

Culture & Socialization



Introduction to Sociology | Hunter College
Jessie Daniels, PhD

Today

- Culture and Socialization
- Ch.3, 5 + “Body Ritual Among the Nacirema”
- KEY CONCEPTS:
 - culture
 - 5 components of culture
 - 3 sociological theories, applied to culture
 - socialization
 - structure vs. agency

TO REVIEW

MONDAYS: Lecture

THURSDAYS: Films

THURSDAYS: Video Worksheets

Video Worksheets: ONLY ACCEPTED

- on paper
- same day as the film
- counted as attendance

Think of them as your “ticket”



Snow Day



Review: “56 Up”

1. The early childhood economic positions of the subjects in the film did affect their economic standing later in life. For all of them, at 56, they are in about the same class position that they started life in.

Review: “56 Up”

2. The fact that all the people in Apted’s film remain in the same social class throughout their life suggests that the British class system is very rigid and does not allow for a lot of movement between classes.

Review: “56 Up”

3. Apter's film, “56 Up” is an example of the sociological imagination because each subject in the film tells an individual story (biography) that is shaped by the larger social forces (history) of class.

ICE BREAKER

Write down 5 things you think are
'core' American values

share two (2) of those values

what is 'culture'?

how does culture shape who we are?

how does culture get *passed on*?

is it possible to escape our culture?

what are the consequences if we do?

definition: the knowledge, language, symbols, values, customs, and material objects that are passed from one generation to the next in human society

