

**Counterculture**

A subculture that deliberately opposes certain aspects of the larger culture.



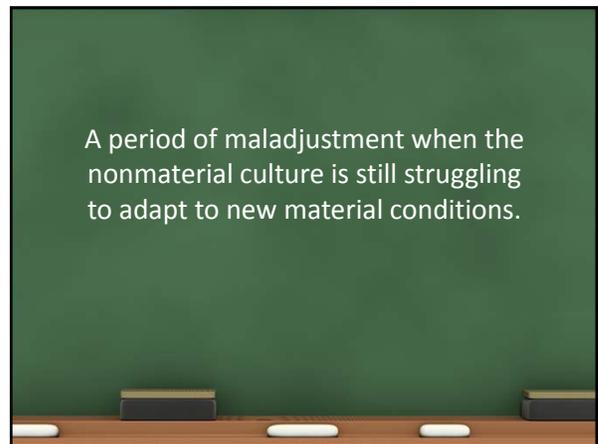
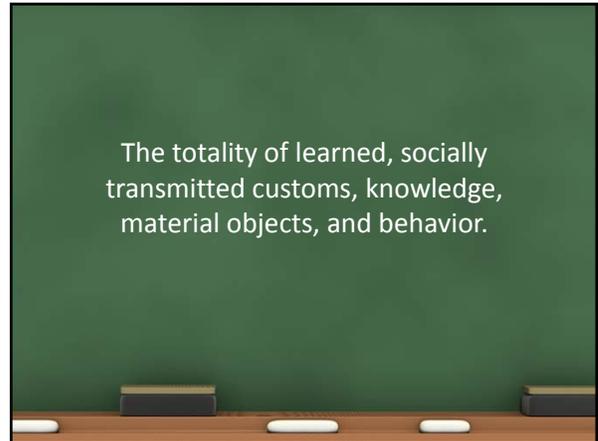
**Cultural relativism**

The viewing of people's behavior from the perspective of their own culture.



**Cultural universal**

A common practice or belief found in every culture.

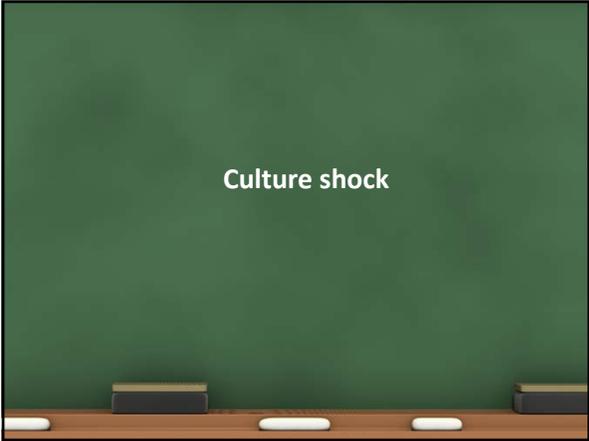




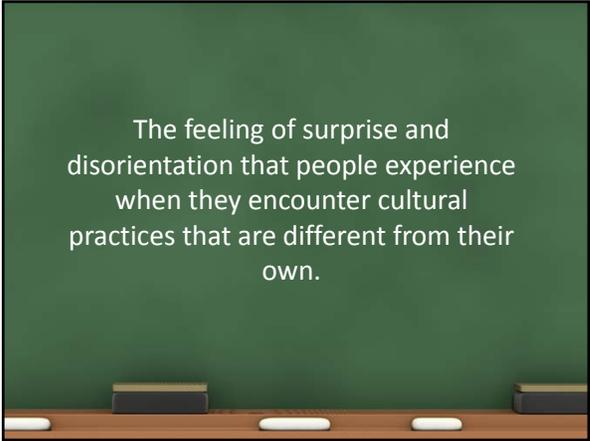
**Culture war**



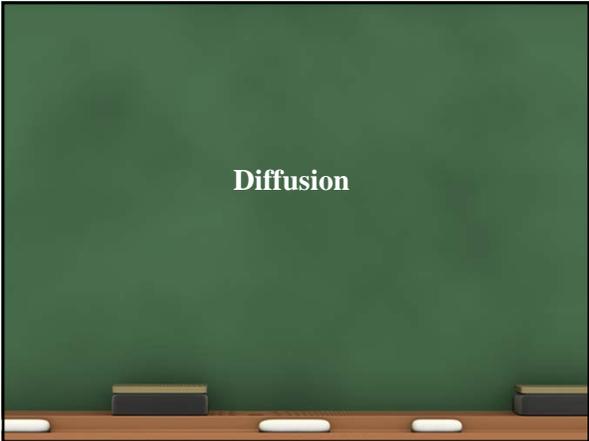
The polarization of society over controversial cultural issues



