

INTRODUCTION TO SOCIOLOGY



Topic :

Culture



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DEFINITION OF CULTURE

Culture is a complex whole which includes, Knowledge, Belief, Art, Morals, Law, Customs and any other capabilities and habits acquired by man as a member of society (Edward B. Tylor).

CHARACTERISTICS OF CULTURE

- Culture is learnt
- Culture is social
- Culture is shared
- Culture is transmissive
- Culture is continuous and cumulative
- Culture is consistent and integrated
- Culture is dynamic and adaptive
- Culture is gratifying
- Culture is Dynamic
- culture is super organic and ideational

FUNCTIONS OF CULTURE

Culture is the treasury of knowledge

Culture defines situations

Culture defines attitudes, values and goals

Culture decides career

Culture provides behavior pattern

Culture molds personality

SALIENT FEATURES OF PAKISTANI CULTURE

Religious uniformity

Language (Urdu, Punjabi, Sindhi, Pushto, Baluchi, Sariki).

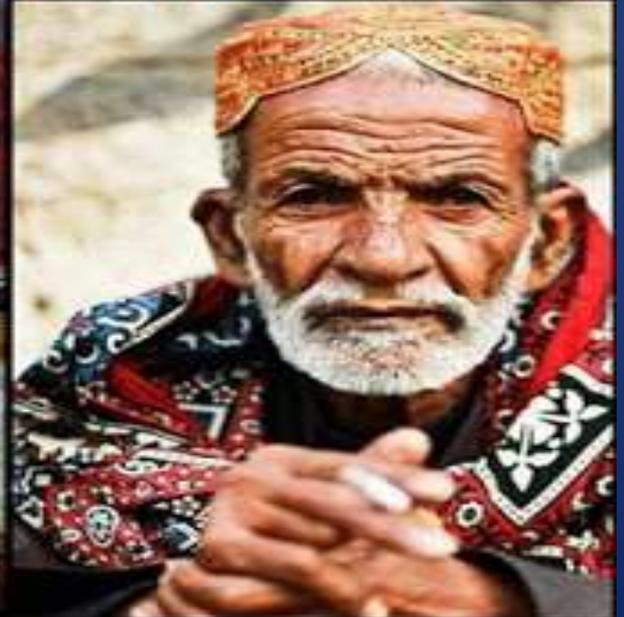
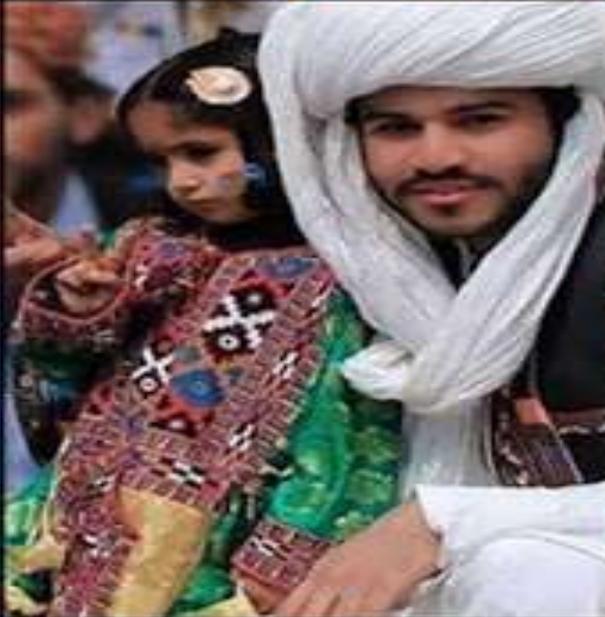
Mixed culture

