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*Shaping Lives...
Empowering Communities...*

Welcome to Rural Sociology and Educational Psychology

SESSION 4

CULTURE

DR CHITRASENA PADHY

ASSOCIATE PROFESSOR

AGRICULTURAL EXTENSION



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





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- 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



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Characteristics of Culture

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



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Example of Enculturation

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





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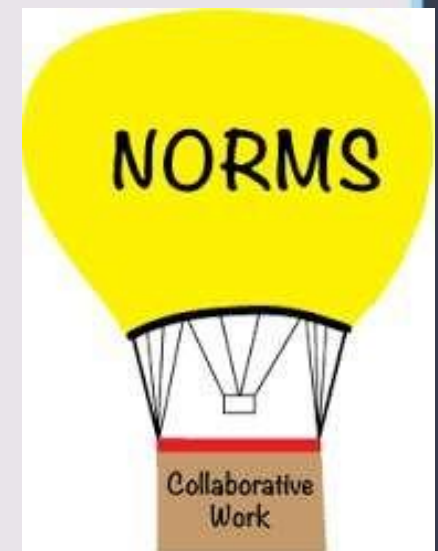
Role of culture in Extension:

- 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

- **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.





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- Norms vary from culture to culture




**KEEP
CALM
AND
FOLLOW
THE NORMS**





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- 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.



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- 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,





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- 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,



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- 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.



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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.



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- 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.



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- 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



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- 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.



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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.



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- 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



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- **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.



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



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- 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



- 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.



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**.



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THANK YOU