encouraged to break norms.

*Diff: 1 Page Ref: 50*

*Skill: Knowledge*

9) As opposed to a subculture, a counterculture \_\_\_\_\_.

Answer: holds values and norms that place it at odds with the dominant culture

*Diff: 4 Page Ref: 52*

*Skill: Analysis*

10) The U.S. is made up of many different groups. This classifies it as a \_\_\_\_\_.

Answer: pluralistic society

*Diff: 1 Page Ref: 53*

*Skill: Knowledge*

11) A set of values that are usually linked together to describe a larger whole, such as hard work, education, and material comfort, are classified as being a \_\_\_\_\_.

Answer: value cluster

*Diff: 1 Page Ref: 56*

*Skill: Knowledge*

12) What are the five interrelated core values now emerging in the United States?

Answer: The five core values are: (1) leisure, (2) self-fulfillment, (3) physical fitness, (4) youthfulness, and (5) concern for the environment.

*Diff: 1 Page Ref: 57*

*Skill: Knowledge*

13) What is a culture war?

Answer: A culture war is a situation in which changes in core values are met with strong resistance by the people who embrace them.

*Diff: 3 Page Ref: 58*

*Skill: Application*

14) Values, norms, and goals that a group considers worth aiming for are called \_\_\_\_\_.

Answer: ideal culture

*Diff: 1 Page Ref: 58*

*Skill: Knowledge*

15) What is the difference between real and ideal culture?

Answer: Ideal culture refers to the values, norms, and goals that members of a group publicly acclaim and pursue. Real culture refers to the actual values, norms, and goals that members of a group accept and demonstrate in their daily lives.

*Diff: 6 Page Ref: 58-59*

*Skill: Evaluation*

16) What is technology?

Answer: Technology is a group's material culture, particularly its tools and the necessary skills to use them.

*Diff: 1 Page Ref: 59*

*Skill: Knowledge*

17) The main difference between traditional technology and what is classified as new technology is: \_\_\_\_\_.

Answer: New technology is an innovation that has a major impact on social life

*Diff: 4 Page Ref: 59*

*Skill: Analysis*

18) \_\_\_\_\_ is a process in which groups are most open to changes in their technology or material culture.

Answer: Cultural diffusion

*Diff: 1 Page Ref: 60*

19) What is cultural lag?

Answer: Cultural lag is human behavior lagging behind technological innovations.

*Diff: 3 Page Ref: 60*

*Skill: Application Skill: Knowledge*

20) What is cultural leveling?

Answer: Cultural leveling is a process in which cultures become more and more similar to one another.

*Diff: 1 Page Ref: 61*

*Skill: Knowledge*

## 2.4 Essay Questions

1) Why is culture often taken for granted and considered as being "natural" for members of the society in which it is practiced?

Answer: Culture is the lens through which we perceive and evaluate what is going on around us. Although there is nothing "natural" about culture, it is assumed to be so because the material and nonmaterial aspects of a respective culture are all that we have usually experienced since birth. As Linton said, "The last thing a fish would ever notice would be the water." We have a tendency to use our own standards and ways of doing things as the yardstick by which all other aspects of society are judged.

*Diff: 4 Page Ref: 40-43*

*Skill: Analysis*

- 2) What is ethnocentrism? Discuss how ethnocentrism can have both positive and negative consequences for group life. Provide examples to illustrate your discussion of the positive and negative consequences of ethnocentrism.

Answer: Ethnocentrism is the tendency to use our own group's ways of doing things as the yardstick for judging others. Positive effects include the tendency to build group loyalty, social solidarity, and patriotism, and to deal with threatening situations effectively. Negative consequences are based primarily on the tendency to allow ethnocentrism to overshadow our relationships with others who are different, creating prejudice and discrimination. A positive impact of ethnocentrism was America's ability to improve in math and science during the Cold War. A negative example would be the mass murder of Muslims by the Serbs in Bosnia.

*Diff: 5 Page Ref: 41*

*Skill: Synthesis*

- 3) What is cultural relativism? Why do some people find it difficult to practice cultural relativism?

Answer: Cultural relativism is the attempt to understand an unfamiliar culture on its own terms. Cultural relativism is difficult to practice because one's own culture appears to be both natural and right, since it was acquired as a child and practiced throughout life. When one encounters a new and different culture, the practices, tools, values, and behavior may be radically different, resulting in confusion and disorientation. This further adds to the inability to accept or objectively evaluate a different culture.