5 components of culture

1. Symbols
2. Language
3. Values
4. Norms
5. Material Culture

<symbols>







2000-now



1998-now



2011-now



1989-2000



1998-2003



1992-2011



1947-58



1976-98



1987-92



1930-47



1976

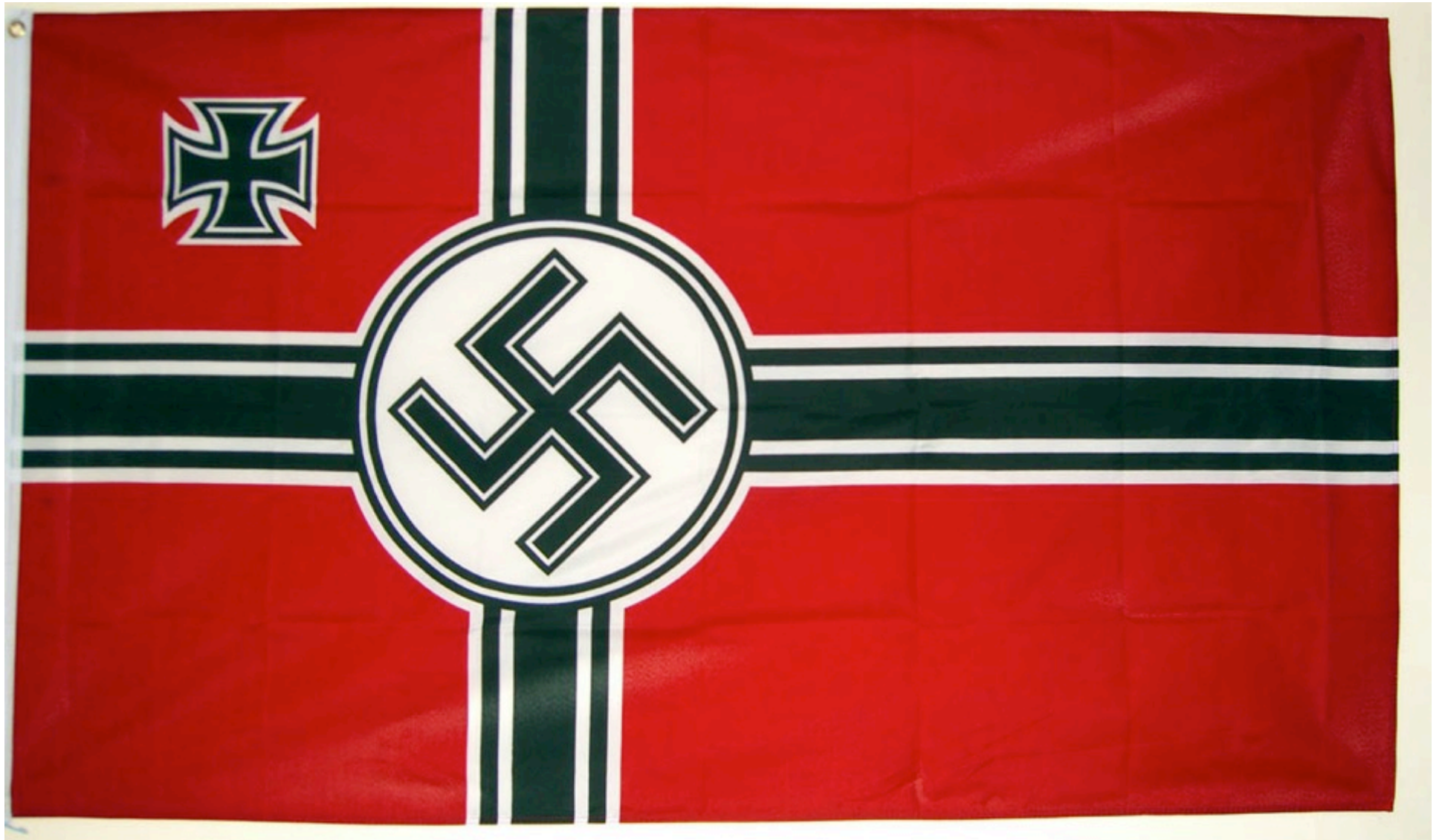


1920-22



1971-87





Against the Law in France



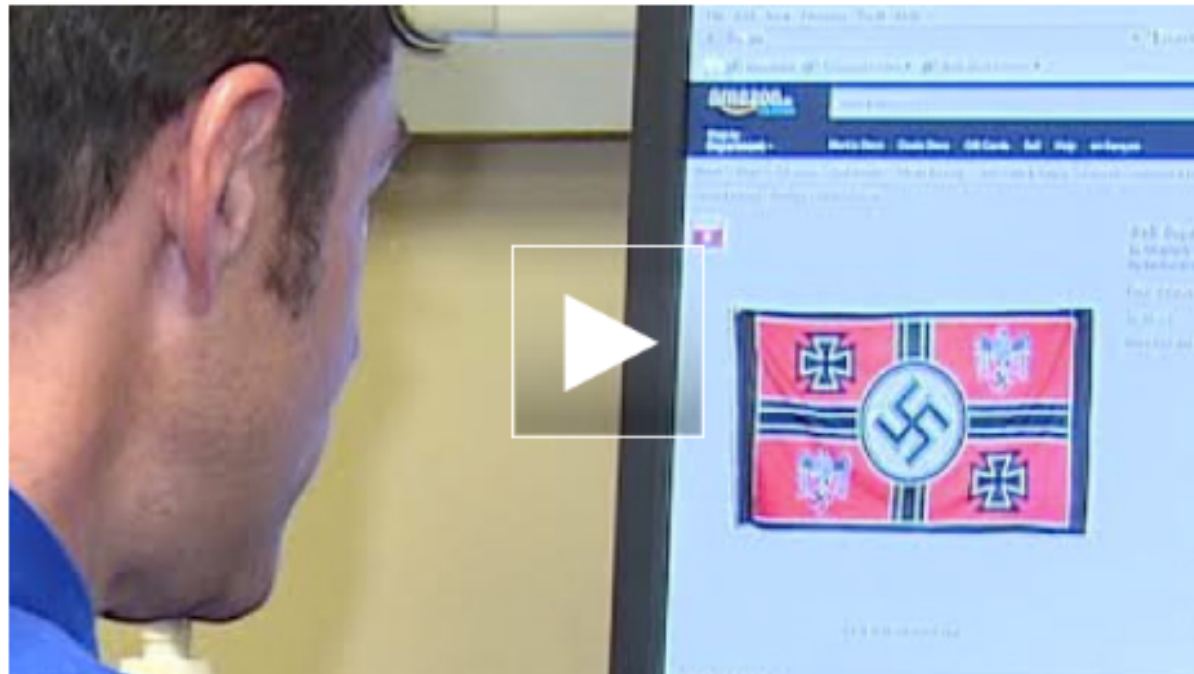
France v. Yahoo!