Islamic literature and poetry is dominant

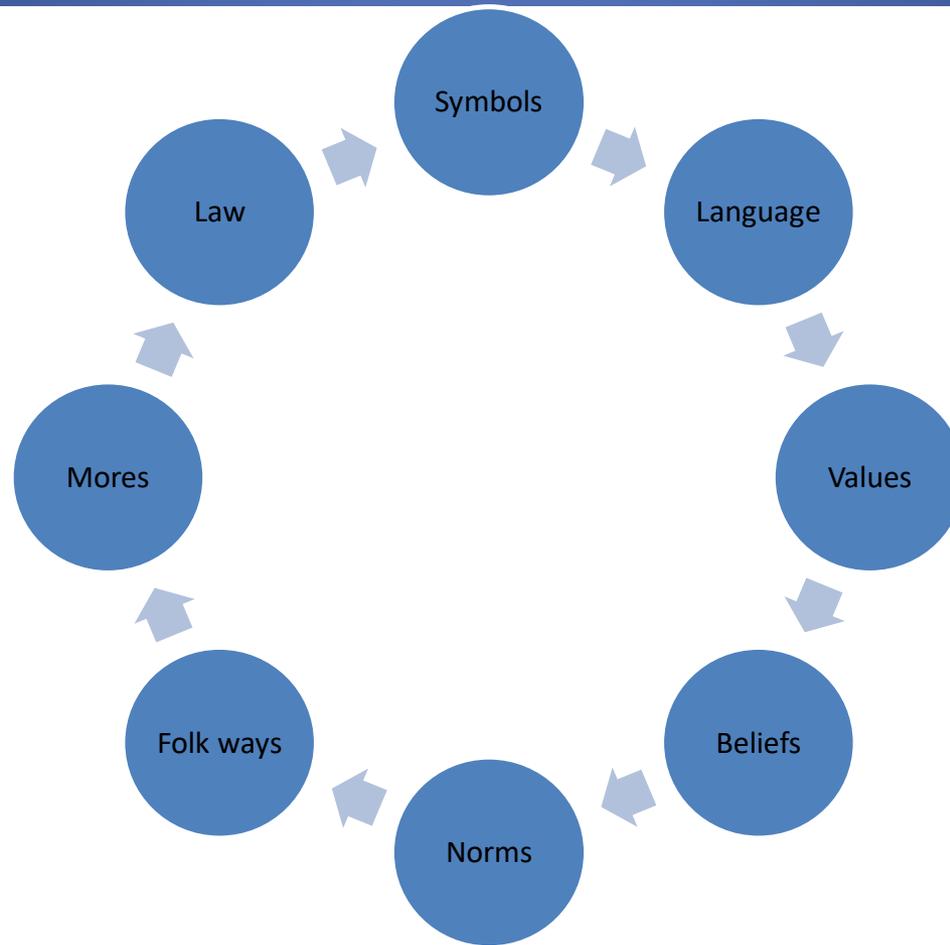
Patriarchal structure

Religious festivals (Eid-ul-Fitr, Eid-ul-Azha, 12 Rabi-ul-AWal)

PAKISTANI CULTURE



Elements of Culture



SYMBOL



A symbol is anything that carries a particular meaning recognized by people who share a culture. There is a great importance of symbols for the human being. Every society constructs its symbols for the well functionality of the society. The individuals start to learn the different symbols at the time of the birth and continue till death. Actually, symbols play an important role in the identity construction and develop the meaning of right and wrong. It is probable that some symbols are recognized good in one culture and bad in other culture. For example, the Asians like veil but Europeans don't like this one.

LANGUAGE



The key to the world of culture, is a symbols that allows people to communicate with one another.

Cultural transmission the process by which one generation passes culture to the next.

It is estimated that there are 7000 languages in the world. 1.3 billion people speaks Chinese, English is the second largest spoken language in the world.

