

Sociology for Competitive Exams

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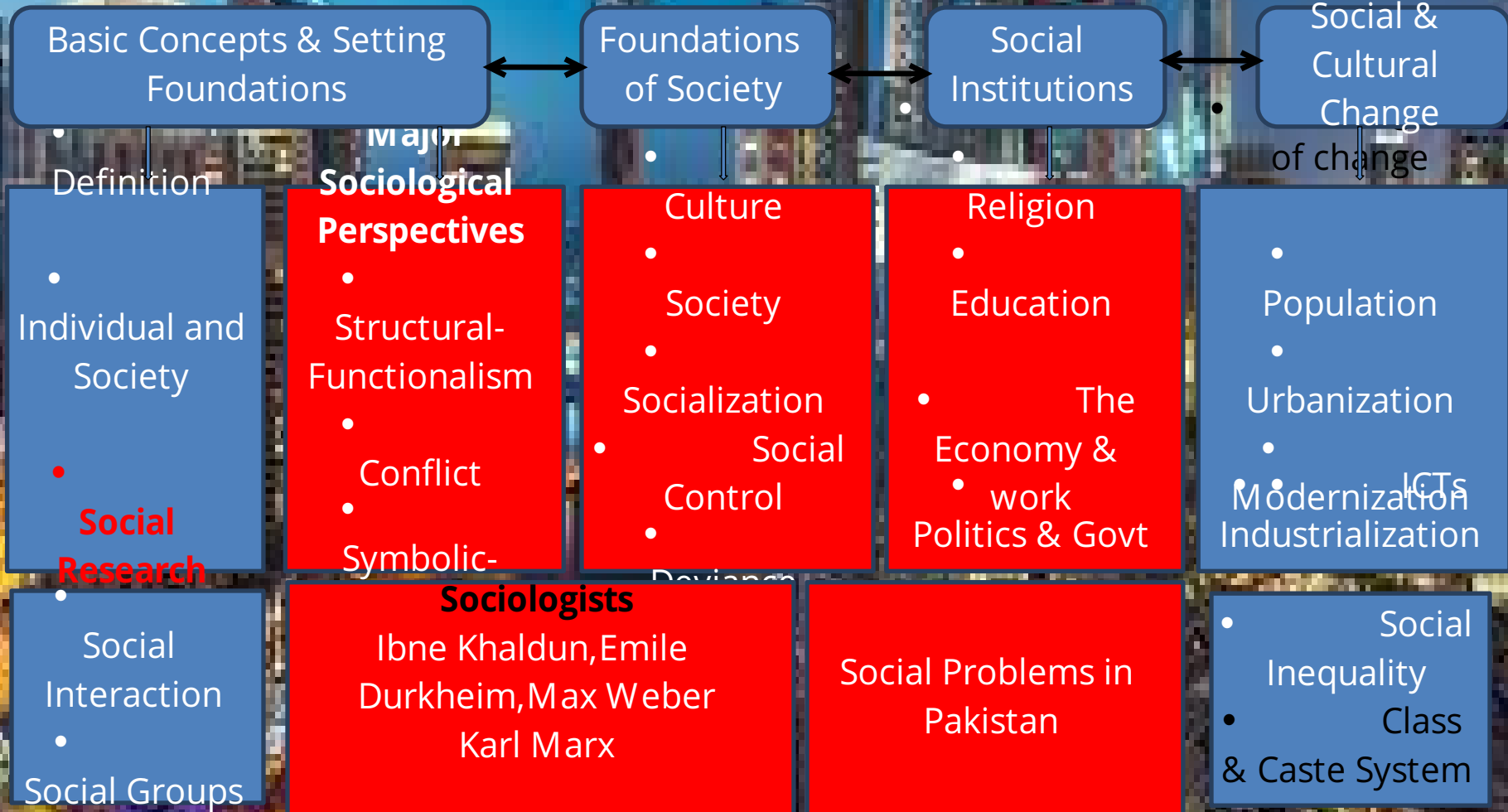
