

CONSTRUCTION OF CULTURE

2019-2020

SEM 3
RIZVI,

CONSTRUCTION OF CULTURE

How are
cultures social
ly
constructed?

Ideas, feelings,
and information
is externalized
(structural
knowledge)

and are
concretized in
the process
(objectification)

Similarly, the
objects/products
exist in the world
as existential
markers.



**WHAT ARE THE VARIOUS
FACTORS THAT LEAD TO THE
CONSTRUCTION OF CULTURE?**

ELEMENTS THAT FORM SOCIETY

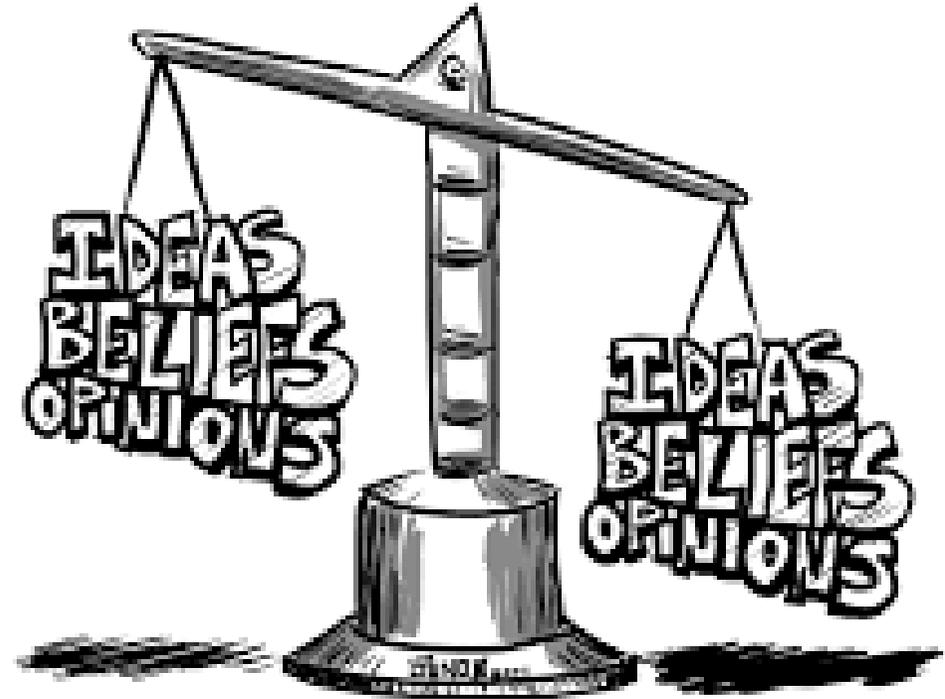
Language –

- set of symbols through adding meaning to it for communication.
- Label the things so that we can easily communicate
- Without language – it's very difficult to pass on the culture.



Beliefs & Ideologies –

- Something that members of a society hold to be true.
- Ideologies are integrated and connected systems of something that you believe in.



Norms –

- Every society has set standards for an appropriate and inappropriate behavior.
- It is widely shared in order for the members to follow.
- E.g. Respect for elders in Asian society

Young people move out when they are 18.

1. Formal Norms

Norms that have been formally written down and offenders face strict punishment.

2. Informal Norms

Generally understood norms, but not precisely recorded.

Standards of proper dress
Taboo subject matter
Attitude towards being late

Types of Social Norms



More

Norm that structures the difference between right and wrong

WHAT WOULD YOU DO AS A CITIZEN?

Situation: You hear a screams of panic coming from you neighbors' flat. Someone is being assaulted

Norm #1 – The norm of privacy and minding one's own business.

Norm #2 – Assisting a victim of violence by intervening or calling the police.



- Some norms are so widely accepted that there is no need to enforce them or reinforce them.

The best example of this is - **Cannibalism**



Unless one is mentally deranged, or part of an extremely exotic Cult, one is not going to eat people. There is no need to tell people not to do this as this sins so widely accepted.

Values –

- Each culture/ society has set of standards for something that is held to deserve the importance, worth, or usefulness of something.
- Enhances people's behavior – as it paves way for a good conventional behavior.
- Gives rise to good behavior.





<https://www.youtube.com/watch?v=akblwXA-6es>

Sanctions

official permission or approval for an action.

violating a culture's shared norms. Such penalties as:

Fines

Threats

Imprisonment

Stares of Contempt

shame, ridicule, sarcasm, criticism, disapproval, social discrimination, and exclusion, as well as more formal sanctions such as penalties and fines.

Taboos –

a social or religious custom prohibiting or restricting a particular practice or forbidding association with a particular person, place, or thing.





Laws –

- The system of rules which a particular country/ community uses to regulate the actions of its members
- If the members fail to follow - may impose penalties.
- Law and the **legal** system consist of the idea, values, attitudes and opinions, that they hold to be right for the welfare of the society.





