

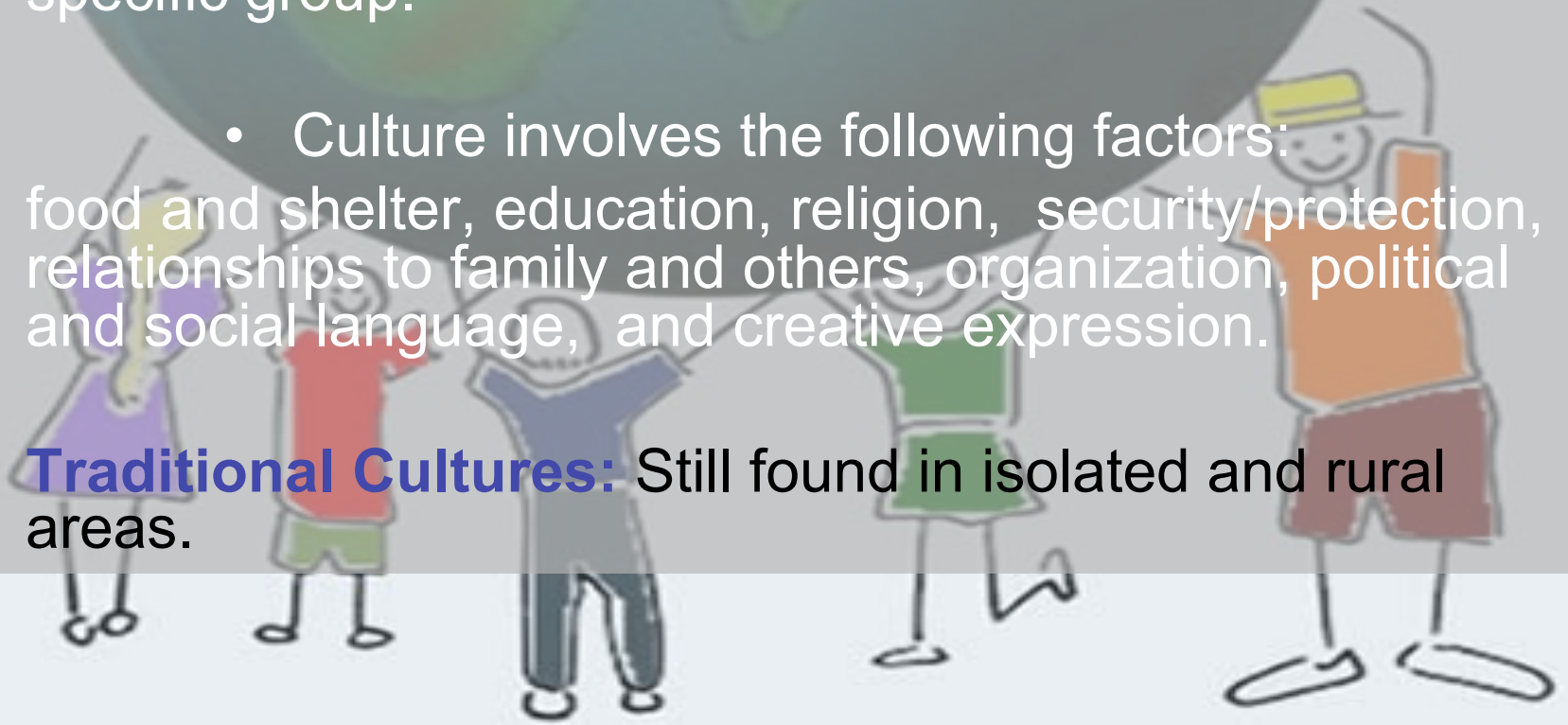
Chapter 4

The Elements of Culture

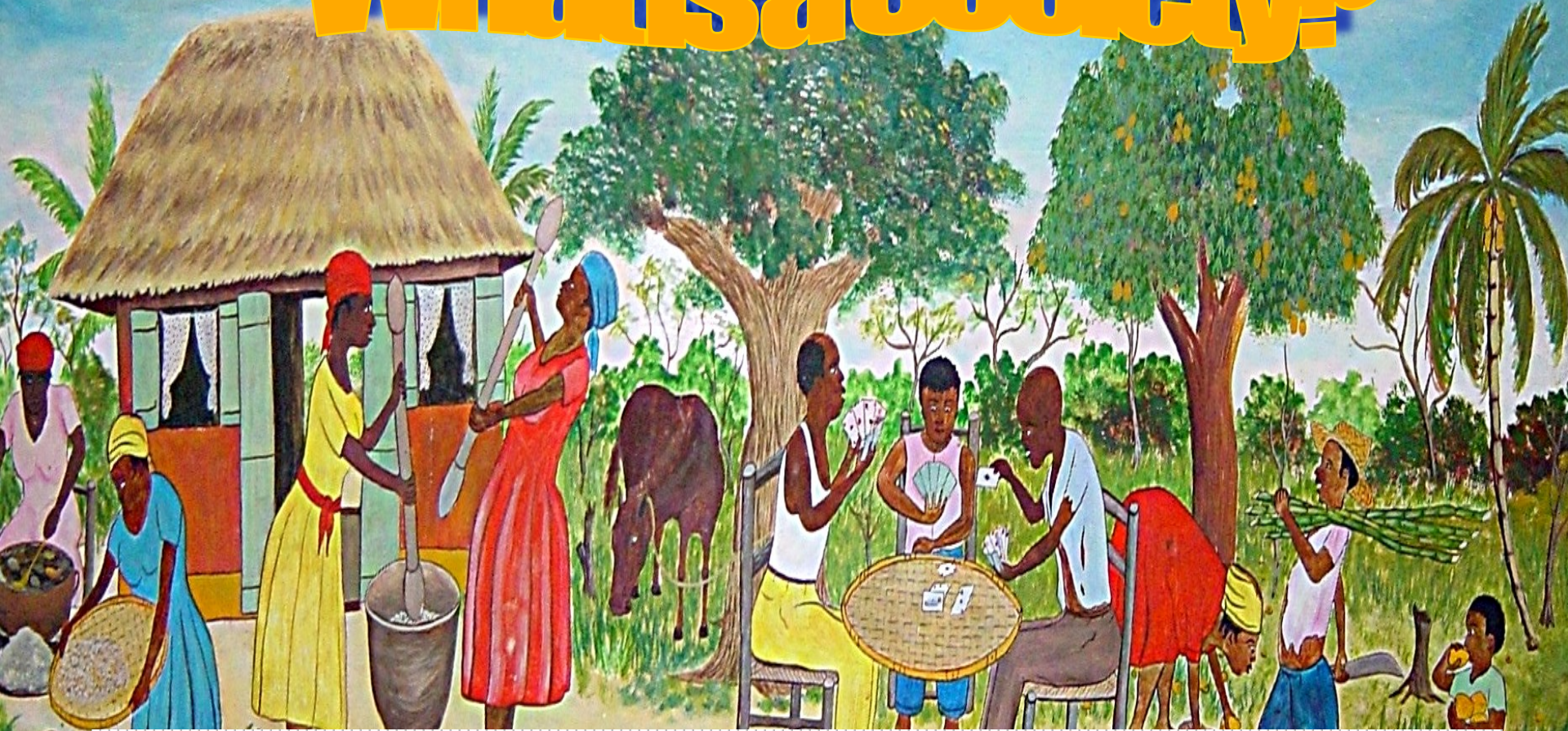


What is Culture?

- What makes us similar to some people in the world but different from most others?
- **Culture** is the total of knowledge, attitudes, and behaviors shared by and passed on by the members of a specific group.
 - Culture involves the following factors:
- food and shelter, education, religion, security/protection, relationships to family and others, organization, political and social language, and creative expression.
- **Traditional Cultures:** Still found in isolated and rural areas.



What is a Society?



- A society shares a geographic region, a sense of identity, and a culture.
- Ethnic Group – shares a language, customs and common heritage.

Culture Change and Exchange

- **Innovation**: Is taking existing technology and resources and creating something new to meet a need.
- Innovation and invention may happen on purpose or by accident.
- **Diffusion**: The spread of ideas, inventions, or patterns of behavior.
- Good ideas or inventions are hard to keep secret—they spread when people from different societies come into contact with one another.
- **Acculturation**: occurs when a society changes because it accepts or adopts an innovation.
- *For example*: the wearing of jeans instead of traditional garments.
- **Cultural hearth** is a site of innovation from which basic ideas, materials, and technology diffuse to many cultures.





