

# Elements of Culture Video Guided Viewing

Directions: Use the link on my webpage to watch the video and fill in the blanks as you view.

**I. Elements of Culture** - Culture is a huge topic of study for sociologists.

1. Culture exists anywhere \_\_\_\_\_ exist. No \_\_\_\_\_ cultures are the same.
2. Combinations of elements together for a \_\_\_\_\_ unique way of life.

**II. Symbols** - Anything that is used to \_\_\_\_\_ for something else is a symbol.

1. People who share a culture often attach meaning to an \_\_\_\_\_, gesture, sound, or image.
  - a. For example, a \_\_\_\_\_ is a significant symbol to Christians.
  - b. Examples of symbols in American culture. Emoticons (emojis) are combinations of keyboard characters that many use to represent their \_\_\_\_\_ online or texting.

**III. Language** - Language is a system of \_\_\_\_\_ and symbols used to communicate with other people.

1. This includes full languages such as English, French, Spanish, etc.
2. It also includes \_\_\_\_\_ language, slang and common \_\_\_\_\_ that are unique to certain groups of people.
  - a. For example, even though English is spoken fluently in both American and Britain, we have \_\_\_\_\_ and phrases that mean different things.  
American = French Fries      British= \_\_\_\_\_
2. Another example of how cultural languages differ beyond vocabulary is the fact that \_\_\_\_\_ contact represents different meanings in different cultures.
  - a. In America, eye contact suggests that you are \_\_\_\_\_ attention. In other cultures, eye contact may be considered \_\_\_\_\_ and to be a challenge of authority.

**IV. Values** - Values are culturally defined standards for what is \_\_\_\_\_ or desirable.

1. Members of the culture use the shared system of values to decide what is \_\_\_\_\_ and what is \_\_\_\_\_.
  - a. In America, we are individualistic – we encourage \_\_\_\_\_ and emphasize \_\_\_\_\_. A person who accepts a promotion in our culture is praised for their individual \_\_\_\_\_ work and talent.

**V. Norms** - Norms are culturally defined expectations of \_\_\_\_\_.

1. They are guidelines we use to determine how to \_\_\_\_\_ in any given situation and what would be considered \_\_\_\_\_ behavior.
  - a. For example, we know that we should stand in line to use the \_\_\_\_\_ without even thinking about our behavior.
2. Some norms are turned into formal \_\_\_\_\_ and \_\_\_\_\_ while others are unwritten.