Folkway

Norm that stems from and organizes casual interactions

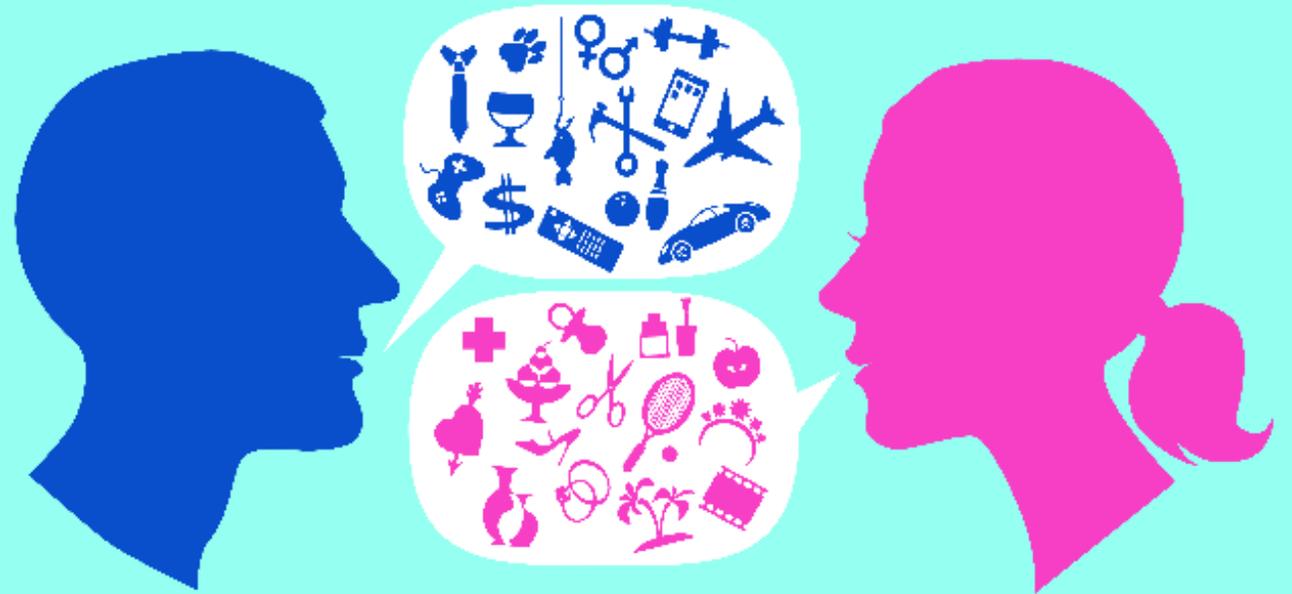
Examples of Folkways

- Do not put food in your mouth with a knife
- Do not allow an American flag to touch the ground
- Shake hands when you are introduced to someone
- Do not push people when waiting in line
- Do not pass gas in public



SOCIALIZATION

- Is the process of internalizing the norms and ideologies of society.
- Socialization encompasses both learning and teaching
- and it is through "the means by which social and cultural continuity are attained".



SOCIALIZATION & ITS AGENTS

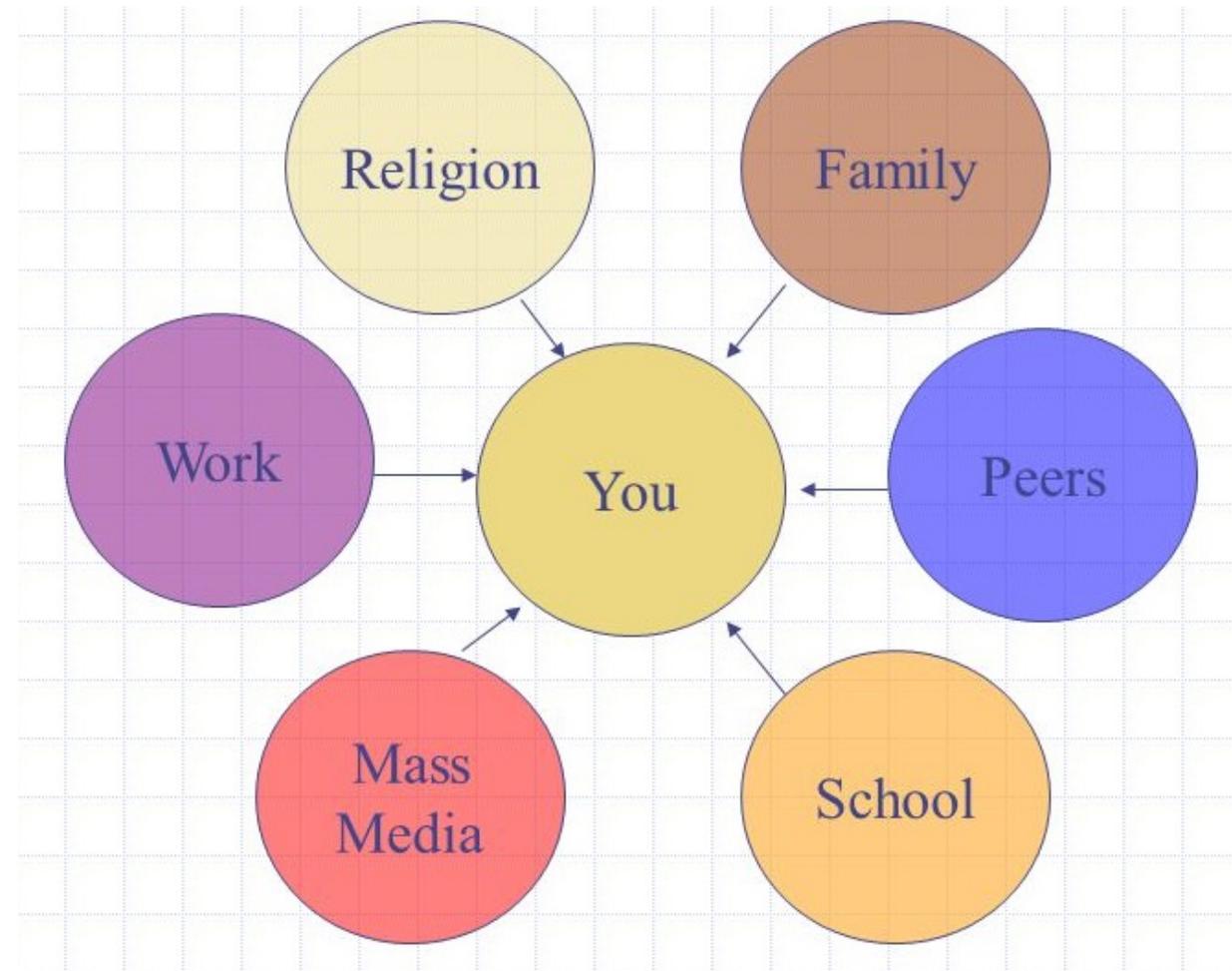
Family. sets values, basic attitudes, self-image.

