



1. Peace Symbol: A Dove
2. Peace Symbol: anti-nuclear emblem
3. Health Care
4. A nazar is an eye-shaped amulet, Turkish believes that it protects against the evil eye.

4. Language:

- Culture is the social heritage of the humans that is transmitted to the future generation mainly through language.
- Language is a system of words and symbols used to communicate with other people. Language is a set of symbols that expresses ideas and enables people to think and communicate with one another.
- Verbal (spoken) language and nonverbal (written or gestured)
- Language help us describe reality.

- High Culture and Popular Culture:
- High Culture is the pattern of cultural experiences and attitudes that exist in the highest class segments of a society.
- People often associate high culture with political power, wealth, prestige and aesthetic taste. E.g: attending a live musical programme, joining golf club etc.

- Popular Culture refers to the pattern of cultural experiences and attitudes that exist in mainstream society.
- Unlike high culture, popular culture is known and accessible to most people.

- **Cultural Relativism;** the belief that the behaviors and customs of any culture must be viewed and analyzed by the culture's own standards.
- One cannot judge anyone else or another culture as these standards vary according to culture, time and situation.

No practice is universally good or bad, goodness and badness are relative not absolute.

We should not judge other cultures' beliefs and behaviors until we have a thorough understanding of why they act and believe as they do, based on a clear understanding of their history, religion, technology, and environmental situations.

- Ethnocentrism; the tendency to judge other cultures according to the norms and values of our own culture.
- Ethnocentrism is based on the assumption that one's own way of life is superior to all others.

Culture and Related Concepts

IDEAL VS REAL CULTURE:

There is sometimes a gap between cultural guidelines (values) and actual behaviour. This gap exists at a bigger level between ideal culture and real culture.

Ideal culture includes the values and norms that a culture claims to have. It involves an idealized, uncompromising value system that dictates perfect behavior. Ideal values are absolute; they bear no exceptions. Using ideal culture as a standard, you are either right or wrong.

Culture and Related Concepts

Real culture can be observed in our social life. Real culture shows how individuals actually live and act.

Example: It is commonly imagined or claimed that the our joint family system is providing care and respect to the elderly parents (ideal culture), but in reality many have moved away from their parental homes leaving their elderly parents alone (real culture)

Culture and Related Concepts

- **SUBCULTURE:**
- A subculture is a category of people who share distinguishing beliefs, values, and/or norms that set them apart in some significant manner from the dominant culture.
- It shares in overall culture of the society but also maintain a distinctive set of values, norms, lifestyles, traditions and even a distinct language*.
- Sub culture may reflect a social and ethnic difference.

* Subculture differs from dominant culture but not in opposition to that culture. a smaller cultural group within a larger culture

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Examples:

1. Based on ethnicity: Pakhtoon, Pujabi, Sindhi, Balochi culture (subcultures) within Pakistani culture(dominant)
2. Sometimes based on religion:

- **COUNTERCULTURE:**
- Some subcultures actively oppose the larger society.
- Subculture is a group whose values, beliefs, and lifestyle conflict with those of the dominant culture.
- A counterculture is a group that strongly rejects dominant societal values and norms and seeks alternative lifestyles (Yinger, 1960, 1982).
- Examples: Mafia involved in drug trafficking,
- Drug abusers and addicts

Culture and Related Concepts

- **CULTURAL LAG** ; the term was coined by William F. Ogburn, an American sociologist in 1922.
- Material culture tends to develop and advance at a faster rate than non-material culture. A gap between the technical development of a society (material culture) and its moral and legal institutions (nonmaterial culture) is cultural lag.
- The term cultural lag refers to the notion that non- material culture takes time to catch up with technological innovations, and that social problems and conflicts are caused by this lag.

technology can spread through society in a matter of months, but it can take generations for the ideas and beliefs of society to change.

It refers to the gap when a new item of material culture is introduced and when it becomes an accepted part of nonmaterial culture.