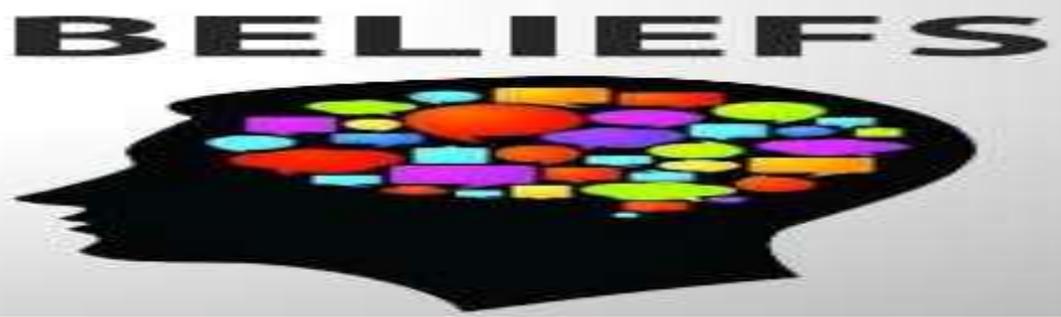
VALUES



Culturally standards that people use to decide what is desirable, good and beautiful and that serve as broad guidelines for social living. People who share a culture use values to make choices about how to live.

Values are broad principles that support beliefs, specific thoughts or ideas that people hold to be true. In other words, values are abstract standards of goodness, and beliefs are particular matters that individuals consider true or false. Examples of Pakistani culture; patriarchy, respect of elders and teachers etc.

BELIEFS



Beliefs in empirical terms are neither true nor false. Tested empirical knowledge and untestable beliefs are “elements ” of culture. Because, they are often mixed together in the same concrete acts. Only through an intellectual analysis the different elements could be separated from one another. For example, the missionary says a silent prayer and at the same time administers modern medical tests to the patient.

SOCIAL NORMS



Social Norms are the standard pattern behavior.

Norms are a fundamental concept in the social sciences.

They are most commonly defined as rules or expectations that are socially enforced.

Norms may be prescriptive (encouraging positive behavior; for **example**, “**be honest**” or proscriptive (discouraging negative behavior; for **example**, “**do not cheat**”).

FOLK WAYS

Celebrating the *Oneness* of Nation
Celebrating the *Independence* of Pakistan



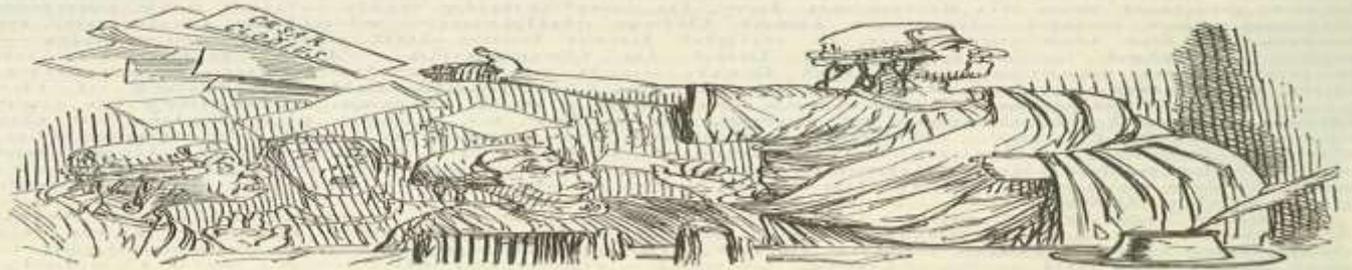
People from all over the Pakistan dancing in their own cultural ways.

Explanations from The Moral Group

Folkways – these are everyday habits; customs, traditions and conventions people obey without giving much thought to the matter.

Some **examples** common in western societies include, standing in line, holding the door for someone, greeting fellow passengers at a bus stop (perhaps varies from city to city), waiting for fellow diners food to arrive before you start eating.

MORES



Mores are often dictated by a society's values, ethics, and sometimes religious influences.

Some **mores** **examples** include: It is not considered acceptable or mainstream to abuse drugs, particularly those such as heroine and cocaine. It is not considered acceptable to drive at 90 mph in a residential area.

LAWS

Laws- these are formalized norms enacted by people vested with legitimate authority. The person who breach the Law is called criminal.