School. teaches discipline, order, cooperation, conformity.

Peers. Learn to deal with conflict, competition, empathy.

Work. Emphasizes organization, responsibility.

Mass media. Perpetuates certain ideologies which not only children but the adults come under influence. A very powerful medium.



FAMILY

- ❑ The **family** is the most important **agent of socialization**
- ❑ because it is the center of the child's life as infants are totally dependent on others. ...
- ❑ The parents use both reward and punishment to imbibe what is socially required from a child.



SCHOOL

- One social agency created to enhance the processes of socialization and education is the school.
- Socialization is the process of creating a social self, learning one's culture and learning the rules and expectations of the culture.



PEER GROUP

- Peer socialization helps children understand culture, values, social norms, and identity.
- It even plays a significant role in our child's independence throughout life.



WORKPLACE

- It provides employees with the skills and customs necessary for participating within the corporate culture and increases motivation.
- teamwork, work habits and the sharing of information – such values are imbibed through socialization in the workplace.

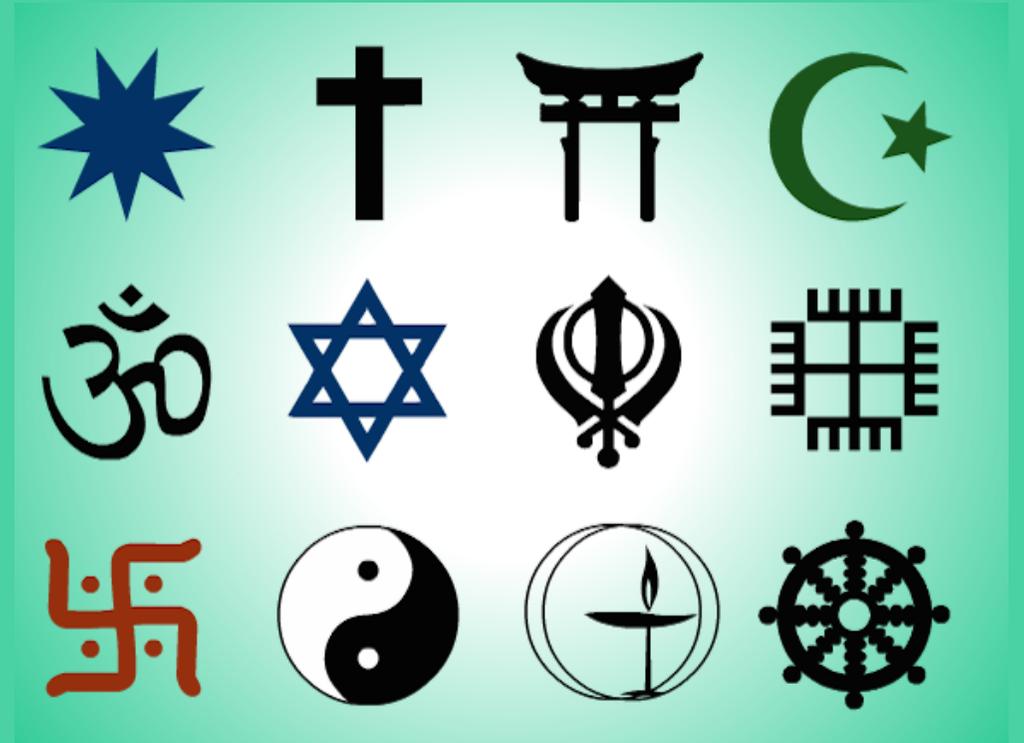


FUNCTION OF MASS MEDIA

- Inform us about events
- Introduce us to a wide variety of people
- Provide us an array of viewpoints on current issues
- Make us aware of products & services
- Entertain us by making us aware of the world we are living in

2. RELIGIOUS

- Religions have **great impact** on culture.
- Accept **the ways and behavior that are acceptable to their religion** – part of culture
- For example, we can say that many cultures in Arab countries today are strongly affected by Islam.



- ❑ Religious beliefs mold an individual's **sociology** and **psychology**.
- ❑ Religion (beliefs, religious denomination, strength of religious devotion, etc.) **is closely associated with cultural beliefs and background**.



❖ While some researchers have asserted that religion is an essential part of an individual's culture

❖ Other researchers have focused more on how religion is a culture in itself.

CULTURE	VERSUS	RELIGION
Encompasses religion		Subset of culture
Acquired body of knowledge		Belief system
Focused on the people of a society		Associated with the Supreme Being
Evolution of humans and their traditions		Revelation of the Supreme Being to humanity
Practical		Written in texts
Changes through time		Fixed from the beginning

DifferenceBetween.net

□ Religious ideas influence moral, spiritual ideas in a society – and also the way we eat, dress, behave and so on.

□ Exposure to religious authorities, temples, pilgrimages etc. is a part of religious socialization.