- French government: Yahoo! auction site is accessible in France, and is a violation of French law.
- Yahoo!, Inc:
 - U.S. company, thus Nazi content protected by U.S. First Amendment as “free speech.”
 - “Impossible” (technologically) for company to block or filter content just in France.

GO PUBLIC | Amazon under fire for allowing sale of Nazi paraphernalia

Son of Holocaust survivor accuses Amazon of 'profiting from hate'

By Rosa Marchitelli, CBC News | Posted: Dec 14, 2015 5:00 AM ET | Last Updated: Jan 08, 2016 5:21 PM ET



ADVERTISEMENT

Amazon pressured for allowing sale of Nazi paraphernalia 1:56

2779 shares



Nazi flags, Hitler Youth knives, and running shoes with swastikas on them are just some of the items for sale on Amazon's U.S. and Canadian websites that have a long-time customer calling for a boycott of North America's largest online retailer.



Why did Bree Newsome take down this flag?



Why was Bree Newsome arrested?



Why the Star Spangled Banner at NFL Games?



Why didn't Kaepernick stand?



backlash through symbols



<language>

Sapir-Whorf Hypothesis: language **shapes** the view of **reality** of its speakers. If people are able to think only through language, then language must precede thought.

A language without numbers?



<values>

collective ideas about what we
believe is **good** or bad,
desirable and undesirable in life

“10 Core American Values”

Individualism	Achievement & Success
Activity & Work	Science & Technology
Progress & Comfort	Efficiency & Practicality
Equality	Racism & Group superiority
Freedom	Morality & humanitarianism

did you read about the 'Nacirema'?

did you recognize yourself?

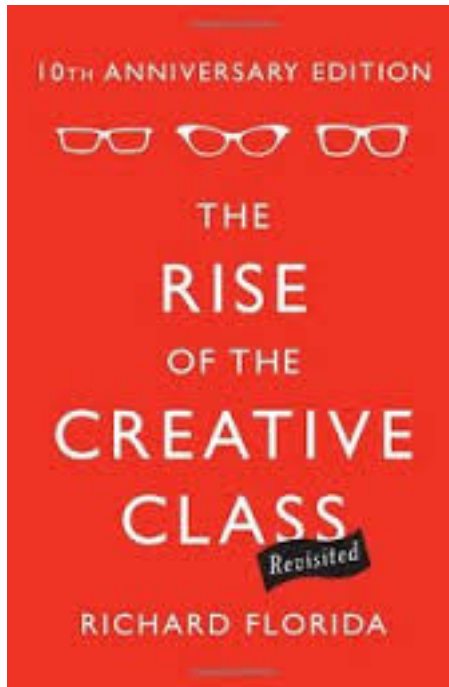
‘Nacirema’ = America

how do cultural values change?

Protests: highlight value contradictions



change happens through value contradiction



Cities with cluster of values
will lead change in the
future:

- Creative talent
- Technology
- Tolerance

<norms>

definition: established **rules of**
behavior or standards of conduct

can be either **formal**
(codified in law) or
informal (subject to
reproach of others)

can be **prescriptive**
(expected behavior) and/or
proscriptive (behavior to
avoid)

Types of Norms & Sanctions

Folkways → Mores → Taboos

If violated,
sanctions are:

Mild → Serious → Severe

<material culture>

any tangible object



<understanding theories of culture>

Components of Culture: Exercise

- List the 5 components of culture

3 main theories in sociology:

functionalism, conflict theory +
symbolic interaction

Let's apply them to **culture!**

Functionalism: culture unites people

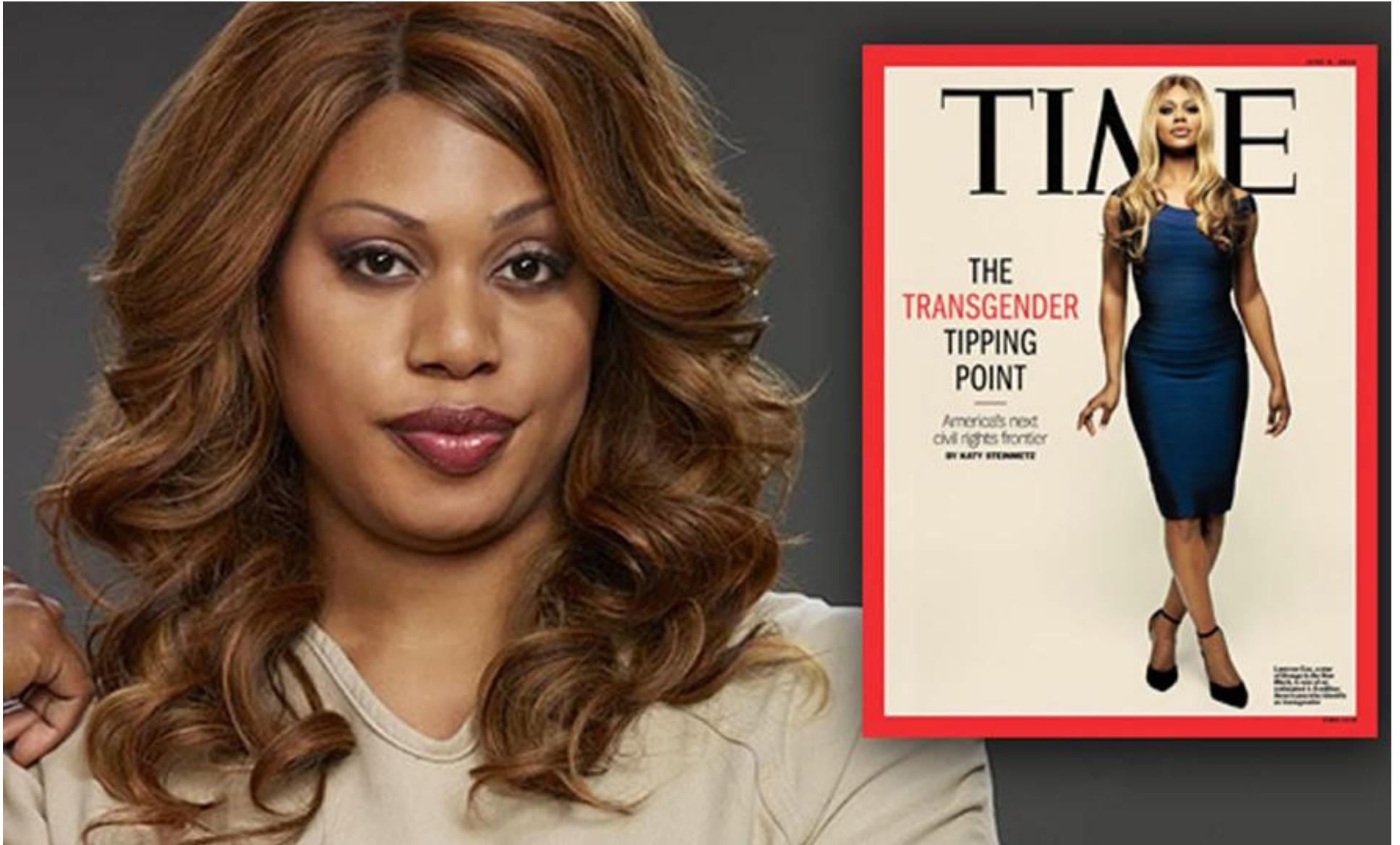


Conflict theory: culture justifies 'matrix of domination'