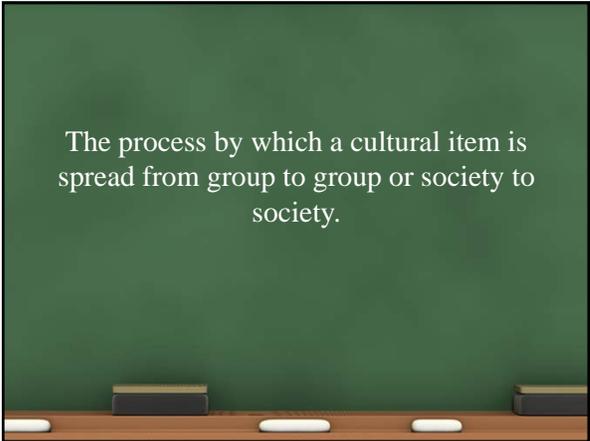
**Culture shock**



The feeling of surprise and disorientation that people experience when they encounter cultural practices that are different from their own.



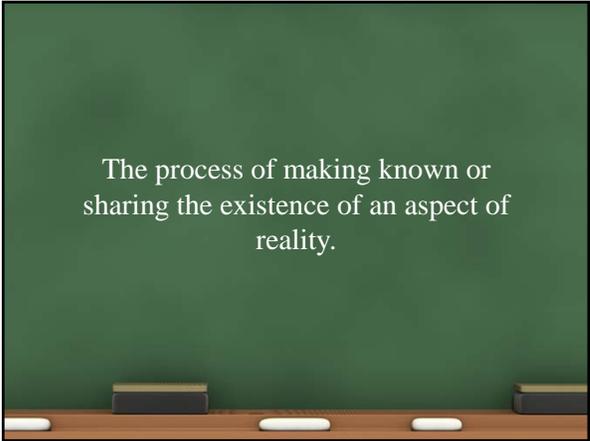
**Diffusion**



The process by which a cultural item is spread from group to group or society to society.



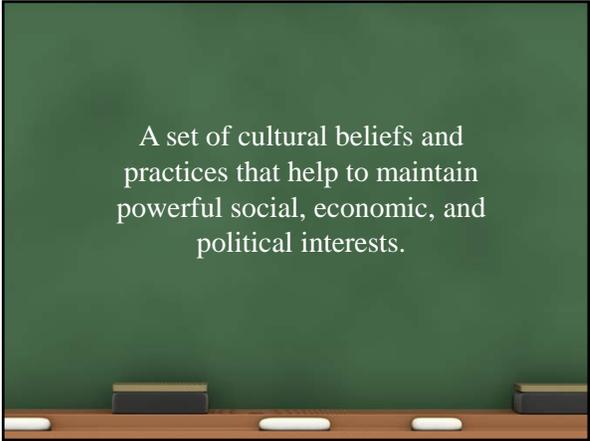
**Discovery**



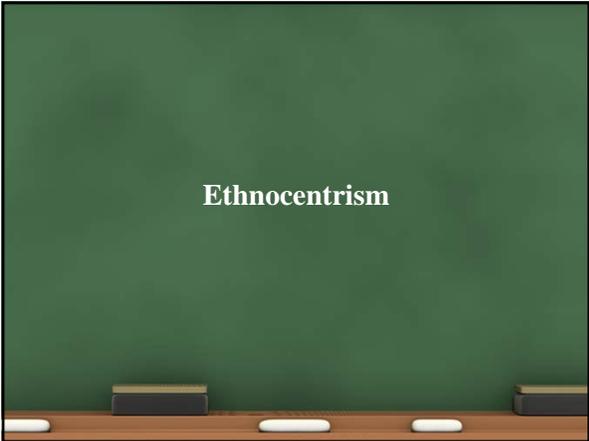
The process of making known or sharing the existence of an aspect of reality.



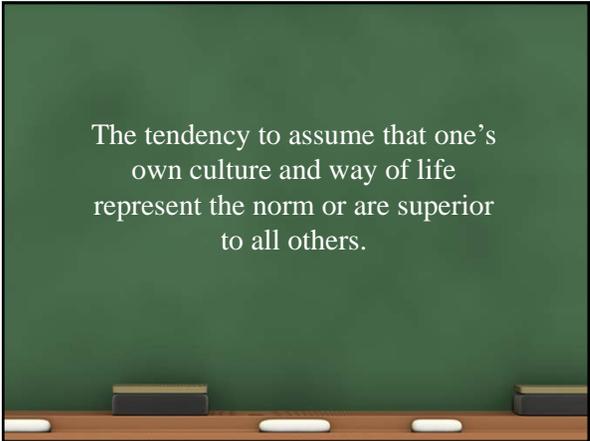
**Dominant ideology**



A set of cultural beliefs and practices that help to maintain powerful social, economic, and political interests.