□ Religious symbols differs from culture to culture

□ Children learn and imitate and imbibed the values



3. ECONOMIC

- Here, 'culture' is defined by shared beliefs and preferences of respective groups
- in terms of economic outcomes.

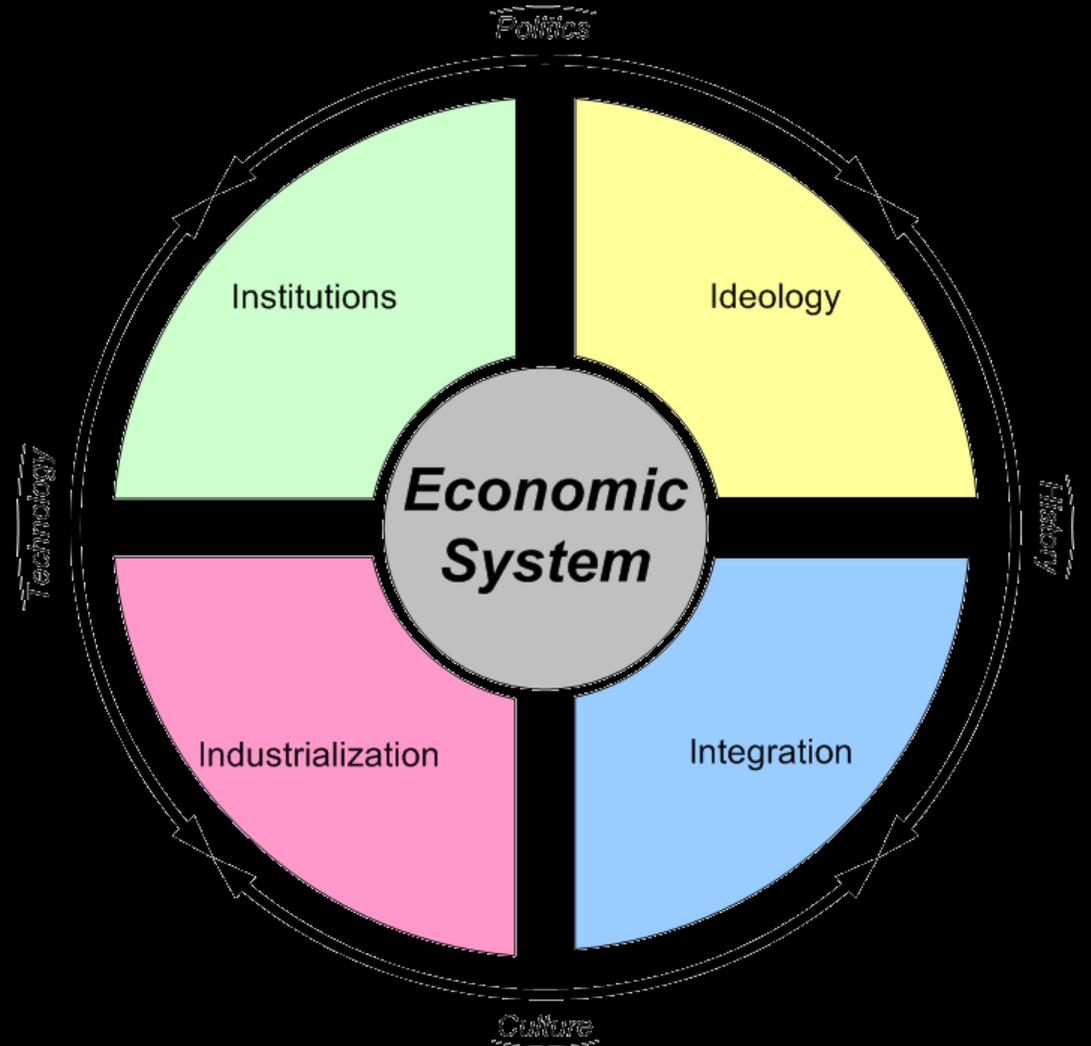


- The internalization of one's upbringing (religious, cultural) that shapes one's future wants and tastes.
- The wants and tastes are product of the society we live in.
- such acquired tastes and wants - show how



Thus, we can say culture evolves.

- India is witnessing huge malls, supermarkets, online stores – shopping, buying and so on.
- The focus is on the citizens as consumers and the association between economic beliefs and culture.
- In the age of globalization and technology, more choices for youth – salaries, perks, facilities and



- With rapid globalization, we see **more exposure to brand and products.**
- Growing in a much **commercialized, commodified** culture.
- It helps **mass media** better understand consumer behaviors (could be positive, negative), increasing **marketing and**



□ Goods and services produced by rich and powerful corporates and countries have invaded all of the worlds markets.

□ Targeting people from various culture & countries for better consumerism capitalism

□ can have both pros and



□ **Consumer capitalism**

□ **consumer** demand is manipulated in a deliberate and coordinated way on a very large scale through mass-marketing techniques, to the advantage of sellers

4. POLITICAL

- Culture affects politics

Politicians are expected to **reflect prevailing cultural ideals.**
(Thus, our politicians irresponsibly follow fundamentalism)

- Politics affects culture.