Symbolic interaction:

we **create**, **manipulate**, **transform** culture

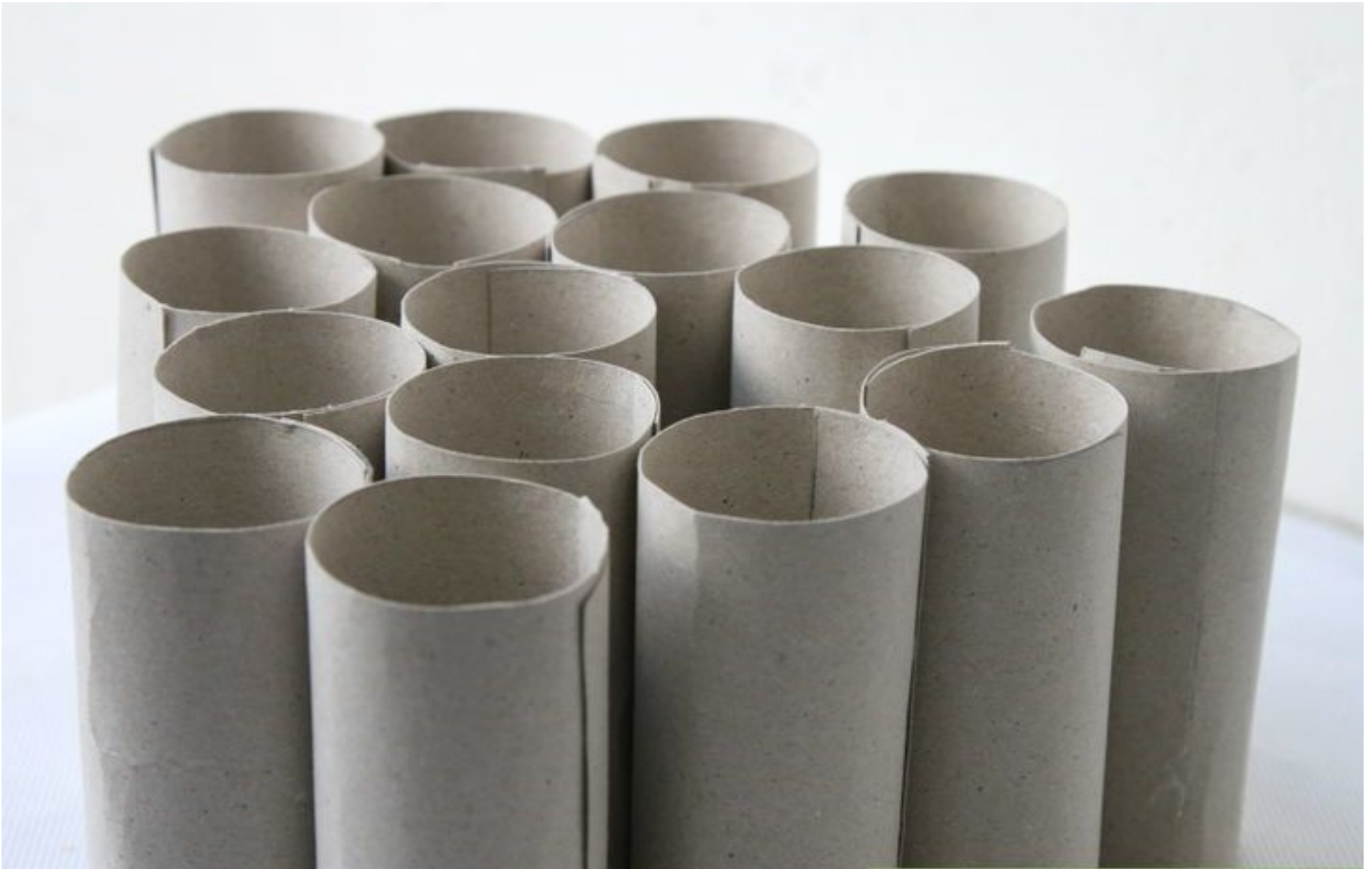


*If [people] define situations as **real**, then they are, **real in their consequences.***”