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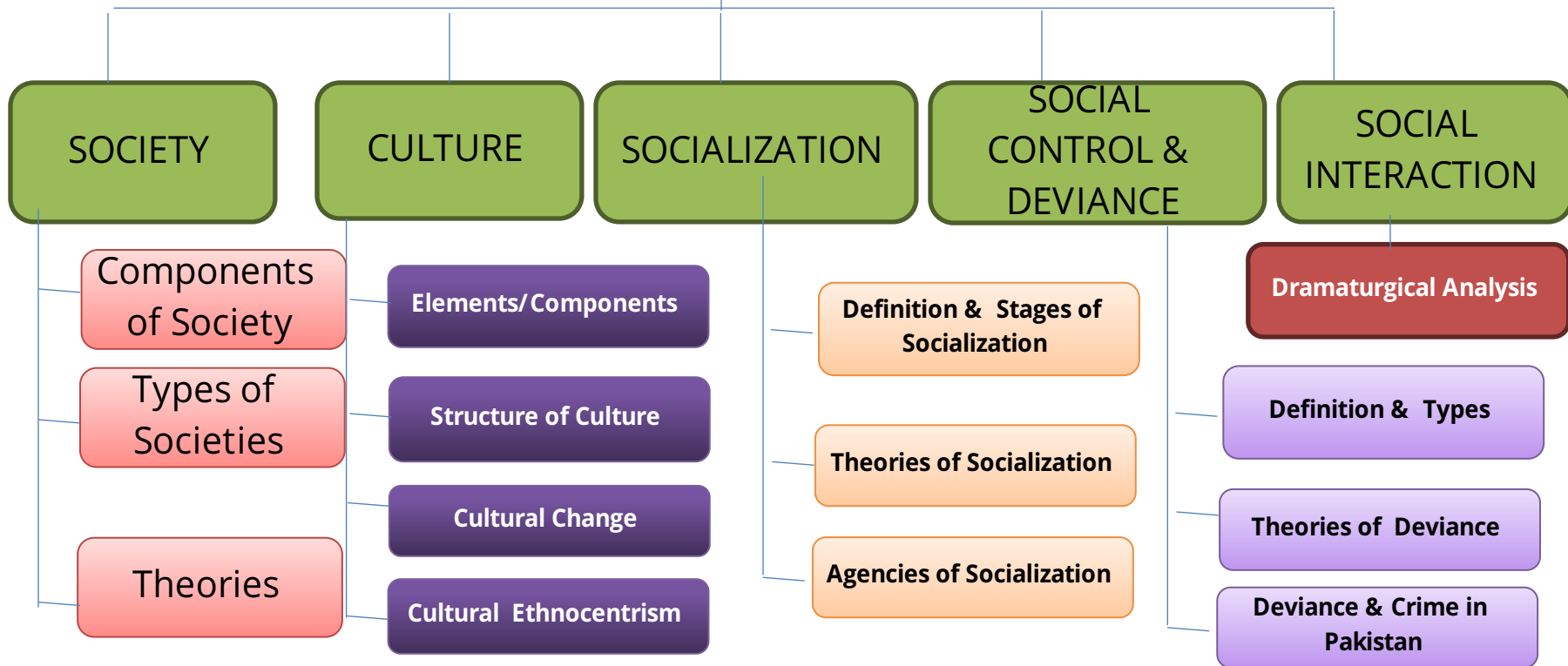
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Sociology