A **prevailing political view also influences culture of individual.**
(Government superseding the prevailing cultural practices)

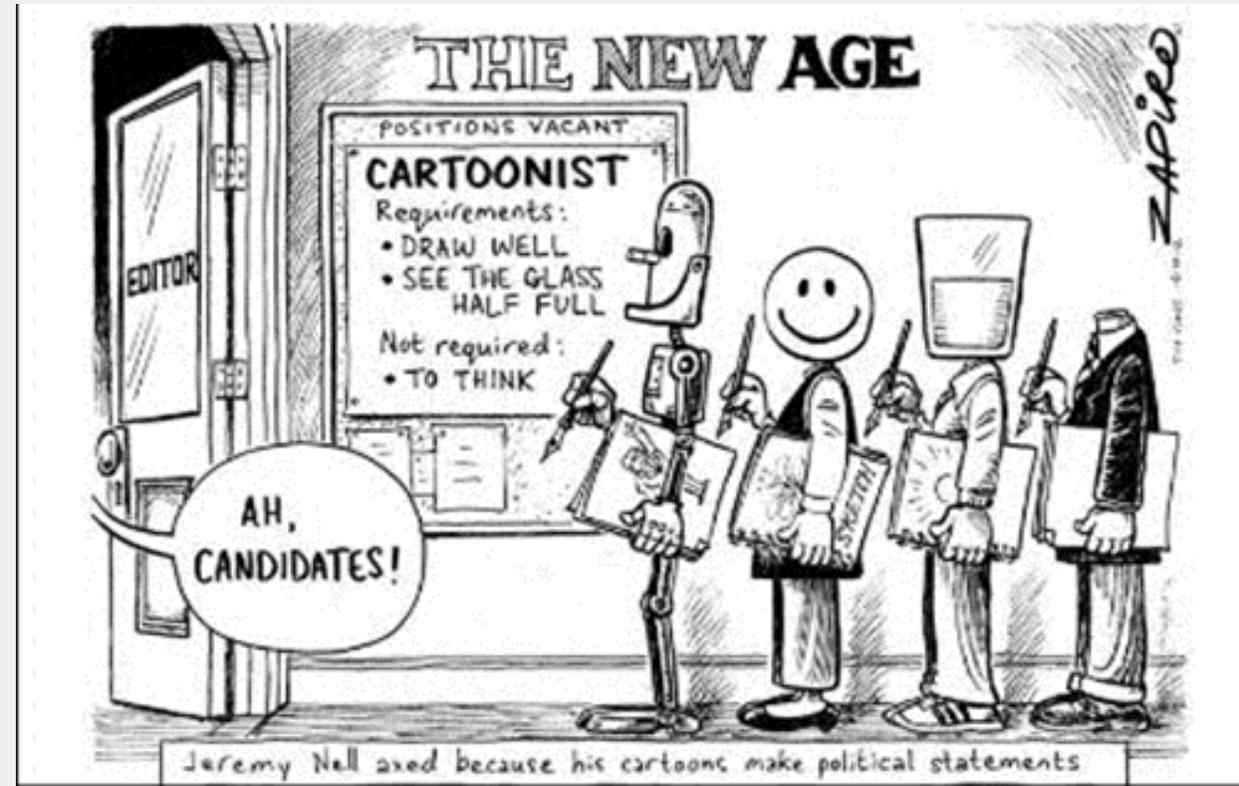
Culture
Power
Politics

- Each nation has its own **political norms** that influence how people think.
- They **legitimized social norms** making them mandatory to obey and follow.
- Political values **persist in a society** over a period of time to **develop distinctive thought processes**

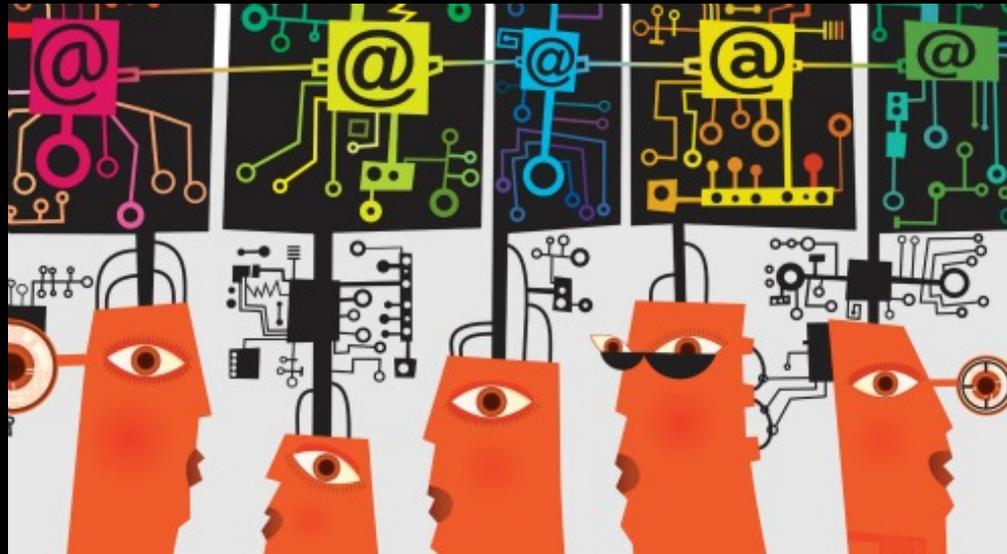


Mass

- **Media** plays a very important **role in influencing the mindset.**
- Through socialization and construction, **individuals form attitudes** and which in **turn affects politics.**
- Due to government's adoption of technology in every mandatory activity is enabling a general, illiterate population become more aware of technology and mass media.