The “toilet paper panic” of 1973

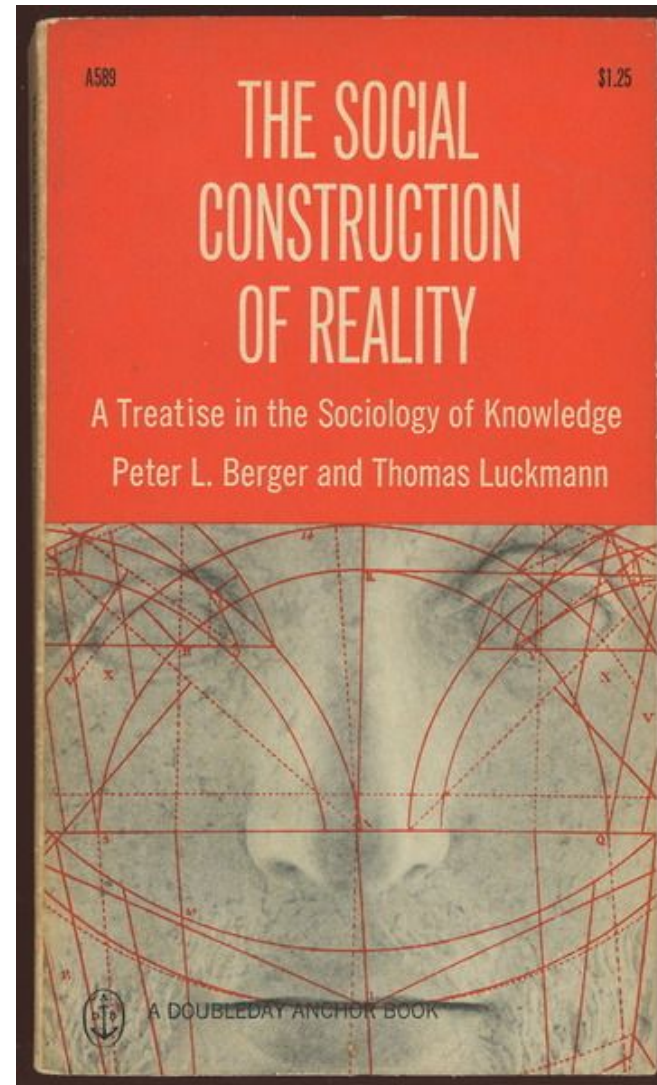


The “toilet paper panic” of 1973



*If [people] define situations as **real**, then they are, **real in their consequences.***”

Peter Berger (b.1929)



*Social order is **not** part of the "nature of things," and it cannot be derived from the "laws of nature." Social order exists **only** as a product of **human activity**.*

“By *playing roles*, the individual participates in a social world. By **internalizing** these roles, the same world becomes *subjectively real*. The *roles* represent **the institutional order.**”

what is **socialization**?

socialization is the process of **internalizing** culture

Theories of Culture: Exercise

- List the main three (3) theories in sociology
- Pick **one**, use it to explain how culture works in society.

structure vs. agency

one key sociological question for all 3 theories

structure or agency?