*Diff: 3 Page Ref: 42-43*

*Skill: Application*

- 4) Why did Robert Edgerton advance the notion that cultures should be evaluated on their "quality of life" and not their own merit? How does this reject the concept of cultural relativism?

Answer: In cultural relativism, all cultures are evaluated based on their own cultural beliefs and not the standards of the respective evaluator. Edgerton points out that some cultural practices are harmful, violate human rights, and are contrary to any form of logic or rational explanation. Examples would be the practice of female mutilation in some African tribes, sacrificing virgins by cults, and unsanitary practices such as urinating in the street.

*Diff: 6 Page Ref: 43*

*Skill: Evaluation*

- 5) Are gestures universal? Defend your answer.

Answer: Sociologists and anthropologists tend to agree that many gestures are subject to interpretation based on the cultural setting in which they are used. For example, the author was comparing rude gestures with some friends in Mexico and learned the gestures did not convey the same meanings to the two different cultures. Some argue there are no universal gestures at all. Others point to expressions of anger, pouting, fear, and sadness as being built into the biological makeup of all human beings, which therefore could be considered universal.

*Diff: 6 Page Ref: 43-45*

*Skill: Evaluation*

- 6) Identify and define the seven basic elements of nonmaterial culture.

Answer: The seven basic elements of nonmaterial culture are gestures, language, values, norms, sanctions, folkways, and mores.

(1) Gestures are the ways that people use their bodies to communicate with one another.

(2) Language is a system of symbols that can be strung together in an infinite number of ways to represent objects and abstract thoughts.

(3) Values are the standards by which people define what is good or bad, desirable or undesirable, beautiful or ugly.

(4) Norms are the expectations or rules of behavior that reflect and enforce values.

(5) Sanctions are expressions of approval or disapproval given to people for upholding or violating norms.

(6) Folkways are informal norms that are not strictly enforced.

(7) Mores are serious norms that are strictly enforced because they are thought to be essential to the values or well-being of a group.

*Diff: 1 Page Ref: 43-51*



- 7) How might eating practices in other countries violate American taboos and mores? Explain your perspective and provide an example.

Answer: Although the practice of eating some of the items mentioned in the text are completely normal in the countries mentioned, in the U.S. some of the items that are enjoyed in these countries may actually violate American taboos and mores. Scooping the brains out of a live monkey and then eating them with a group of friends fits the definition of a taboo, something that is so deeply ingrained in our norm system that even the thought of its violation is greeted with revulsion.

*Diff: 4 Page Ref: 44, 51*

*Skill: Analysis Skill: Knowledge*

- 8) What is the Sapir-Whorf hypothesis? Provide at least two examples of how the Sapir-Whorf hypothesis impacts our perceptions of the world.

Answer: The Sapir-Whorf hypothesis states that language creates ways of thinking and perceiving our social world. It indicates that rather than objects and events forcing themselves onto our consciousness, it is language that determines our consciousness. For example, some cultures have no word for being “early” or “late,” so no one is ever early or late, they just arrive when it was intended. Similarly, other cultures have no word for “violence” and as a result they are a much more peaceful and docile society.

*Diff: 3 Page Ref: 49*

*Skill: Application*

- 9) Folkways, mores, and taboos are types of norms. Describe the differences between them and give an example of each.

Answer: Folkways are norms that are shared and encouraged, but not strictly enforced. Mores are norms that are taken seriously because they are seen as essential to our core values, so we insist that people conform to them. Taboos are norms that are so strongly ingrained that even the thought of not conforming produces a negative emotional reaction, and infractions can lead to serious sanction, imprisonment, or death.

*Diff: 6 Page Ref: 51*

*Skill: Evaluation*

- 10) Monique, Alice, and Rebecca are high-priced call girls who work large conventions and have exclusive client lists. They are meticulous in the clients they choose to service and only work for exclusive, high-paying patrons. Are Monique, Alice, and Rebecca members of a subculture or a counterculture? Explain the reasons for your answer.

Answer: Monique, Alice, and Rebecca are members of a counterculture. Although they have an exclusive clientele and are selective in the patrons they choose, their method of earning a living violates the Judeo-Christian concept of monogamy and it threatens society’s dominant values of family and marriage.