TYPES OF CULTURE

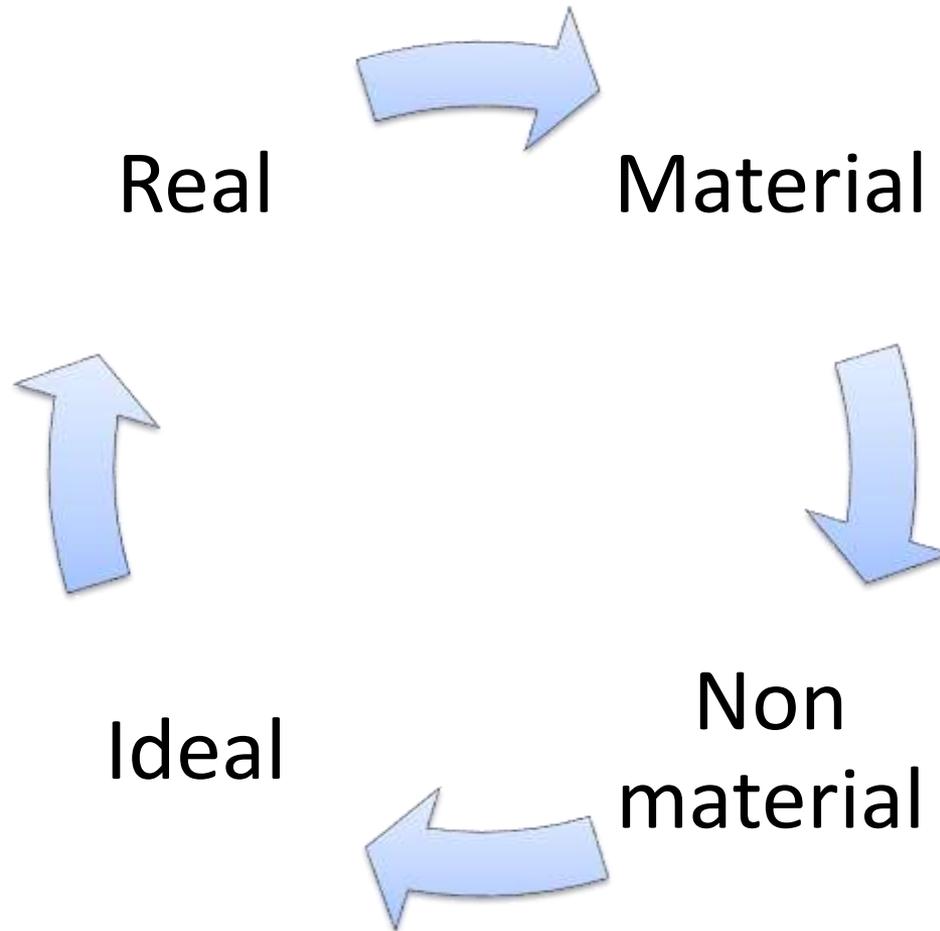
1. MATERIAL

2. NON-
MATERIAL

3. IDEAL

4. REAL

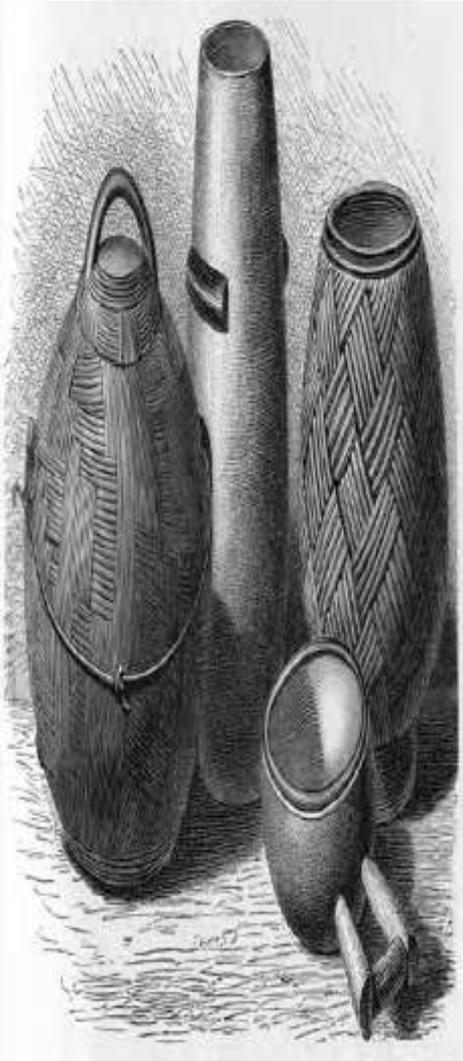
TYPES OF CULTURE



MATERIAL CULTURE

1. Tangible and observable objects

2. Material culture consists of man-made objects such as tools, implements, furniture, automobiles, buildings, dams, roads, bridges, and in fact, the physical substance which has been changed and used by man. It is concerned with the external, mechanical and utilitarian objects. For example, Schools, Banks, Currency system etc.



