

Chapter Two Guide: Cultural Diversity - 2007

Section One: The meaning of Culture

Section One Objectives

1. Define the meaning of the word culture and explain how material culture and nonmaterial culture differ.
2. Identify and describe the basic components of culture.

Read to Discover

1. What is the meaning of the term culture, and how do material culture and nonmaterial culture differ?
2. What are the basic components of culture?

Define

1. Culture –
2. Material Culture –
3. Nonmaterial Culture –
4. Society –
5. Technology –
6. Language –
7. Values –
8. Norms –
9. Folkways –
10. Mores –

11. Laws –

12. Cultural Trait –

13. Cultural Complexes –

14. Cultural Patterns –

Identify

1. San –

2. Yanomamo –

3. Napoleon Chagnon -

Section Two: Cultural Variation

Section Two Objectives

1. Describe cultural universals and why they exist.
2. Explain what the term ethnocentrism and cultural relativism mean.
3. Identify factors that account for variations among and within cultures.

Read to Discover

1. What are cultural universals and why do they exist?
2. What do the terms ethnocentrism and cultural relativism mean?
3. What factors account for variations among and within Cultures?

Define

1. Cultural Universals –
2. Ethnocentrism –

3. Cultural Relativism –

4. Subculture –

5. Counterculture –

Identify

1. George Murdock –

2. Margaret Mead –

3. Arapesh –

4. Mundugumor –

5. Marvin Harris –

6. Edwin Sutherland –

Section Three (p. 50): Social Control

Section Three Objectives

1. Identify how the norms of society are enforced.
2. Describe the differences between positive and negative sanctions and between formal and informal sanctions.

Read to Discover

1. How are the norms of society enforced?
2. What are the differences between positive and negative sanctions and between formal and informal sanctions?

Identify

1. Internalization –

2. Sanctions –

3. Positive Sanctions –

4. Negative Sanctions –

5. Formal Sanctions –

6. Informal Sanctions –

7. Social Control –