



Cultural Concepts



Culture

Culture can be described as 'the 'way of life' (Williams) of a society or group.

It focuses on their behaviour and beliefs, including knowledge, language, faith, art, music, fashion, morals, laws, customs, traditions, lifestyle and more.



Culture

Culture is based on 'shared meanings, values and practices'.



Culture is passed on through socialisation from generation to generation.

Values

Values are beliefs and ideas that society sees as important, and that are accepted by the majority of society.



Values

Values act as general guidelines for our behaviour.

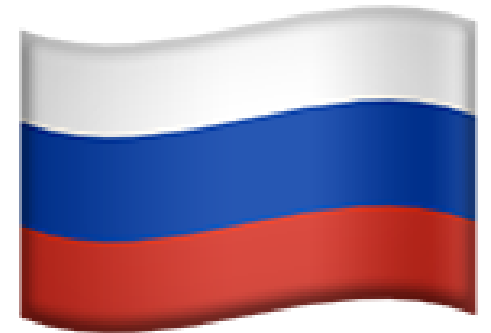


Be Proud Be Respectful Be Resilient Be Ambitious

Values provide the foundation for norms.

Values

Values are relative; they are subject to change culturally and over time.



Homosexuality used to be seen as a criminal offence; gay marriage has now been legalised but not in all cultures/countries.

Values

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Changing roles of men and women in relationships can be seen in some cultures; a move to women being the breadwinners and men being the househusband.

Norms

Norms are expected patterns of behaviour (an action) that are based on the values of a culture.



Eating food with a knife and fork based on the values of hygiene and manners.



Joining the back of a queue based on the values order, politeness and fairness.

Norms

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Wearing clothes in public based on the value of privacy and respect.



Wearing a seat belt in the car based on the value of obedience and safety.

Norms

Norms are relative; they are subject to change culturally and over time.



Some cultures do not value safety when using transport.



Using a mobile phone to contact people via calls, text and email rather than sending letters.

Customs

Customs are norms that have been established in society for generations and are usually part of the historical tradition of a society that mark it out as culturally unique and distinctive.



Customs



Guy Fawkes night
is celebrated on
5th November.



Independence day
is celebrated on
the 4th July in
America.



Shrove Tuesday
which precedes lent
is celebrated eating
pancakes.

Status

Status refers to the prestige or social standing attached to a particular role because members of a society value highly the behaviour associated with that role.



Status

It can be **ascribed** by roles that are fixed at birth by descent or inheritance.



It can be **achieved** through education, qualifications, hard work, skill and talent.



Subculture

A culture within a culture where a group develops distinctive norms and values that are different from those of the mainstream culture.



Subculture

Sometimes subcultures are interpreted as being opposed to the dominant culture and consequently they may experience hostility and discrimination.



Subculture

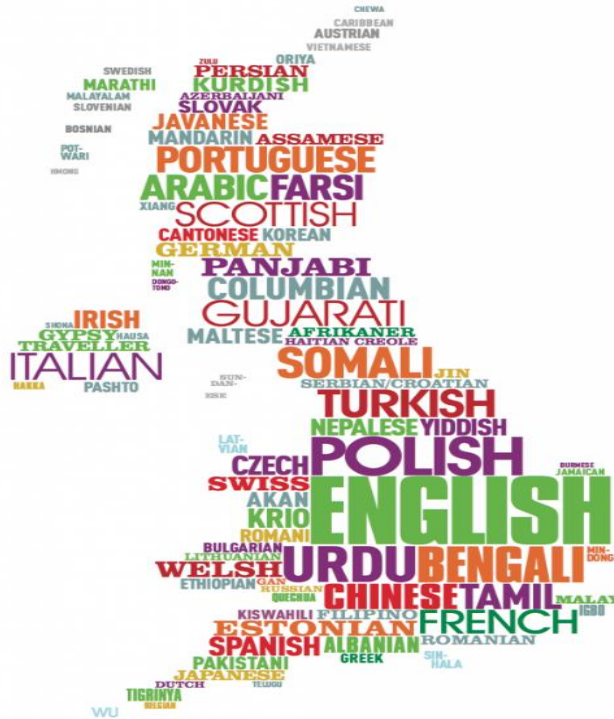
Based on origin of immigrant groups and their cultural traditions (clothes, religion, food and language) as well as social class and age.



Often develop a visible and strong sense of group identity, expressed by lifestyle, dress codes, music taste and deviant behaviour.

Cultural Diversity

Cultural diversity refers to the existence of a variety of cultural or ethnic groups within a society, which has grown due to globalisation.



This refers to differences that exist within societies even though there is consensus on fundamental values and norms and that people still experience a common sense of belonging.



Intracultural Diversity



Ethnically diverse



Language diverse



Sexually diverse



Social class diverse



Intercultural Diversity

This refers to differences that exist between cultures.

Norms and values vary between cultures, so there is a huge diversity in cultures around the world in terms of language, food, lifestyle, clothing and religion.



Cultural Hybridity

Cultural hybridity is a mixing or merging of two or more cultures because of globalisation.



Cultural Hybridity



'White wannabes' (Nayak)

White British males who dress, act and speak in a way that is influenced by black hip hop culture.



'Brasians' (Ballard)

A mixing of British and Asian cultures, with rise in curry houses, Sushi bars and Chinese takeaways, and South-East Asians dressing in Westernised clothes (jeans/leggings).



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