NON- MATERIAL CULTURE



Non tangible and
non-observable

Non-material culture consists of the words the people use or the language they speak, the belief they hold, values and virtues they cherish, habits they follow, rituals and practices that they do and the ceremonies they observed. It also includes our customs and tastes, attitudes and outlooks.

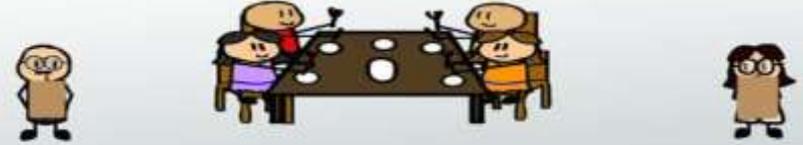
IDEAL CULTURE



The culture that people want to follow and idealize in daily routine of life.

Ideal culture includes the formally approved folkways and norms which people are supposed to follow or how we should behave. For example, follow the Islamic Beliefs in practice and look to neighbor rights are basic principles of Islam.

REAL CULTURE



Real culture refers to the reality of the people. For example, throughout the world more than 196 countries signed “CEDAW” but in reality its application is not practice in majority of the signed countries.

Real culture means the norms and values a society adheres to in practices or how we actually behave. Such a gap is visible at the level of individual behavior.

DIVERSITY

The concept of diversity encompasses acceptance and respect

It means understanding that each individual is unique

Recognizing our individual differences.

These can be along the dimensions of race, ethnicity, gender, sexual orientation, socio-economic status, age, physical abilities, religious beliefs, political beliefs, or other ideologies

Cultural Diversity in Pakistan

Pakistan is a country with diverse social, ethnic, linguistic and cultural circumstances.

The country came into existence after division of British Indian colony in 1947 on the basis of Islamic identity of people living in this region but different social and ethnic groups have maintained their distinct character.

CULTURAL DIVERSITY IN PAKISTAN



TYPES OF DIVERSITY IN THE WORK PLACE



SUBCULTURE

The term subculture refer to cultural patterns that set apart some segments of a society's population.

A segment of society which shares a distinctive pattern of mores, folkways and values which differ from the pattern of larger society. Such groups are may have their values, norms and symbols but they largely blend into mainstream society.

Example: In Pakistan there are different subculture like Punjabi, Sindhi, Sariki, Balochi, Pushto etc.

MULTICULTURALISM

Multiculturalism is a perspective recognizing the cultural diversity and take them in to account accordingly. Pakistan is a diverse country in which different subculture have their own norms and values but as a whole it is called Pakistani society. The Government of Pakistan also take care the provincial differences and give them freedom to enjoy their traits at some extent.

