

Welcome to Rural Sociology and Educational Psychology

SESSION 4

CULTURE

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AGRICULTURAL EXTENSION

CULTURE

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







knowledge, belief, art, law, morals, customs and other capabilities and habits acquired by man as a member of society-Edward Taylor, 1958

Characteristics of Culture

Shaping Culture is shared.

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

Example of Enculturation

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





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.

NORMS

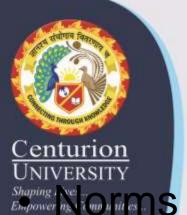
are the specific cultural expectations for behave in a given situation.

 agreed-upon expectations and rules by which the members of a culture behave.









Norms vary from culture to culture







- 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.

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.





Case Hyen

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,



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,



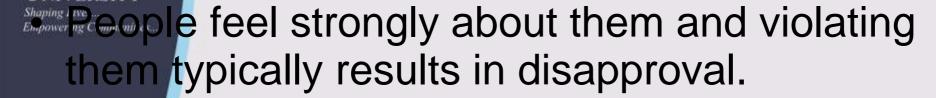
covering your mouth when you cough, being polite to strangers (saying "hello", small talk).

- Good Manners
- Entering Home only after removal of shoes.
- Lady touching the feet of her Mother-In-Law
- Wearing gender appropriate clothing.



Mores are strict norms that control moral and ethical behavior.

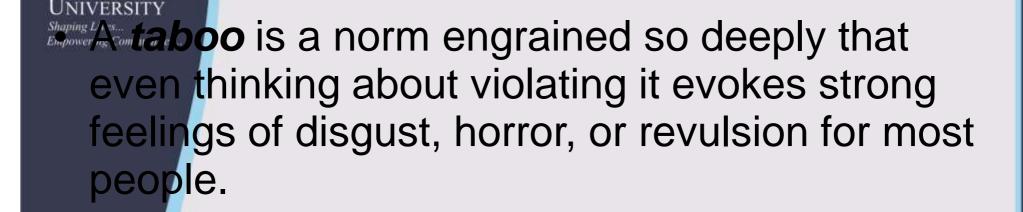
- Mores are norms based on definitions of right and wrong.
- breaking traffic rules, cheating in school
- Talking to oneself in public is not considered a normal behavior.



- 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.

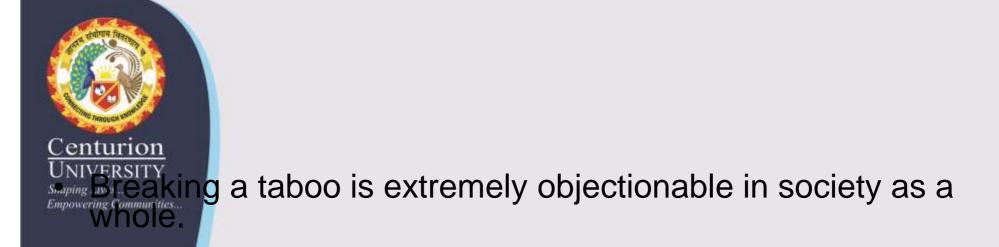
Centurion UNIVERSITY Chewing with one's mouth closed is expected.

- 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



Taboos

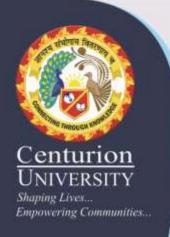
- A taboo is a norm that society holds so strongly that violating it results in extreme disgust.
- Often times the violator of the taboo is considered unfit to live in that society.



- Example:
- certain gestures are considered obscene.
- using or abusing illegal drugs
- Polygamy having more than one spouse at the same time

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.



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

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

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Laws



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.

CUSTOMS:

accepted ways in which people do things together.

Centurion

Division

Division

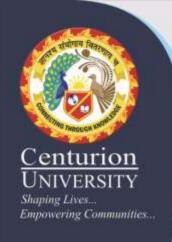
Division

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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.



THANK YOU