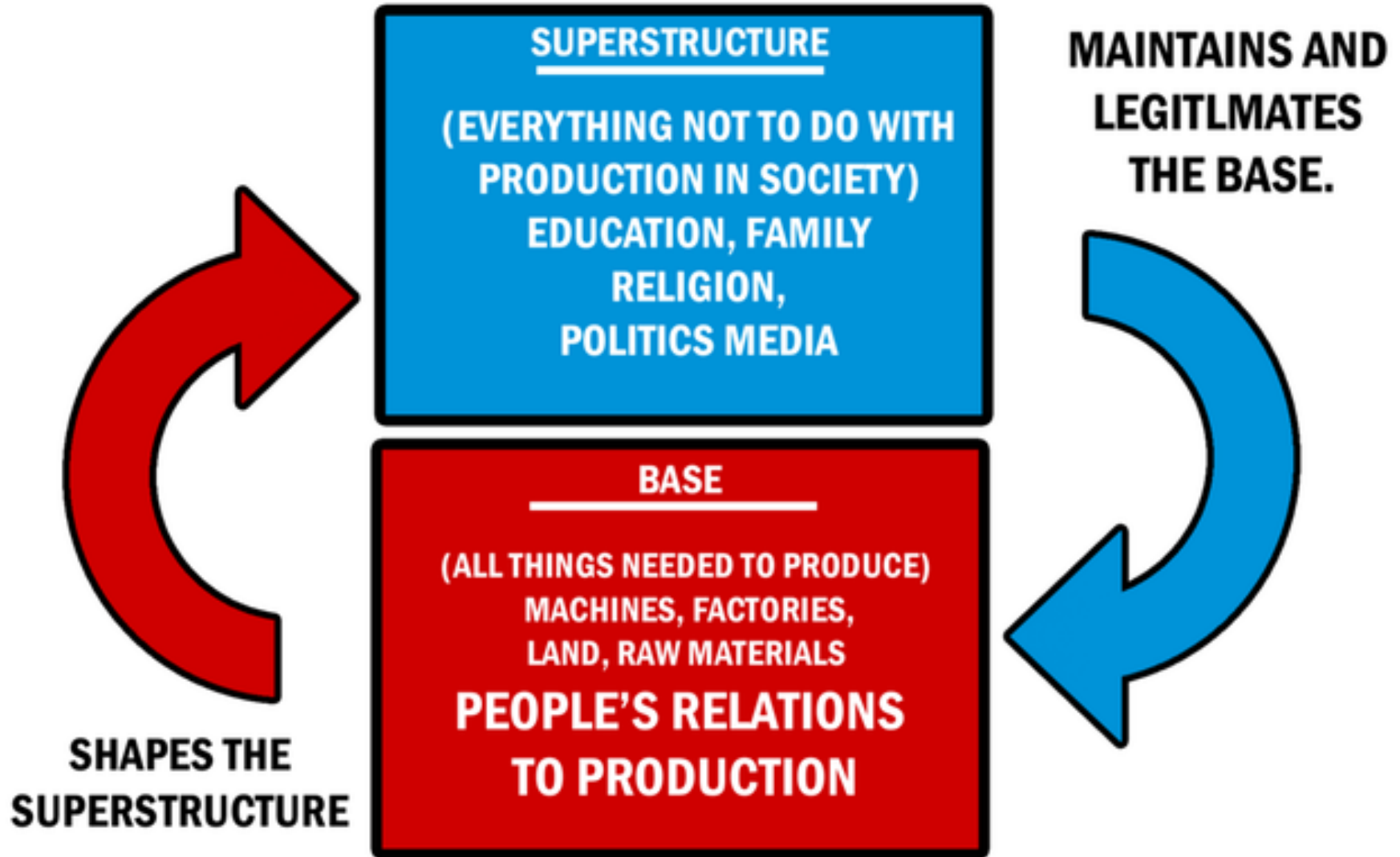
(society)

(individual)

Which has more influence over who we become?

structural approaches: emphasize how people are influenced by *structural* forces

STRUCTURE OF HUMAN SOCIETY



(functionalism + conflict theory)

social action theories: emphasize how individuals operate in society as relatively *free agents*, creating identities through symbols and interactions

How much agency do individuals have?



(symbolic interaction)

Structure v. Agency: Exercise

- Can people use their agency (individual will) to escape the culture (structure) they were born into?
- What do you think might make this difficult?

TO REVIEW

- KEY CONCEPTS:
 - culture
 - 5 components of culture
 - 3 sociological theories, applied to culture
 - socialization
 - structure vs. agency

**What should you do before
next class?**

**DO IT
NOW**

1. Complete ALL the readings for this week (“Body Ritual of the Nacirema”, Ch.3, Ch.5).
2. Complete the assignments (discussion board, quiz).
3. Print out **Video Worksheet** for the film on Thursday.