

Culture

- **A way of life** characteristic of a particular society (British culture, French culture...)
- Ways of **making sense** of our daily lives:
 - **A set of practices.**
 - **Clothes** we wear.
 - **Food** we eat.
 - **Work** we do.
 - **Friends** we have.
 - **A set of beliefs.**

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Learned Behaviour

- **Norms:**
 - **Behaviour** expected of us in particular situations.
- **Values:**
 - **Beliefs** that some things are desirable and worthwhile.

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- **Ethnocentrism:**
 - Looking at – and judging - things from the perspective of your own culture.
- **Cultural diversity:**
 - Different cultures may have different norms and values.

= Evidence that culture is socially constructed.

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Cultural Change

- Cultural norms and values change over time:
 - Example: Norms about dress and manners have changed dramatically over the last century.
- **Globalisation:**
 - Major source of social change in contemporary societies.
 - The Past = local and national communities.
 - The Present = global communities.

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Global Culture**➤ Homogeneity?:** People across the world:

- Eat the same food...
- Drink the same drinks...
- Wear the same labels...
- Speak the same language...

➤ Heterogeneity?: People across the world:

- Develop new and different styles...
- Develop new types of identity...
- Exchange ideas and behaviours...

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