T E C H N O L O G I C A I



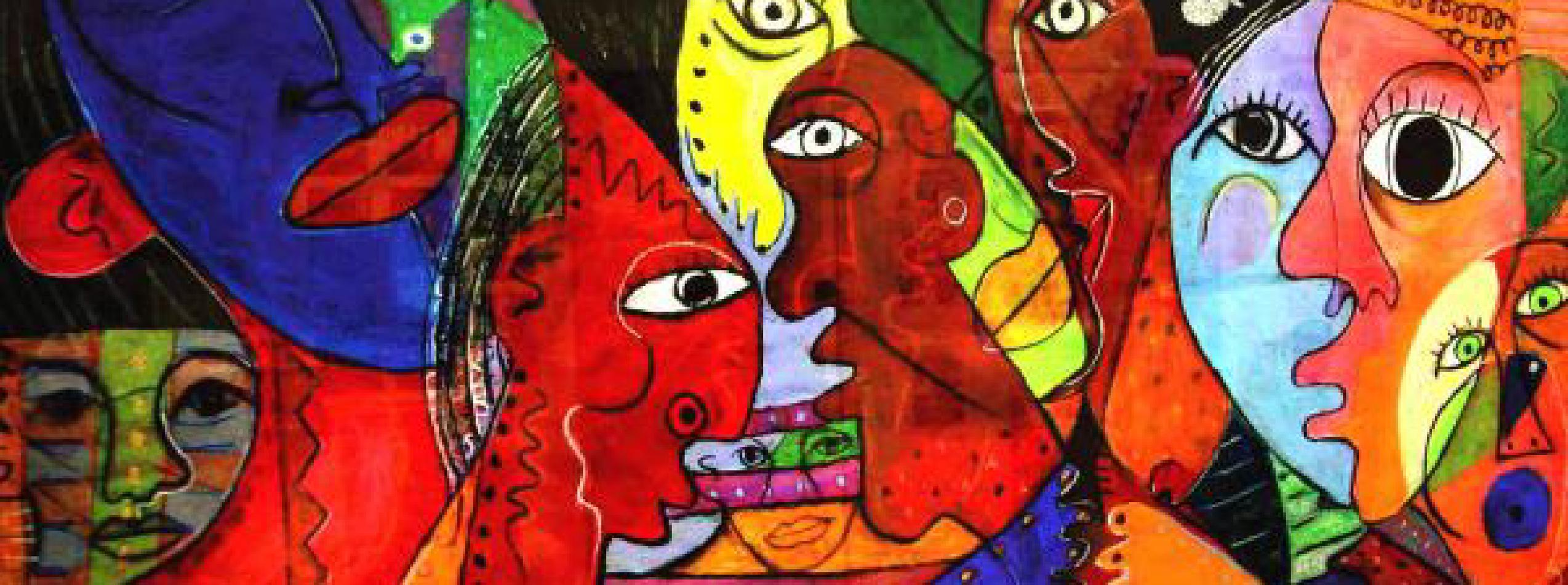
- Bringing the world together
- Technology has changed the traditional cultural ways
- Cultural exchange taking place
- Known as digital media culture
- Interconnectedness, proximity
- Encourages collaboration – leading to intercultural awareness

The Social Construction Of Reality

Peter Berger & Thomas Luckmann - 1966

the way we present ourselves to other people is shaped partly by our interactions with others, as well as by our life experiences.

- Knowledge is socially constructed
- Something in one culture may not be real in another culture
- Like being a vegetarian must be a reality in one culture might not be the reality in other culture
- These cultural values are constructed and reconstructed through



CULTURE, CONDITIONING & REPRESENTATION

CONDITIONING AND CULTURE

- **Cultural Conditioning** is the social process in which authority figures and institutions
- (such as parents, professors, politicians, religious leaders, peers, and the media)
- define our **cultural** values, beliefs, ethical systems,
- and ultimately the way we perceive ourselves in the world.