*Diff: 6 Page Ref: 51-52*

*Skill: Evaluation*

- 11) Explain how value contradiction can be a major force for social change. Provide an example of how a value contradiction resulted in social change.

Answer: As societies change, some values become challenged and are subject to modifications. These changes might be gradual or they might occur very rapidly. In any case, as the contradiction between values becomes evident, either one or both sets of values need to be adjusted to reconcile the contradiction. For example, the contradiction between the value of equality and the value of group superiority eventually led to the civil rights movement and federal legislation to reverse Jim Crow laws. The value contradiction that gays and lesbians are pointing out regarding the definition of marriage is causing legislatures across the United States and around the world to reconsider what constitutes a “marriage” as well as a “family.”

*Diff: 5 Page Ref: 56-57*

*Skill: Synthesis*

12) What is a culture war? Are culture wars beneficial to society?

Answer: A culture war is a situation in which two groups in the same society have very different views on interpreting the world based on their beliefs, values, and mores. The views are so radically different that they may result in violence, even homicide. The difference between cultural conflict and a culture war is the degree of resistance. Examples of culture wars include the pro-choice/pro-life debate, the traditional man-woman/same-sex marriage debate, and the multiple wife/monogamy standards of Mormons and Christians in the early 19th century. Although the violence and damage created by culture wars are detrimental to society, they also provide a vehicle for social change.

*Diff: 4 Page Ref: 58*

*Skill: Analysis*

13) Define the concepts “culture lag,” and “new technology.” Provide an example to illustrate how the introduction of a new technology in society produced a condition of culture lag.

Answer: Cultural lag occurs when the nonmaterial elements of culture (the norms, values, beliefs and attitudes) do not change at the same time that new technologies are introduced into the society. For example, the U.S. school year was originally designed to match the technology of an agrarian society when farming was labor intensive and children were needed at home during planting and harvesting seasons. Although the U.S. is no longer an agricultural society, the school calendar has not changed.

*Diff: 5 Page Ref: 60*

*Skill: Synthesis*

14) Why is it most common for the nonmaterial culture to lag behind material culture?

Answer: The invention, discovery, or adoption of a new material culture is often the work of one person or a small group. It requires persuasion and time for the new tool and its technology to develop a following. Although it may be an asset to society, people often reject adoption of something new because it is novel, nontraditional, or it counters what was previously believed to be true. It may also require the learning of new skills that are viewed as being difficult, expensive, and time consuming. Examples include the reluctance of many people to receive the polio vaccine, the refusal of many individuals to learn computer skills, and the reliance on the traditional “home telephone” rather than a cell phone.

*Diff: 2 Page Ref: 60*

*Skill: Comprehension*

15) Describe the process of cultural diffusion and explain how it contributes to cultural leveling. Give an example.

Answer: Cultural diffusion refers to the process in which a social group adopts some part of another group’s culture when they come into contact. This includes material culture such as tools, food, and clothing, as well as nonmaterial culture such as values and beliefs. The group that adopts the material or nonmaterial culture will often change it in some way so the new tool or practice fits the needs of the people using it. For example, when the Japanese adopted baseball, they modified the rules slightly and made some changes to the game. When Americans eat Chinese food, they often use a fork rather than chopsticks.

*Diff: 4 Page Ref: 60*

*Skill: Analysis*

## 2.5 Open Book Questions

1) After reading the Cultural Diversity Around the World box, “Dancing With the Dead,” do you think American students and professors find it more or less difficult to take part in a tradition like famadihana? Defend your answer.

Answer: Based on the examples used in the textbox, an educated American student or professor would probably have an easier time understanding the traditional famadihana dance, although it is difficult to know if an educated American student or professor would be able to take part in such a ritual. Given that many people have their own beliefs surrounding death and having respect for the dead that are formed by their own society, religion, and family, taking part in such a dance may not be possible for many.

*Diff: 6 Page Ref: 42*

*Skill: Evaluation*

- 2) Anthropologist Robert Edgerton argues that cultures should be evaluated on the basis of the “quality of life” they provide their citizens. Is it possible to use this standard to avoid both cultural relativism and ethnocentrism in examining cultures different from our own?