COUNTER CULTURE

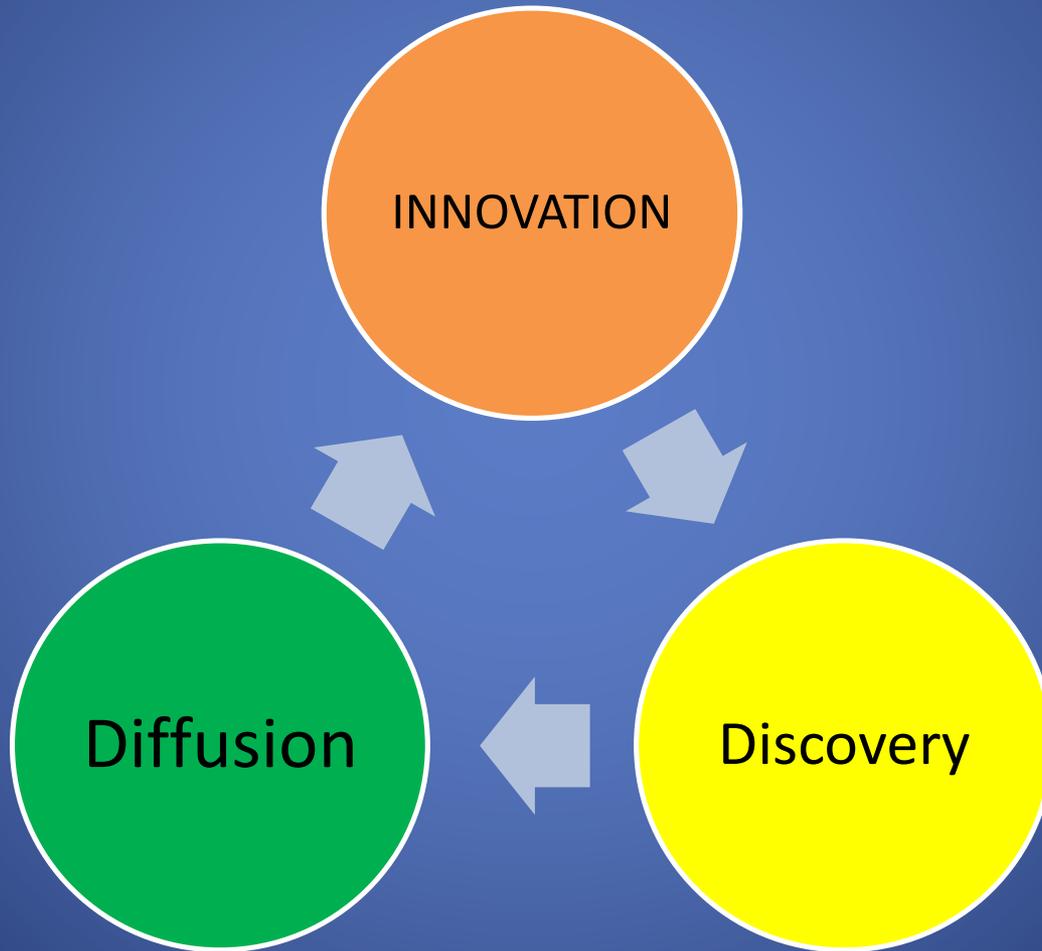
A subculture that rejects societal norms and values and seeks alternative lifestyles (Yinger, 1960).

Example: In Pakistan the Taliban constituted countercultures as they reject the Government of Pakistan rite and intended to impose their own rules and regulations within the state. These Militant groups have become counterculture in Pakistan.

CULTURAL CHANGE

Some elements of cultural change faster than others. William Ogburn (1964) observed that technology moves quickly, generating new element of material culture (things) faster than nonmaterial culture (ideas) can keep up with them. Ogburn called this inconsistency cultural lag, the fact that some cultural elements change more quickly than others, disrupting a cultural system.

CAUSES OF CULTURAL CHANGE



Cultural Lag

The period of maladjustment during which the nonmaterial culture is still adapting to the new material conditions. We will be willing to use technological innovations from other cultures (material culture) that will make our lives easier, but we will be reluctant to adopt the ideologies of that culture that will change our way of seeing the world, for example democracy in Pakistan.

ETHNOCENTRISM

Tendency of each group take for granted the superiority of its own culture (Horton & Hunt, 1984).

Ethnocentrism is a term coined by William Graham Sumner, is the belief that you consider your culture superior as compared to others. This leads to making incorrect assumptions about others behavior based on your own norms, values, and beliefs.

ETHNOCENTRISM



XENOCENTRISM

The opposite of ethnocentrism is xenocentrism which means preferring ideas and things from other cultures over ideas and things from your own culture. For example, Pakistani always consider American's values superior, Japanese products better, Korean auto technology durable etc.

XENOCENTRISM



A GLOBAL CULTURE

Societies now have more contact with one another than ever before, thanks to the flow of goods, information and people.

- The global economy
- Global communications
- Global migration

Best of Luck