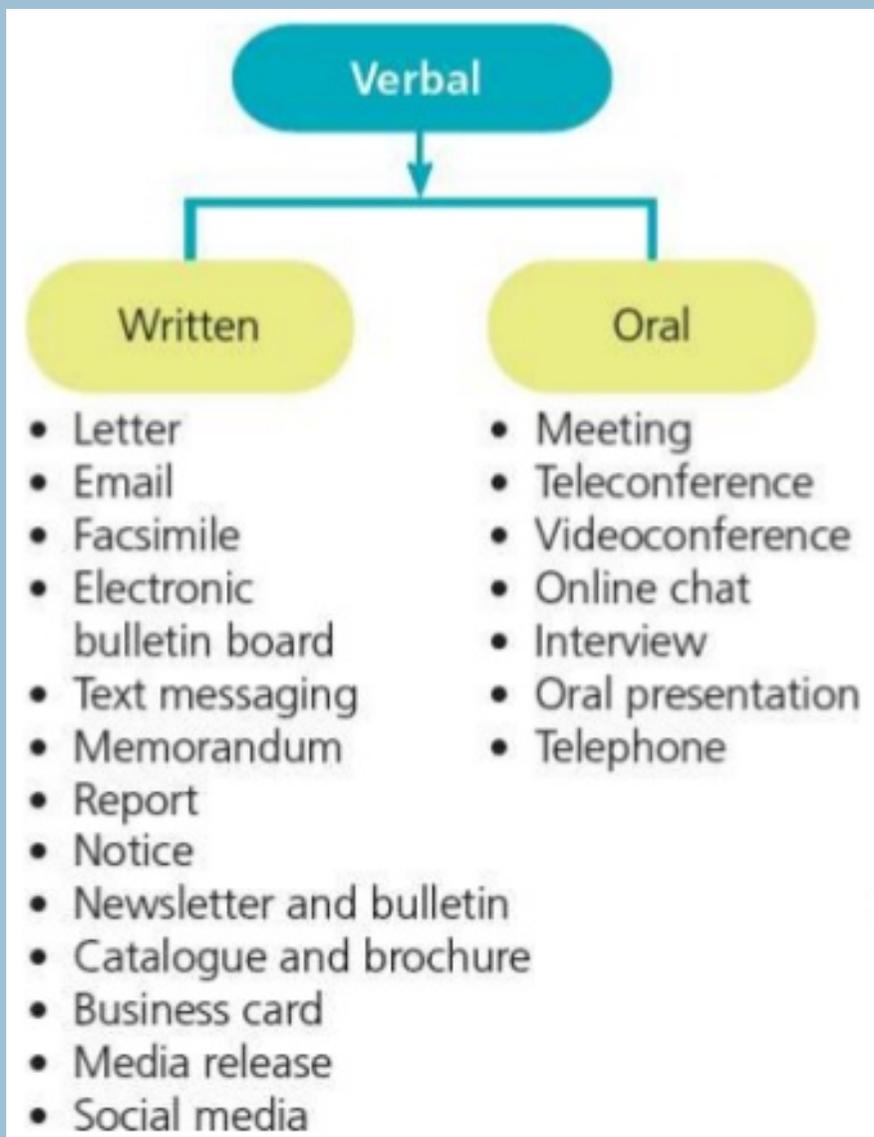
LANGUAGE

- Culture is defined as **shared beliefs, values and behaviors** of a social group.
- Language is used not just **as a tool for the exchange of information**, shape symbolic realities, such as values, perceptions, identities through discourse.
- The language in culture – **enable us to share human values, realities and behaviors** of a social group.

To understand any culture, we need to understand its language primarily

- Language is Symbolic
- Language is Systematic
- Language is Vocal
- Language is Arbitrary
- Language is Social
- Language is Non-instinctive
- Language is Productive and Creative
- Language is flexible
- Language is a means of cultural exchange
- Language is acquired

Types of language



Types of non verbal communication

1. Body Language:
 - a. Appearance
 - b. Facial expressions
 - c. Smile
 - d. Eye contact
 - e. Voice
 - f. Energy
 - g. Space
 - h. Time
2. Paralanguage
3. Sign Language:
 - a. Signs
 - b. Symbols
 - c. Signals
4. Postures and Gestures
5. Attire

GENDE R

- either of the two sexes (male and female),
- especially when considered with reference to social and cultural differences rather than biological ones.

GENDER SOCIALIZATION

- Taught how to socially behave according to our sexes.
- Gender expression differences are attributed to differences in socialization, rather than genetic and biological factors.
- The process of educating and instructing males and females as to the norms, behaviors, values, and beliefs of group that one belongs to.
- Such gender differences differ culture to culture.

GENDER STEREOTYPING

- a result of gender socialization: girls and boys are expected to act in certain ways from birth.
- For example, girls are expected to be clean and quiet, while boys are messy and loud.
- Become more apparent in styles of dress and choice of activities.
- Boys and girls who do not conform to gender stereotypes are usually ostracized for being different.



Rosie was an iconic symbol of the American home front in WWII. The entrance of women into the workforce marked a departure from gender roles due to wartime necessity.



GENDER ROLES

- Gender roles in society means how we're expected to act, speak, dress, groom, and conduct ourselves based upon our assigned sex.
- Every society, ethnic group, and culture has gender role expectations, but they can be very different from group to group. They can also change in the same society over time.
- For example, pink used to be considered a masculine color in the U.S. while blue was considered feminine.

TRANSGENDER ISSUES

- Despite the dramatic progress of the transgender movement in the last decade, resulting in greater public awareness and significant legal victories,
- trans people continue to face blatant discrimination, high levels of violence, and poor health outcomes.
- Trans people of color often face markedly worse health and economic outcomes as they navigate multiple systems of oppression.

Health –

- Transgender people face enormous health disparities,
- including staggering rates of HIV infection,
- lack of primary care,
- and high rates of attempted suicide.



Economics –

Transgender people bear the economic consequences of discrimination, including high rates of poverty and unemployment, discrimination in education, and homelessness.

Trans people are twice as likely to live in extreme poverty.



Safety

- ❖ Transgender people, and transgender women of color especially, experience frightening levels of physical violence.
- ❖ This is particularly true among transgender people working informal economies.
- ❖ Violence on transgender women occur with alarming regularity, often with little response from law enforcement.

ADDRESSING ANTI-TRANSGENDER VIOLENCE

Civil Rights –

- Recognition and respect for the civil right of trans people is critically important
- Their legal needs include identity documents that accurately reflect who they are,
- protections from employment discrimination,
- and immigrations rights, to name only a few.