Answer: On the surface, the term “quality of life” would appear to be universally acceptable. But then one must ask, “Whose quality are we talking about?” Edgerton’s suggestion may seem to avoid both cultural relativism and ethnocentrism, but it may not avoid either. The term “quality of life” has different meanings in different cultures, so imposing our definition of the term would constitute ethnocentrism. Accepting the definition within a culture without criticism would constitute cultural relativism.

*Diff: 5 Page Ref: 43*

*Skill: Synthesis*

- 3) Discuss the importance of gestures for communicating with others. What are some of the popular gestures used by college students and what do they mean? Include gestures that convey both positive and negative meanings.

Answer: Gestures are important because words cannot always be used, or are not always adequate to convey communication. Gestures act as a form of communication that transcends the use of words. The lists of gestures used by college students will vary. Some examples may include raising eyebrows to convey dissatisfaction, shaking the head for yes or no, raising the hand in greeting or departing, shrugging in to show a sense of confusion, whacking the forehead to show surprise, etc.

*Diff: 3 Page Ref: 43-45*

*Skill: Application*

- 4) After reading the Cultural Diversity in the United States box, “Miami – Continuing Controversy over Language,” develop a case for immigrants (not only Hispanics) to be able to read and write English at a basic proficiency level within two years of entering the United States. Also develop reasons against such a policy.

Answer: Reasons why there should be such a policy:

- (1) Although the United States does not have an “official” language, English has been used since its inception, and all official forms of communication are in English (although some instructions are now also in Spanish).
- (2) It seems illogical and totally impractical for all Americans to be required to learn Spanish to accommodate Latino immigrants.
- (3) Latino (and other immigrants who cannot speak English) are at risk when they cannot speak the language. They also create a risk factor for others.
- (4) Learning English facilitates and encourages greater social solidarity.

Reasons against such a policy:

- (1) Enforcement of such a policy would need to include sanctions for those who cannot pass the basic proficiency exam.
- (2) Some Americans who are citizens by birth may not be able to pass a proficiency examination.
- (3) Such a policy may increase ethnocentrism and elitism.

*Diff: 6 Page Ref: 48*

*Skill: Evaluation*

- 5) Without sanctions, how would material and nonmaterial culture be affected?

Answer: Sanctions preserve norms, and without norms, there would be no structure to daily interaction. We would live in a “fly by the seat of your pants” culture and a “dog-eat-dog” society. There would be no safeguards against illegal and dangerous products being produced and sold (poisons, explosives, weapons). Behavior would have no set standard. It would be impossible to determine value. The result would be a society without norms, values, or laws.

*Diff: 4 Page Ref: 49-51*

*Skill: Analysis*

- 6) Define and describe what is meant by values in a culture. Develop two lists of values: one that you hold and a list of values that you feel are most agreed upon by other members of your class. How are your two lists similar and different?

Answer: Values are the ideas that people have about what is desirable in life. They are the standards people in a society use to define what is good or bad, desired or rejected, beautiful or ugly. Values define our preferences, guide our choices, and indicate what we consider worthwhile in life. The two lists of values developed will probably be similar with minor variations, but students may find a few interesting distinctions between the lists.

*Diff: 2 Page Ref: 49-51; 53-56*

*Skill: Comprehension*

- 7) In the Cultural Diversity in the United States box “Race and Language: Searching for Self Labels,” the author discusses the politics and tensions surrounding the ways in which people refer to African Americans. What other groups in society that have been oppressed and discriminated against have included in their struggle for equal treatment a conflict over their group name?

Answer: People with severe hearing problems were traditionally called “deaf” but are now called “hearing impaired.” People with homosexual preferences have adopted the terms “gay” and “queer,” and the latter term was (and sometimes still is) used as a disparaging form of address. People with mental disabilities were once called “crazy” or “insane,” but are now called “mentally ill” or “mentally disabled.” European Caucasian immigrants were called various disparaging names when they first arrived in America, and though they have largely disappeared with ethnic mixing, they are still occasionally used in jokes and during periods of ethnic unrest.

*Diff: 3 Page Ref: 50*

*Skill: Application*

- 8) Define the characteristics of a subculture. Choose at least three subcultures present on your college campus and justify why they qualify as subcultures.

