



Centurion
UNIVERSITY
*Shaping Lives...
Empowering Communities...*

Welcome to Rural Sociology and Educational Psychology

SESSION 4

CULTURE

MR CHITRASENA PADHY

ASSISTANT PROFESSOR

AGRICULTURAL EXTENSION



Centurion
UNIVERSITY
Shaping
Empowering

CULTURE

Learned behaviour, which has been organized into patterns and is shared and transmitted among the members of society, is known as **culture**.





Centurion
UNIVERSITY

Shaping Lives
Empowering Future

- Culture is a complex whole which includes knowledge, belief, art, law, morals, customs and other capabilities and habits acquired by man as a member of society-Edward Taylor, 1958



Centurion
UNIVERSITY

Shaping the Future
Empowering the Mind

Characteristics of Culture

- Culture is shared.
- Culture is learned.
- Culture is based on symbols.
- Culture is integrated
- Culture is dynamic



Centurion
UNIVERSITY

Shaping Lives...
Empowering Communities...

Example of Enculturation

- A child learning a good habit of not stealing anything from anyone in school is enculturation,





Centurion
UNIVERSITY

Shaping lives...
Empowering Communities

Role of culture in Extension:

- Culture is **dynamic** and continuously **changes**.
- greater success if improved practices introduced are in **familiar** terms
- Change occurs if **lack of adjustment or stress**
- Change in **technology** usually more readily accounted than change in other aspects of culture
- **Ethnocentrism:**
- **Ethnocentrism** is judging another culture solely by the values and standards of one's own culture.



Centurion
UNIVERSITY
Shaping lives...
Empowering communities...

NORMS

- Norms are the specific cultural expectations for how to behave in a given situation.
- agreed-upon expectations and rules by which the members of a culture behave.





Centurion
UNIVERSITY

Shaping the future
Empowering the mind

- Norms vary from culture to culture




**KEEP
CALM
AND
FOLLOW
THE NORMS**





Centurion
UNIVERSITY

Shaping the Future
Empowering Communities

- For example, in America it is a norm to maintain direct eye contact when talking with others and it is often considered rude if you do not look at the person you are speaking with.
- In Asian, on the other hand, averting your eyes when conversing with others is a sign of politeness and respect while direct eye contact is considered rude.
- four basic types of norm:
- folkways, mores, taboos, and laws.



Centurion
UNIVERSITY

Shaping Lives,
Empowering Communities

Folkways

- Folkways often referred to as "customs."
- standards of behavior that are socially approved but not morally significant.
- norms for everyday behaviour that people follow for the sake of tradition.
- Breaking a folkway does not usually have serious consequences.



Centurion
UNIVERSITY

Shaping the Future
Empowering Communities.

- the practice of waiting in (or on) line in many societies is an example of a folkway.

Other examples include the concept of appropriate dress dependent on setting, raising one's hand to take a turn speaking in a group,

Folkways

the customs or conventions of daily life





Centurion
UNIVERSITY

Shaping Lives
Empowering Communities

- saying "bless you" when someone sneezes,
- talking quietly at a restaurant,
- not talking to the person in the bathroom stall next to you,
- holding the door for the person walking in behind you,



Centurion
UNIVERSITY

Shaping Lives
Empowering Women

- covering your mouth when you cough, being polite to strangers (saying "hello", small talk).
- Good Manners
- Entering Home only after removal of shoes.
- Lady touching the feet of her Mother-In-Law
- Wearing gender appropriate clothing.



Centurion
UNIVERSITY

Shaping the future
Empowering the community

MORES

- Mores are strict norms that control moral and ethical behavior.
- Mores are norms based on definitions of right and wrong.
- breaking traffic rules, cheating in school
- Talking to oneself in public is not considered a normal behavior.



Centurion
UNIVERSITY

Shaping Lives
Empowering Communities

- People feel strongly about them and violating them typically results in disapproval.
- Religious doctrines are an example of mores.
- For instance, if someone were to attend church in the nude, he or she would offend most people of that culture and would be morally shunned.



Centurion
UNIVERSITY

Shaping the
Empowering the Future

- Chewing with one's mouth closed is expected.
- Being married to more than one person is not acceptable in most areas.
- Using the phrase "thank you" is expected when someone has provided a service.
- Sending a thank you note to someone who has given a present is expected



Centurion
UNIVERSITY

Shaping Lives...
Empowering Communities

- A **taboo** is a norm engrained so deeply that even thinking about violating it evokes strong feelings of disgust, horror, or revulsion for most people.



Centurion
UNIVERSITY

Shaping Lives...
Empowering Communities

Taboos

- A taboo is a norm that society holds so strongly that violating it results in extreme disgust.
- Often times the violator of the taboo is considered unfit to live in that society.



Centurion
UNIVERSITY

Shaping the Future
Empowering Communities...

- Breaking a taboo is extremely objectionable in society as a whole.
- Example:
- certain gestures are considered obscene .
- using or abusing illegal drugs
- Polygamy - having more than one spouse at the same time



Centurion
UNIVERSITY

Shaping the
Empowering the
Future

- **Slavery** - humans are treated as property and made to work for no pay
- about fifty or sixty years ago, ending a marriage in **divorce** was considered a social taboo as it was perceived as undermining the family and breaking up the most valued social institution.



Centurion
UNIVERSITY

Shaping Lives...
Empowering Communities...

- in some Muslim cultures, eating pork is taboo because the pig is considered unclean.
- cannibalism is taboos in most countries.



Centurion
UNIVERSITY

Shaping lives,
Empowering Communities.

- Cannibalism - a human being eating the flesh of another human being
- Flowers - giving an even number of flowers is taboo in Russia because they are for the dead
- Polygamy - having more than one spouse at the same time



Centurion
UNIVERSITY

Shaping Lives
Empowering Communities

Laws



- written down and enforced by an official law enforcement agency.
- Driving while drunk, theft, murder, and trespassing are all examples
- If violated, the person violating the law could get cited, owe a fine, or go to jail.



Centurion
UNIVERSITY
Shaping Lives
Empowering Communities

CUSTOMS:

- **accepted** ways in which people do things together.
- **socially prescribed** forms of behavior transmitted by tradition.
- habitual form of meeting people.
- Training the young, supporting the aged etc are some of the customs of society.
- Our acting, our dressing, our worship are controlled by customs.
- generally observed **code of conduct**.



Centurion
UNIVERSITY
Shaping Lives...
Empowering Communities...

THANK YOU