Foundations of Society



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Sociology

It's the systematic study of **society**,

Society is **human association**,

Human association is based on

human interaction,

Human interaction is effective and meaningful

among those who share a

culture

Definitions of Sociology

- The systematic study of human society- J J Macionis
- The scientific study of human social life- Horton & Hunt
- Sociology is about social relationships, the network of relationships we call society- Maclver
- Sociology is the scientific study of social behavior and human groups. R. Shaefer

Origin & Development

- Systematic study of society started as early as 5th century BC
- Greeks– man is a social animal, both by nature and by necessity, and needs society for survival and continuity
- Romans
- Theorists and Philosophers of the Enlightenment era of Europe
 - Sociology in Modern Times
- ~~Max Weber's 'The Protestant Ethic and the Spirit of Capitalism'~~

Culture

- 7 billion people living on earth are members of a single biological species: *Homo sapiens* (thinking person)
- The same creatures biologically, human beings have developed very different ideas of life.
- These are cultural differences- some are minor but a few are very profound
 - Cultural shock- due to cultural differences

What is Culture?

- The values, beliefs, behavior; and material objects that constitute a people's way of life
- To understand all cultures it is important to distinguish between **thoughts and things**
- Material and Non-material culture
- Only humans rely on culture rather than instinct **to ensure their survival.**
- Is culture human creation- culture & human intelligence?





Characteristics of Culture

1. Culture includes all that is created and improved upon by man
2. It is learned and acquired
3. It is a collective and social concept, it concerns group behavior
4. Culture is shared, preserved, and accumulated
5. It is transferred from generation to generation
6. Culture is not static, rather dynamic
7. It is a social institution that guides and controls individual behavior

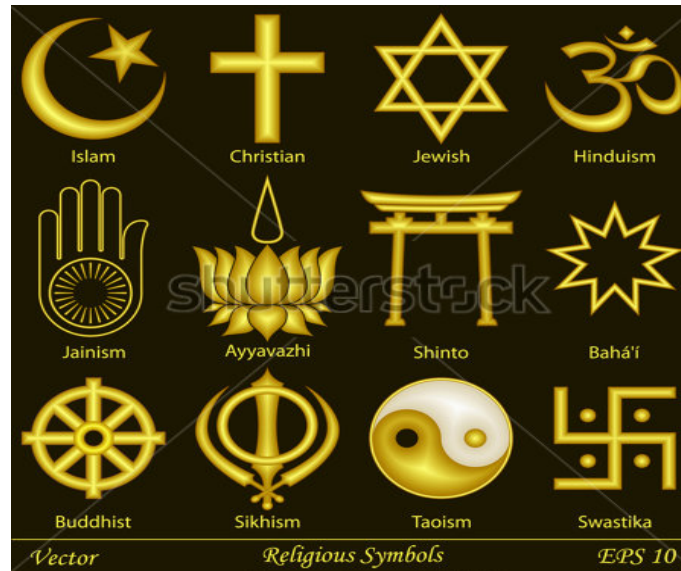
The components of culture

1. Symbols
 2. Language
 3. Values & Beliefs
 4. Norms- Taboos, mores & folkways
 - norms & social control
 - Sanctions
 5. Material Culture & Technology
 6. Ideal & Real culture
 7. High culture & Popular Culture
- our culture is normative.

New Symbols in the World of Instant Messaging

- Molly: gr8 to c u!
- Greg: u 2
- Molly: jw about next time
- Greg: idk, lotta work!
- Molly: no prb, xoxoxo
- Greg: thanx, bcnu

omg oh my gosh
pcm please call me
plz please
prbly probably
qpsa ¿Que pasa?
rt right
thanx thanks
u you
ur you are
wtf what the freak
jk just kidding jw just
wondering





The Structure (Elements) of Culture

- Cultural Traits- the smallest unit of culture
e.g engagement ring,
- Cultural complexes- a cluster of related traits
e.g engagement function
- Cultural patterns- dresses, food, *geet/ganay*, *dholak*, *mehndi*,
- Social Institution(s)- it is a series of complexes centering upon an important social activity. E.g family
- Substructure & a life philosophy of life, ideas

