

Chapter 2: Culture Part 2

Cultural Diversity

Dominant Culture- Culture of the **most powerful group** in a society

Subcultures- Cultures with values and norms that differ to some degree from those of the dominant culture; groups have frequent and close knit interactions

Counterculture- Holds opposing values to the dominant culture

Ethnocentrism- Habit of seeing things from one's own group's perspective

Cultural Relativism- Concept that something can be understood and judged in relationship to the cultural context it appears in. **Viewing a situation from the perspective of its social group's practices**

Mass Media and Popular Culture

Mass Media- Channels of communication available to a wide segment of the population. Defines US culture

Popular Culture- Culture's beliefs and practices as well as objects that are a part of everyday traditions

Cultural Change

Cultural lag- slow adjustment to changing cultural conditions. Ex rapid technological change

Cultural Diffusion- **transmission of cultural elements** from one cultural group or society to another; occurs when subcultural elements enter the dominant group.

Theoretical Perspectives

Functional Theorists- Norms and values create or disrupt social bonds that attach people to society. **Culture provides coherence and stability in society**

Conflict Theorists- Culture is used as a source of power. **Conflict between cultures can and have shaped world affairs.**

Symbolic Interactionists- Concerned with the meaning that people give to behavior and how social interaction produces and changes culture and cultural behaviors. **Culture is a social construct**

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