

Chapter 2

Culture

An Introduction to Culture

- What Can You Learn about Culture from a Happy Meal?



Big Questions

- What Is Culture?
- How Has the Culture Concept Developed in Anthropology?
- How Are Culture and Power Related?
- How Much of Who You Are Is Shaped by Biology, and How Much by Culture?
- How Is Culture Created?
- How Is Globalization Transforming Culture?

What Is Culture?

- Defining Culture



Reza / Getty Images

What Is Culture?

- Defining Culture

“That complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society.”

—E.B. Tylor, 1871

“Culture is a system of knowledge, beliefs, patterns of behavior, artifacts, and institutions that are created, learned, and shared by a group of people.”

—Kenneth J. Guest

What Is Culture?


- Defining Culture
- Culture Is Learned and Taught



Reza / Getty Images

What Is Culture?

- Defining Culture
- Culture Is Learned and Taught
- Culture Is Shared yet Contested



Rexus / Getty Images

What Is Culture?


- Defining Culture
- Culture Is Learned and Taught
- Culture Is Shared yet Contested
- Culture Is Symbolic and Material



Peter Parker / Reuters

What Is Culture?

- Defining Culture
- Culture Is Learned and Taught
- Culture Is Shared yet Contested
- Culture Is Symbolic and Material
 - Norms



Peter Parker / Reuters

What Is Culture?

- Defining Culture
- Culture Is Learned and Taught
- Culture Is Shared yet Contested
- Culture Is Symbolic and Material
 - Norms
 - Values



Photo: Patrick Rasmussen

What Is Culture?

- Defining Culture
- Culture Is Learned and Taught
- Culture Is Shared yet Contested
- Culture Is Symbolic and Material
 - Norms
 - Values
 - Symbols



Photo: Patrick Rasmussen

What Is Culture?

- Defining Culture
- Culture Is Learned and Taught
- Culture Is Shared yet Contested
- Culture Is Symbolic and Material
 - Norms
 - Values
 - Symbols
 - Mental Maps of Reality



Photo: Patrick Rasmussen

How Has the Culture Concept Developed in Anthropology?



Hamilton REA Redux

How Has the Culture Concept Developed in Anthropology?

- Early Evolutionary Frameworks



Hamilton REA Redux

How Has the Culture Concept Developed in Anthropology?

- Early Evolutionary Frameworks
- American Historical Particularism



Hamilton REA Redux

How Has the Culture Concept Developed in Anthropology?

- Early Evolutionary Frameworks
- American Historical Particularism
- British Structural Functionalism



How Has the Culture Concept Developed in Anthropology?

- Early Evolutionary Frameworks
- American Historical Particularism
- British Structural Functionalism
- Culture and Meaning

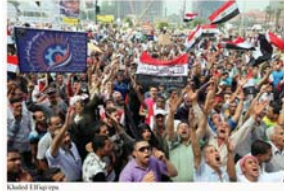


How Are Culture and Power Related?



How Are Culture and Power Related?

- Power and Cultural Institutions



How Are Culture and Power Related?

- Power and Cultural Institutions
- Hegemony



How Are Culture and Power Related?

- Power and Cultural Institutions
- Hegemony
- Human Agency



How Much of Who You Are Is Determined by Biology, and How Much by Culture?



Ozier Muhammad/The New York Times Redux

How Much of Who You Are Is Determined by Biology, and How Much by Culture?

- Nature and Nurture



Ozier Muhammad/The New York Times Redux

How Much of Who You Are Is Determined by Biology and How Much by Culture?

- Nature and Nurture
- From Human Beings to Human Becomings: A Biocultural Process



Ozier Muhammad/The New York Times Redux

How Much of Who You Are Is Determined by Biology and How Much by Culture?

- Nature and Nurture
- From Human Beings to Human Becomings: A Biocultural Process
- Connecting Culture and Behavior



How Is Culture Created?



How Is Culture Created?

- Manufacturing the Desire to Consume



How Is Culture Created?

- Manufacturing the Desire to Consume
- Advertising



Dina Litsky/The New York Times/Rexus

How Is Culture Created?

- Manufacturing the Desire to Consume
- Advertising
- Financial Services and Credit Cards



Dina Litsky/The New York Times/Rexus

How Is Globalization Transforming Culture?



Chris Stowers/Panos

How Is Globalization Transforming Culture?

- The Global and Local in Tension: Homogenizing or Diversifying



How Is Globalization Transforming Culture?

- The Global and Local in Tension: Homogenizing or Diversifying
- Migration and the Global Flows of Culture



How Is Globalization Transforming Culture?

- The Global and Local in Tension: Homogenizing or Diversifying
- Migration and the Global Flows of Culture
- Increasing Cosmopolitanism



Thinking Like an Anthropologist

- Unpacking a Happy Meal
 - For this exercise, you will think about the complex cultural processes that go into food.



Lee Suzuki/San Francisco Chronicle