Cultural Change

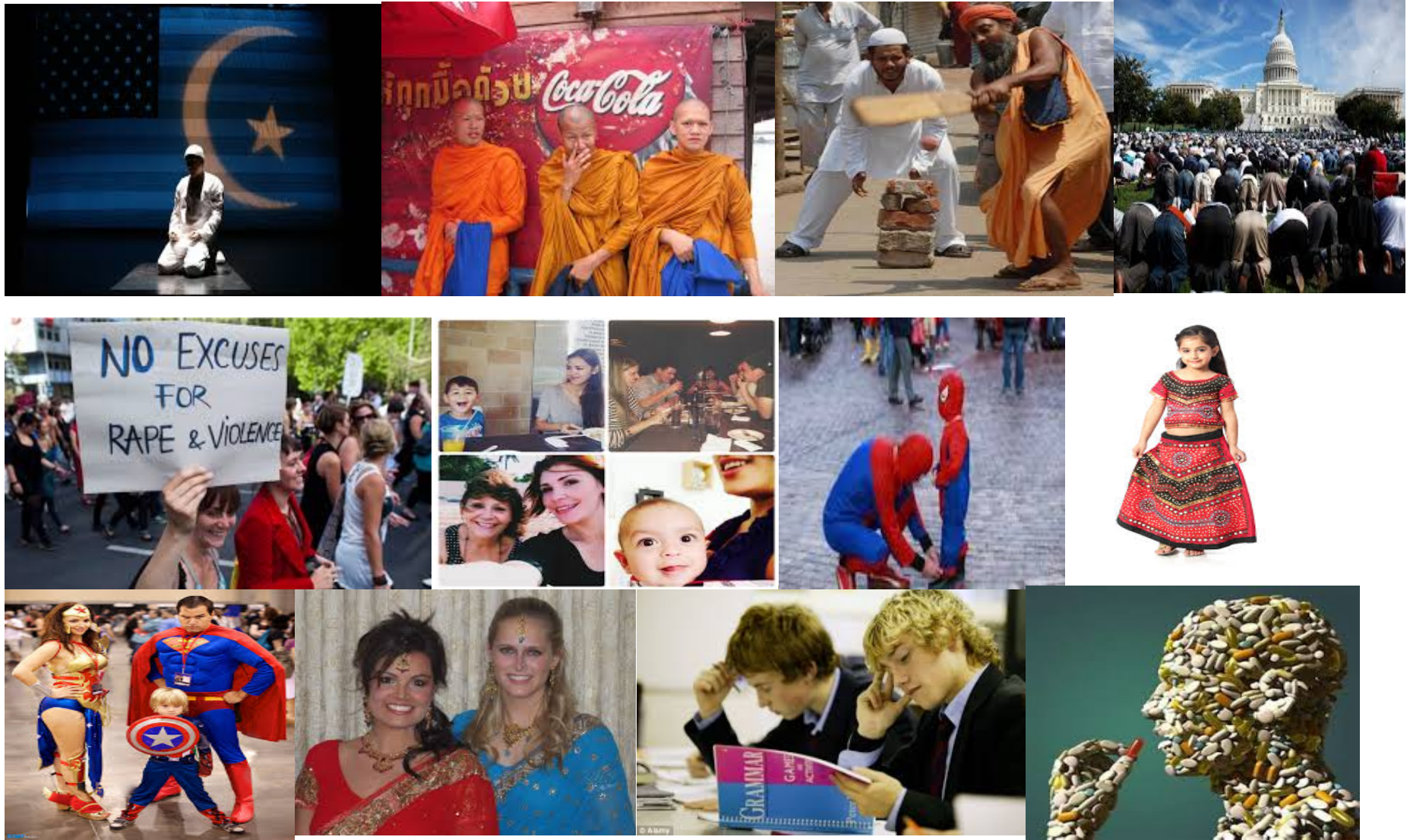
Causes of cultural change

- **Inventions-** wheel, printing machine, compass, gun powder
Cosmetic surgery and transplants, life saving drugs ...
Smartphone Apps, GM foods
- **Discoveries-** solar system, gravitational force, radio waves/microwaves, gene code, penicillin
- **Diffusion-** is the spread of cultural traits from one society to another
 - US dominant culture,
- **Factors that contribute cultural diffusion?**

Cultural diffusion leads to Cultural Lag
culture/technology changes faster than normative culture