P5150554, Segregation at McDonalds. Women queue on the left section, Men on the right. , May 2000, Riyadh, Saudi Arabia.
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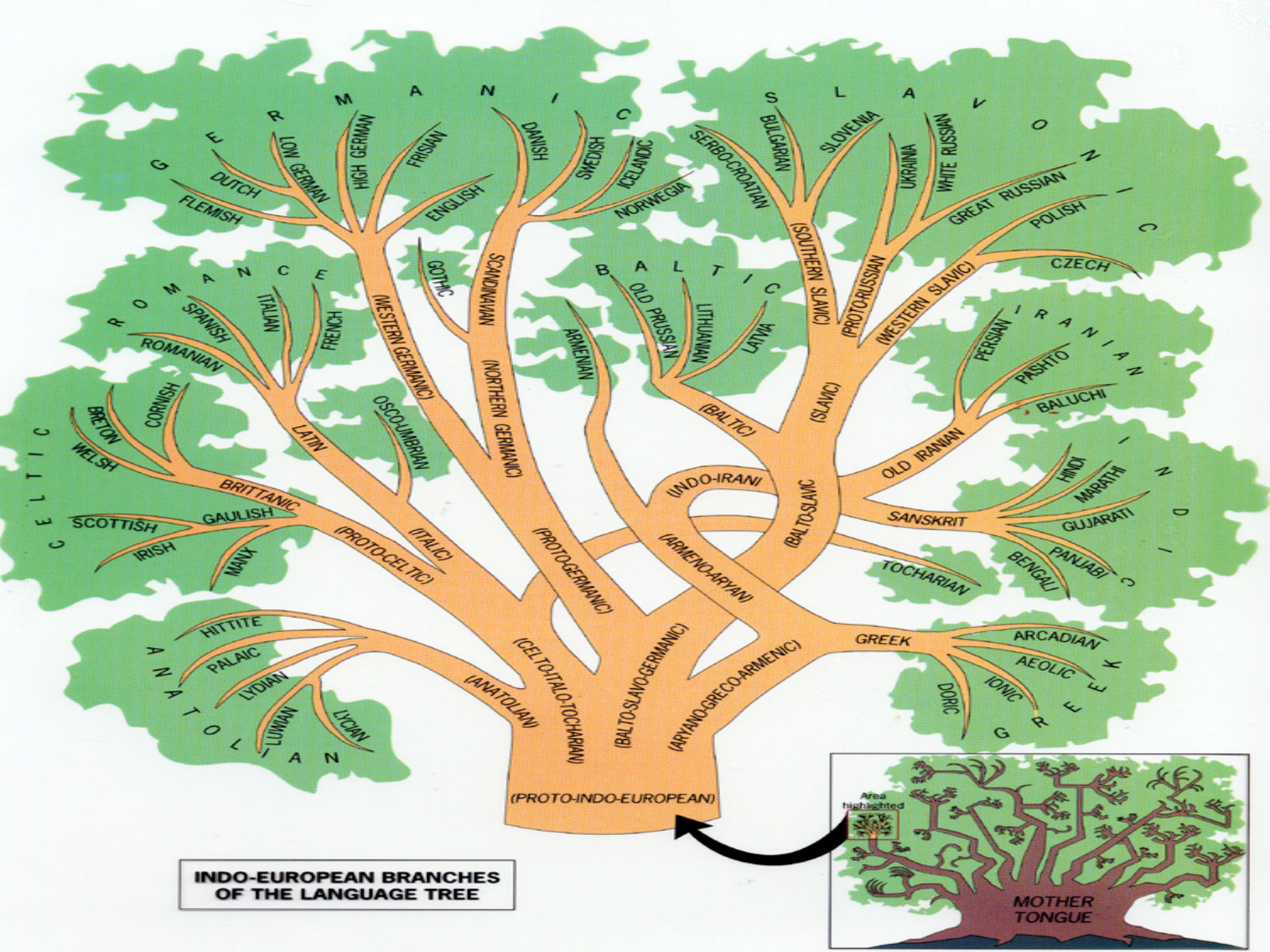


How does this picture show acculturation?

Language

- One of the most important aspects of culture, it allows the people within a culture to communicate with each other. Language reflects all aspects of culture.
- Language can cause unity and nationalism, yet it can also divide a nation.
- For example: In Canada both English and French are spoken, French Canadians pressured the government to recognize both French and English as official languages.
- From 3,000 to 6,500 languages are spoken across the world today.
- Dialect: reflects changes in speech patterns related to class, region, or other cultural changes.
- In the United States, dialects might include a Southern drawl, a Boston accent, or even street slang.
- What is language diffusion?





- Language diffusion: occurs through migration, the language people carry with them sometimes takes hold in the region.

Spanglish

- As more and more Spanish speaking people moved to the United States, a blended language developed Spanglish. The new language takes some English words and “Spanish-izes” them. In turn, some Spanish words are “English-ized”. Take the phrase, “click the mouse.” In Spanglish, click may become “clickea” or mouse might be “el mouse” or “el raton.” The final result might be “clickea el raton,” or “click el mouse.” The switching back and forth between languages is called **code switching**.

The Elements of Culture summary

In the chart below give me an example of each concept

Critical Thinking: Answer in your notebook on left-hand side of page!

Innovation:

1. What elements of American culture unite us?
2. How does culture affect a group of people?

Diffusion:

3. In what two ways do cultures change, and what must happen for them to change?
4. Why does cultural change take place rapidly today?

Acculturation:

5. How does language both unite and divide people?
6. What are some ways that language spreads?