**Ethnocentrism**



The tendency to assume that one's own culture and way of life represent the norm or are superior to all others.

## Folkway

A norm governing everyday social behavior whose violation raises comparatively little concern.

## Formal norm

A norm that has been written down and that specifies strict punishments for violators.

## Globalization

The worldwide integration of government policies, cultures, social movements, and financial markets through trade and the exchange of ideas.

## Innovation

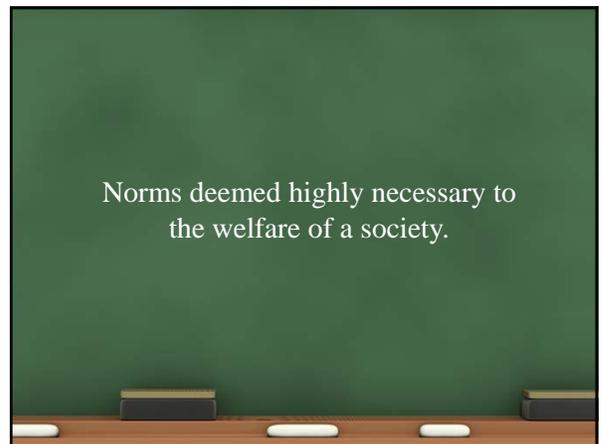
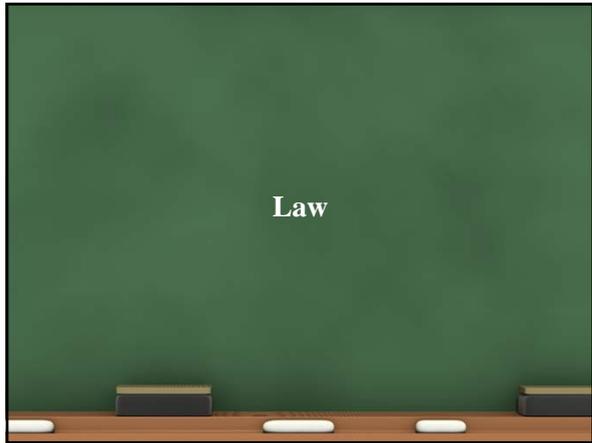
The process of introducing a new idea or object into a culture through discovery or invention.

## Invention

The combination of existing cultural items into a form that did not exist before.

## Language

An abstract system of word meanings and symbols for all aspects of culture; includes gestures and other nonverbal communication.





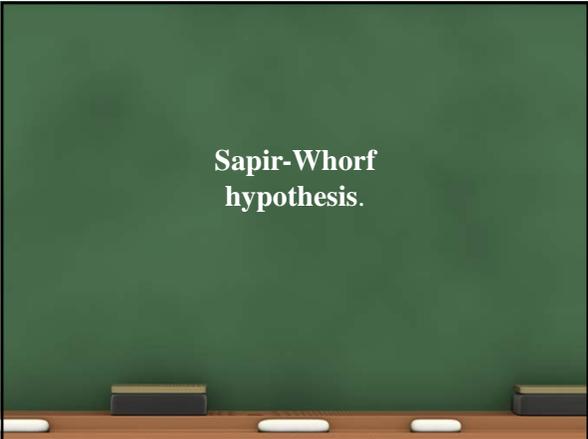
**Nonmaterial culture**

Ways of using material objects as well as customs, beliefs, philosophies, governments, and patterns of communication.



**Norm**

An established standard of behavior maintained by a society.



**Sapir-Whorf hypothesis.**

A hypothesis concerning the role of language in shaping our interpretation of reality. It holds that language is culturally determined.

## Sanction

A penalty or reward for conduct concerning a social norm.

## Society

A fairly large number of people who live in the same territory, are relatively independent of people outside it, and participate in a common culture.

## Sociobiology

The systematic study of how biology affects human social behavior.

## Subculture

A segment of society that shares a distinctive pattern of mores, folkways, and values that differs from the pattern of the larger society.

## Technology

Information about how to use the material resources of the environment to satisfy human needs and desires.

## Value.

A collective conception of what is considered good, desirable, and proper—or bad, undesirable, and improper—in a culture.