Our changing life styles



Cultural Growth

- Culture is dynamic...
- Cultural growth is result of..
 1. **Accumulation**- social experience is accumulated and transmitted
 2. **Diffusion**- spread of cultural traits from group to group
 3. **Acculturation**- acquisition by a group or individuals the traits of different culture
 4. **Assimilation**- it is cultural fusion takes place after acculturation
 5. **Amalgamation**- a biological interbreeding of two peoples of distinct physical appearance until they become to be accommodated in one's own culture
 6. **Accommodation**- tolerance for ideas of other cultures

- Ethnocentrism & Cultural Relativity

Ethnocentrism & Cultural Relativity

- Ethnocentrism
 - The practice of judging another culture by the standards of one's own culture.
 - Child labor in developing countries
 - Gay and lesbian rights in western societies
 - Jihad, Taliban, pardha,
 - Pornography, promiscuity, extramarital relations
- Cultural Relativity
 - The practice of judging a culture by its own standards
- Xenocentrism- a preference given to other





Causes of Ethnocentrism

- Habits- old habits die hard
- Indoctrination
- Weakness of personality
- Lack of education & understanding
- Traditional lifestyle
- Resistance to change
- Mass Media



Effects

- Merits

- Patriotism & Nationalism
- Ensures group unity and stability
- Protection against change (particularly negative change)

- Demerits

- Violence, conflict and hate crime
- Terrorism
- A road to prejudice and enmity
- National disintegration
- It encourages non-cooperation in society



- **Acculturation**

Acculturation

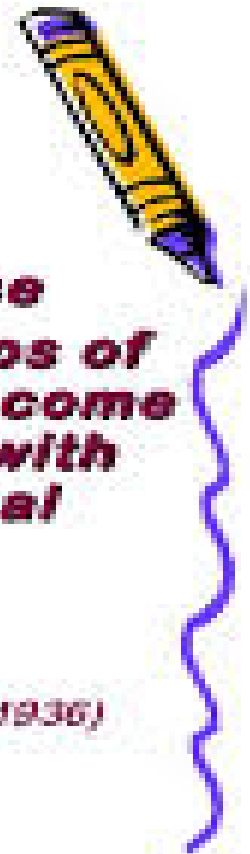
- **Acculturation** explains the process of cultural and psychological change that results following meeting between cultures.
- acculturation often results in changes to culture, customs, and social institutions.
- The effects of acculturation can be seen in both interacting cultures at;
 - the group level
 - the individual level

Acculturation

Classic Definition

"Acculturation comprehends those phenomena which result when groups of individuals having different cultures come into continuous first hand contact with subsequent changes in the original culture patterns of either or both groups."

Redfield, Linton, and Harskovitz (1936)



- As enculturation is used to describe the process of first-culture learning
- acculturation can be thought of as second-culture learning.

