

A large, dense crowd of people is shown from an overhead perspective. The image is mostly grayscale, but several individuals are highlighted with bright, solid colors: red, blue, yellow, green, purple, orange, and pink. These highlighted figures are scattered throughout the crowd, representing cultural variations. The text "Cultural Variations" is centered over the image in a black, sans-serif font.

# Cultural Variations

# Defining Cultural Variations

- Sociologists focus on similarities and differences between different cultures
- Sociologists try to examine differences in culture in an unbiased manner and try to focus on the principles of the culture for what they are



# Cultural Universals

- Cultural Universals are commonalities that almost all cultures share
- There are differences in how they are expressed by different cultures, but they are all present in some way or another

## **Arts and Leisure**

athletic sports, dancing, decorative art, games, music

## **Basic Needs**

clothing, cooking, housing

## **Beliefs**

body adornment, dream interpretation, folklore, funeral rites, religious ritual, weather control

## **Communication and Education**

education, greetings, language

## **Family**

courtship, family feasting, kin groups, marriage

## **Government and Economy**

calendar, division of labor, government, law, property rights, status differentiation, trade

## **Technology**

medicine, toolmaking

# Subculture

- Within cultures there are differences between ages, genders, politics, ethnicities, and geography
- Regional variations develop within larger cultures as subcultures
  - Subcultures not a threat to larger culture
  - Ex. Midwest culture as part of American Culture



# Counterculture

- Countercultures are groups that go directly against the main culture
- Designed to challenge the values of the culture
  - Ex. Goths, Hippies, etc...
  - Described as Anti-Conformists



# Responses to Variation

- Ethnocentrism – Judging another culture based off the values and principles off your own culture – Cultures labeling cultural traits as “wrong”
- Xenophobia - Viewing foreigners as a threat or a danger – Leads to the rejection or hatred of groups of people
- Ethnic/Cultural Conflict - Rejection or persecution against cultural or ethnic groups that can lead to conflict
- Racism - The persecution or denial of rights to a person because of their perceived physical differences



C☉e✳ist

# Cultural Diffusion

- Cultural Diffusion is the spread of a cultural trait from a originating hearth
  - Can spread from a variety of methods
    - Spread by cultural elites
    - Spread by movement of people from one area to another
    - Spread by contact from one person to another