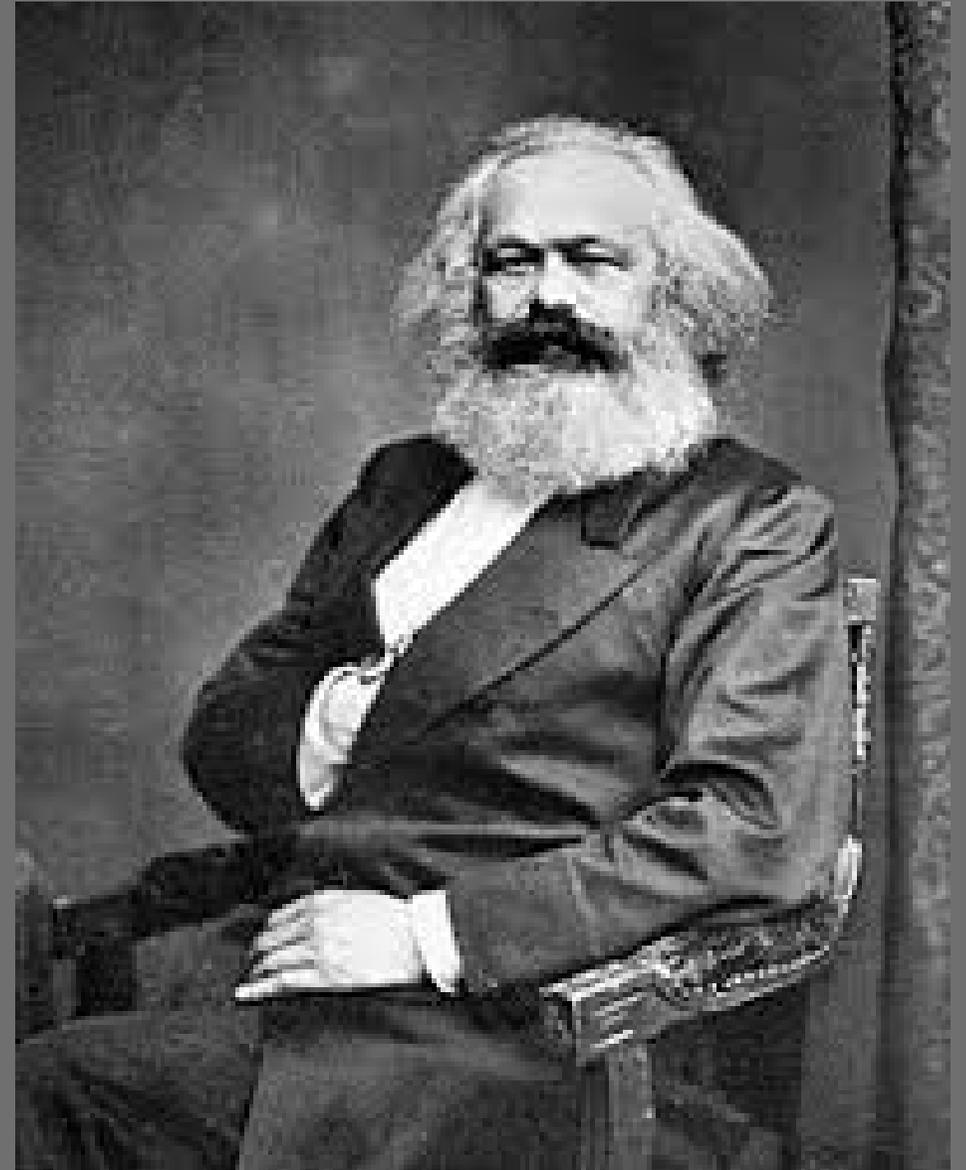


CLAS S

Class System

The class system is a system of stratification of society on the basis of education, property, business/work etc.

Karl Max - 'Man is a class animal'
i.e. his status age, education etc.
are not same in the society.



FEATURES OF CLASS SYSTEM

- Class system is based on **occupation, wealth, education, age** and **sex**.
- **Hierarchy**. 3 class – upper middle & tower. Status, prestige & role is attached.
- In these **3 classes** there are such feelings the upper class people feel they are **superior** to the other two whereas the lower class feels it is **inferior** to the upper class.

- Class consciousness – wherever a class is formed this feeling a consciousness is a must. The behavior action is determined by this class consciousness.
- Sub-classes, class is divided into different groups. Similar to caste system, the class system is divided.
- Class system is an open system.
- To maintain their status & position they mix among themselves & it is seldom that marriage between upper & lower class is wished.

Race

The term "race" refers to distinct populations within a larger species.

Racial characteristics are physical and can range from skin, eye, and hair color to facial structure.

Ethnicity

Ethnicity is the term used for the culture of people in a given geographic region or of people who descended from natives of that region.

It includes their language, nationality, heritage, religion, dress, and customs.

An Indian-American woman might display her ethnicity by wearing a sari, bindi, and henna hand art.

ETHNICITY

- **Ethnic religions** do not attempt to appeal to all people, but only one group, maybe in one locale or within one **ethnicity**.
- Judaism and Hinduism are two prime **examples** of **ethnic religions**. Hinduism is the largest **ethnic religion** and the world's third largest **religion** with about 1 billion adherents.



- **Ethno geographical** –
- the study of the geographical distribution of races or peoples and their relation to the environments in which they live.
- Based on the weather, there is great importance of rain in folklore and Indian literature



Ethno linguistic

- An **ethnolinguistic group** (or **ethno-linguistic group**) is a group that is unified by both a common ethnicity and language.
- Most ethnic groups have their own language.
- Despite this, the term is often used to emphasize when language is a major basis for the ethnic group, especially with regards to its neighbors.



Ethno racial

People who share a particular physical trait, characteristic look, hair and skin color/type. Most north-east Indian people who live close to Himalayan ranges and other people who live in high snow clad mountain regions of Himalaya have a characteristic look.



REFERENCES

https://en.wikipedia.org/wiki/Social_constructionism

<https://www.slideshare.net/zarmeendurrani/culture-as-social-construction-75738136>

<https://courses.lumenlearning.com/culturalanthropology/chapter/ethnocentrism/>

<https://www.civilserviceindia.com/subject/Sociology/notes/class-system.html>

<https://courses.lumenlearning.com/sociology/chapter/agents-of-socialization/>

<https://www.worldatlas.com/articles/what-are-agents-of-socialization.html>