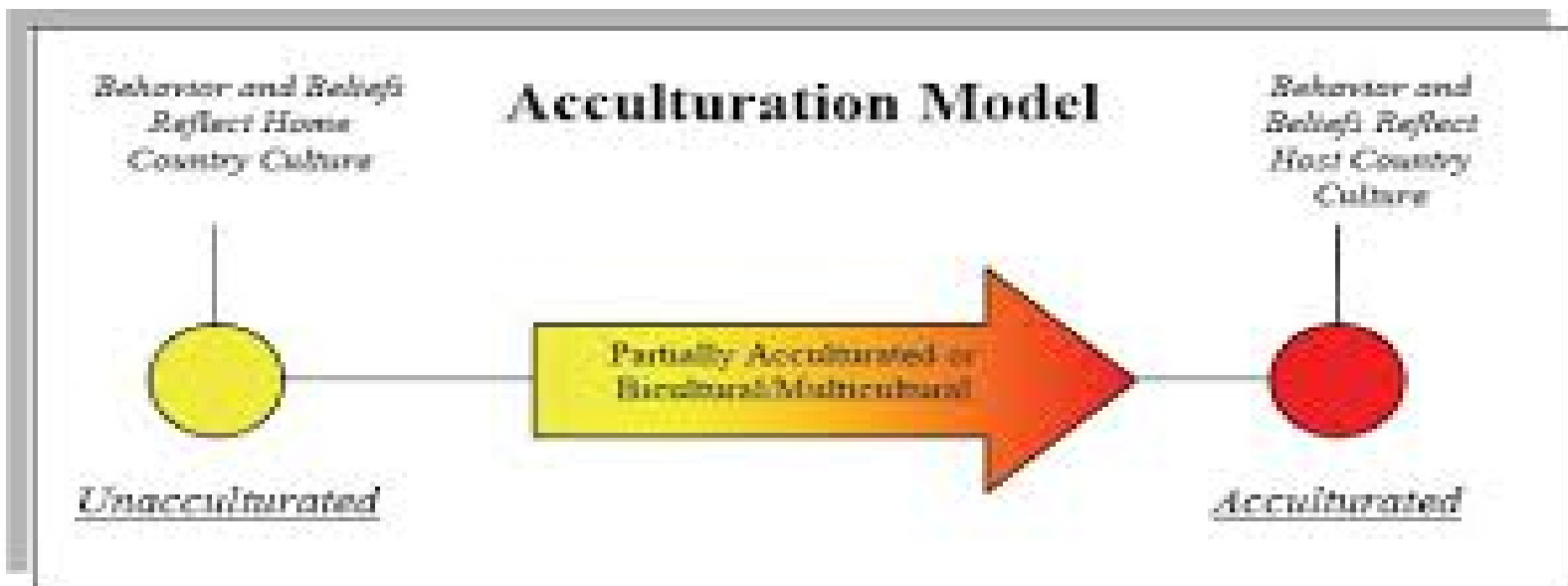


Fig. 1

Historical Reflections

- The earliest thoughts towards acculturation can be found in Sumerian inscriptions from 2370 B.C.
- These inscriptions laid out rules for interaction with foreigners
- And were designed to protect traditional cultural practices.
- Plato also said that acculturation should be avoided as it would lead to social disorder.
- ~~Never the less, the history of Western~~

- J.W. Powell coined the word "acculturation" in 1880 defining it as "the psychological changes induced by cross-cultural imitation."
- The first psychological theory of acculturation was proposed by W.I. Thomas and Florian Znaniecki in 1918
- they illustrated three forms of acculturation;
 - Bohemian (adopting the host culture and abandoning their culture)
 - Philistine (failing to adopt the host culture but preserving their culture of origin)
 - Creative-Type (able to adapt to the host culture while preserving their culture of origin)