Answer: A subculture is a group within the mainstream culture that has its own behaviors, norms, and values that distinguish its members from the larger culture. A subculture is often described as a “world within a world.” Examples of groups that qualify as subcultures on campus might include academic groups, sports teams, a black student union, a gay/lesbian student union, Young Democrats or Young Republicans (or members of other political groups), ethnic groups such as a Latino Society or Asian Society, and specific religious groups such as a Newman Center for Catholics. Justifying why each of these groups qualifies as a subculture will be dependent upon the group’s members, objectives, and characteristics.

*Diff: 3 Page Ref: 51-52*

*Skill: Application*

- 9) Why are subcultures often confused with countercultures?

Answer: The term “cult” is often used to describe any group or organization that has a distinctive lifestyle and values that differ from the mainstream culture. When using the term, the image of handling snakes, worshipping devils, sacrificing virgins, or other bizarre practices come to mind. In reality, subcultures are simply different from the mainstream culture and are not necessarily threatening to it. But calling them “cults” confuses them with organizations that do threaten the values of mainstream society.

*Diff: 6 Page Ref: 51-52*

*Skill: Evaluation*

- 10) According to the Down-to-Earth Sociology box “2-D: A New Subculture and a Different Kind of Love,” the 2-D subculture in Japan has developed because romance has become a commodity as the mass media glorify good, looks and money while denying romance to many men. As a result, many Japanese men in this subculture have developed feelings for video characters that they view as real. What examples in U.S. society reflect similar values and potential effects?

Answer: Potential answers are too varied to give examples here, because they will be based on many different movies. Good answers will include descriptions of the character and how that character demonstrates one or more of the values held by Americans, particularly those mentioned in the textbox or suggested by Robin Williams and the author.

*Diff: 3 Page Ref: 53*

*Skill: Application*

## 2.6 Matching Questions

*Skill: Knowledge*

**Match the term with the definition.**

- |  |   |
|--|---|
| 1) material culture<br><i>Diff: 1 Page Ref: 40</i>       | A) another term for nonmaterial culture   |
| 2) nonmaterial culture<br><i>Diff: 1 Page Ref: 40</i>    | B) a group whose values, beliefs, and related behaviors place its members in opposition to the dominant culture   |
| 3) ethnocentrism<br><i>Diff: 1 Page Ref: 41</i>          | C) a reward or expression of approval for following a norm  |
| 4) symbolic culture<br><i>Diff: 1 Page Ref: 43</i>       | D) the use of one's own culture as a yardstick for judging the ways of other individuals or societies, generally leading to a negative evaluation of their values, norms, and behaviors |
| 5) Sapir-Whorf hypothesis<br><i>Diff: 1 Page Ref: 49</i> | E) a group whose values, beliefs, and related behaviors distinguish its members from the larger culture   |
| 6) negative sanction<br><i>Diff: 1 Page Ref: 49-50</i>   | F) the spread of cultural characteristics from one group to another   |
| 7) positive sanction<br><i>Diff: 1 Page Ref: 49</i>      | G) the norms and values that people actually follow   |
| 8) moral holiday<br><i>Diff: 1 Page Ref: 50</i>          | H) the values and norms that people in society officially hold and are worth aiming for   |
| 9) folkways<br><i>Diff: 1 Page Ref: 51</i>               | I) the classification of culture that includes art, buildings, weapons, machines, and clothing  |
| 10) subculture<br><i>Diff: 1 Page Ref: 52</i>            | J) a clash of values between opposing groups in society that is so severe it may result in extremely high tension, violence, and social upheaval  |
| 11) counterculture<br><i>Diff: 1 Page Ref: 52</i>        | K) norms not strictly enforced  |
| 12) culture war<br><i>Diff: 1 Page Ref: 58</i>           | L) a time when people are allowed to break norms without penalty  |
| 13) real culture<br><i>Diff: 1 Page Ref: 59</i>          | M) the theory that language creates ways of thinking and perceiving   |
| 14) ideal culture<br><i>Diff: 1 Page Ref: 58</i>         | N) the classification of culture that includes beliefs, ideas, values, and assumptions  |
| 15) cultural diffusion<br><i>Diff: 1 Page Ref: 60</i>    | O) an expression of disapproval for breaking a norm   |

1) I; 2) N; 3) D; 4) A; 5) M; 6) O; 7) C; 8) L; 9) K; 10) E; 11) B; 12) J; 13) G; 14) H; 15) F