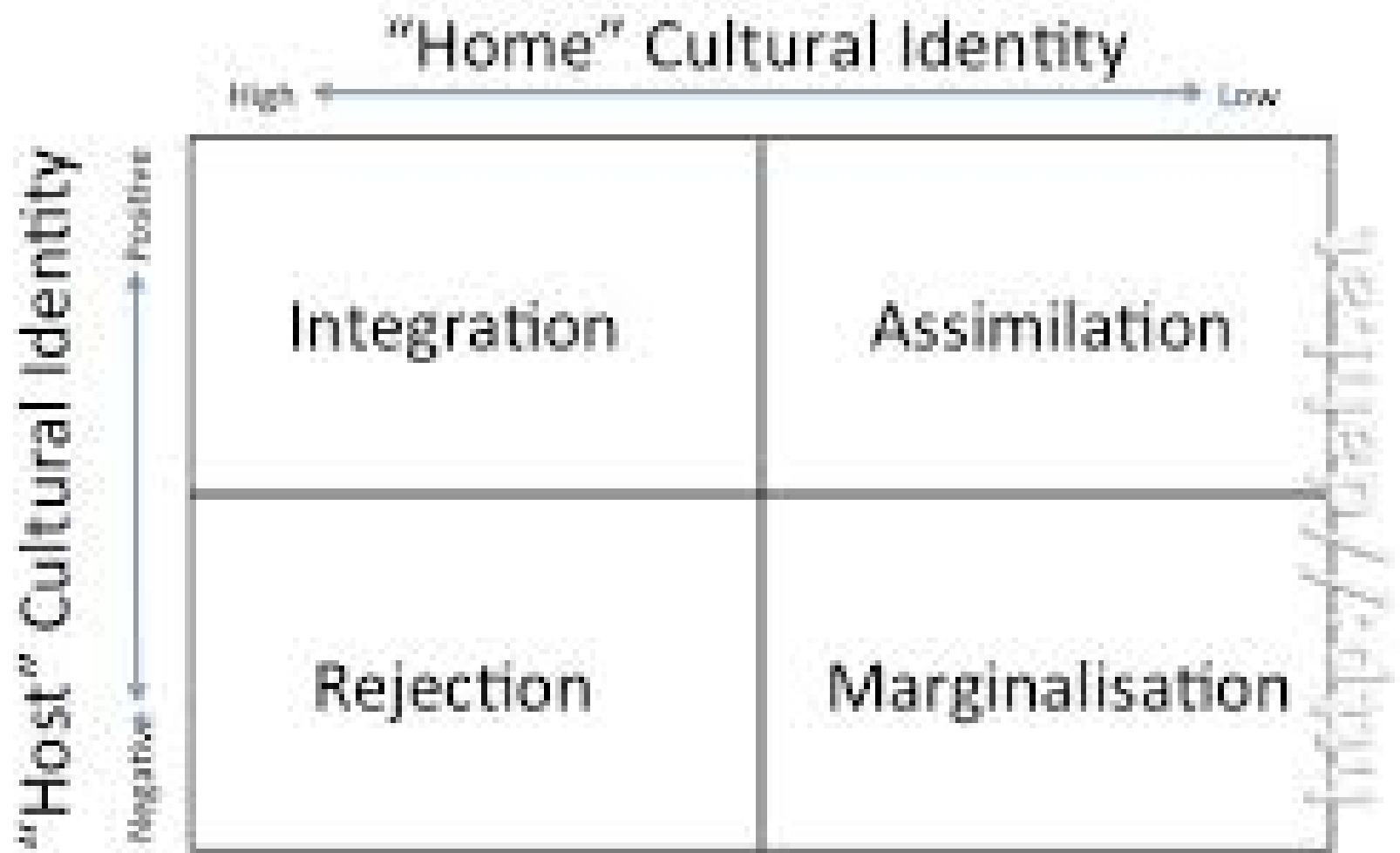


- In 1936, Redfield, Linton, & Herskovits provided the first widely used definition of acculturation as

"those phenomena which result when groups of individuals having different cultures come into continuous first-hand contact, with subsequent changes in the original cultural patterns of either or both groups

Four Acculturation Strategies

- **Integration** – individuals are able to adopt the cultural norms of the dominant or host culture while maintaining their culture of origin.
 - Integration leads to, and is often synonymous with biculturalism.
- **Assimilation** – when individuals reject their minority culture and adopt the cultural norms of the dominant or host culture.
- **Separation** – Separation occurs when individuals reject the dominant or host culture in favor of preserving their culture of origin.
- **Marginalization** – Marginalization occurs



Based on Berry (1980)

- Multiculturalism

Multiculturalism

- **Multiculturalism** describes the existence, acceptance, or promotion of multiple cultural traditions within a single jurisdiction.
- This can happen when a jurisdiction is created or expanded by amalgamating areas with two or more different cultures or through immigration from different jurisdictions around the world.

- equal respect to the various cultures in a society
- a policy of promoting the maintenance of cultural diversity
- people of various ethnic and religious groups are addressed by the authorities

- Multiculturalism is often contrasted to other strategies such as social integration, cultural assimilation and racial segregation.
- Multiculturalism has been described as a "salad bowl" or "cultural mosaic" and a "melting pot".

Let's put some efforts

**List down values of Pakistani
Culture**

**Enlist salient features of
Pakistani culture**

THANKS