

**CHAPTER 2 - CULTURE**  
**Questions included in web quizzing are marked in bold**

**Student Learning Objectives**

After reading Chapter 2, students should be able to:

1. Define culture and its main functions.
2. Explain how culture helps humans adapt and thrive in their environments.
3. Recognize how culture can make people freer.
4. Analyze the ways in which culture is becoming more diverse, multicultural, and globalized.
5. Recognize how culture can place limits on people's freedom.

**Multiple Choice Questions**

1. Sociologists call all the ideas, practices, and material objects that people create to deal with real-life problems \_\_\_\_\_.
  - a. abstractions
  - b. culture
  - c. norms
  - d. methods
  - e. sociology

ANS: b    TYPE: factual    PG: 29    SOURCE: pickup    LO: 1

2. The sociological concept of culture
  - a. is limited to what is commonly called "popular culture."
  - b. is limited to what is commonly called "high culture."
  - c. has the same meaning as "mass culture."
  - d. includes "high," "popular," and "mass" culture, as well as ordinary aspects of everyday life.
  - e. cannot be applied to everyday experience.

ANS: d    TYPE: conceptual    PG: 29    SOURCE: new    LO: 1

3. What is the difference between society and culture?
  - a. Society is a group of people who share territory and may share culture.
  - b. Cultures are generally more geographically defined than societies.
  - c. Societies refer to shared practices; cultures are shared boundaries.

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- d. Society is shared, culture is not.
- e. There is no difference in meaning between society and culture.

ANS: a    TYPE: conceptual    PG: 29    SOURCE: new    LO: 1

4. Which of these is *not* one of the reasons that humans have been better able to survive than other animals over hundreds of thousands of years?
- a. they were smarter than other animals
  - b. they created cultural survival kits
  - c. they had more sophisticated brains than other animals
  - d. their means of survival were flexible and complex
  - e. they had greater physical endowments than other animals

ANS: e    TYPE: factual    PG: 30    SOURCE: new    LO: 1

5. The three main tools in the human cultural survival kit are \_\_\_\_\_.
- a. symbols, production, language
  - b. abstraction, production, cooperation
  - c. norms, values, technology
  - d. cooperation, symbols, language
  - e. thinking, feeling, sensing

ANS: b    TYPE: conceptual    PG: 30-31    SOURCE: new    LO: 2

6. Human survival was based on the capacity to create general ideas or ways of thinking that are not linked to specific or particular instances. These ideas are called \_\_\_\_\_.
- a. abstractions
  - b. culture
  - c. norms
  - d. methods
  - e. sociology

ANS: a    TYPE: factual    PG: 30    SOURCE: pickup    LO: 2

7. When Kyle holds up two fingers in the peace sign, she is using \_\_\_\_\_.
- a. values
  - b. a symbol
  - c. a norm
  - d. a method
  - e. sociology

ANS: b    TYPE: applied    PG: 30    SOURCE: modified    LO: 2

8. Which of these is not a reason that symbols are considered an important part of culture?
- Symbols communicate meaning.
  - Animals besides humans can learn to interpret symbols.
  - Symbols enable communication about abstract ideas.
  - Symbols enable us to create categories and classify experience.
  - Symbols allow humans to generalize from their experience.

ANS: b TYPE: conceptual PG: 30 SOURCE: new LO: 2

9. Saying “please” and “thank you” when asking for and receiving something is an example of \_\_\_\_\_.
- abstracting
  - creating
  - a norm
  - a method
  - sociology

ANS: c TYPE: applied PG: 30 SOURCE: new LO: 2

10. Norms and values are primarily the result of which essential human capability?
- abstraction
  - production
  - cooperation
  - emotions
  - competition

ANS: c TYPE: conceptual PG: 30 SOURCE: new LO: 2

11. Ideas or standards for what is right or wrong, good or bad, and other types of judgments are called \_\_\_\_\_.
- abstractions
  - symbols
  - norms
  - values
  - cooperation

ANS: d TYPE: conceptual PG: 30 SOURCE: new LO: 2

12. Which of these is the best example of material culture?
- waving to say hello
  - a computer

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- c. respect for authority
- d. cooperation
- e. standing for the national anthem

ANS: b TYPE: factual PG: 31 SOURCE: new LO: 2

13. Which of these is an example of nonmaterial culture?

- a. housing
- b. a computer
- c. respect for authority
- d. fashion
- e. fast food

ANS: c TYPE: factual PG: 31 SOURCE: new LO: 2

14. Our houses, the tools we use, and the clothes we wear are all examples of \_\_\_\_\_ culture.

- a. material
- b. nonmaterial
- c. manifest
- d. formal
- e. abstract

ANS: a TYPE: applied PG: 31 SOURCE: pickup LO: 2

15. When humans make and use tools and techniques that improve their ability to take what they want from nature, they are engaged in \_\_\_\_\_.

- a. production
- b. abstraction
- c. cooperation
- d. conflict
- e. socialization

ANS: a TYPE: conceptual PG: 31 SOURCE: modified LO: 2

16. When symbols are strung together systematically in order to communicate particular thoughts, this is termed \_\_\_\_\_.

- a. gesturing
- b. kinesics
- c. language
- d. signaling
- e. production

ANS: c TYPE: conceptual PG: 31 SOURCE: pickup LO: 2

17. Sociologists think of language as

- a. the least important component of the cultural tool kit.
- b. a cultural invention that separates humans from other animals.
- c. more important in advanced cultures than in less developed cultures.
- d. material culture.
- e. the part of culture that is least likely to change.

ANS: b TYPE: conceptual PG: 31 SOURCE: new LO: 2

18. Which of these is *not* an explanation for the importance of human language?

- a. it enables us to pass knowledge from one generation to the next
- b. it enables humans to share understandings
- c. it enables us to make plans for the future
- d. it permits the development of culture
- e. it permits the use of even the simplest tools

ANS: e TYPE: conceptual PG: 31 SOURCE: modified LO: 2

19. The Sapir-Whorf thesis maintains that

- a. there is a connection between language, thought, and experience.
- b. only children are able to learn new languages.
- c. language and thinking are not related.
- d. language is a cultural invention that sets humans apart from other animals.
- e. humans are capable of learning an infinite number of languages.

ANS: a TYPE: conceptual PG: 31 SOURCE: modified LO: 2

20. The controversial aspect of the Sapir-Whorf thesis is the suggestion that

- a. speech patterns are the way we interpret experience.
- b. we form speech patterns around what we experience.
- c. language influences how we see the world.
- d. people around the world see colors differently.
- e. men and women speak differently in most languages.

ANS: c TYPE: conceptual PG: 31 SOURCE: modified LO: 2

21. Research on the connection between language and experience indicates that

- a. there is no connection between language and experience.
- b. language can affect perception, as in how sexist terms encourage women to be seen as

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objects.

- c. the words we use determine the way that we think about things.
- d. people who speak different languages cannot understand each other's reality.
- e. language has no meaning.

ANS: b TYPE: conceptual PG: 32 SOURCE: modified LO: 2

22. In the popular film, "Borat: Cultural Learnings of America for Make Benefit Glorious Nation of Kazakhstan," \_\_\_\_\_ is a major source of humor.

- a. multiculturalism
- b. innocence
- c. ethnocentrism
- d. cultural relativism
- e. international cooperation

ANS: c TYPE: conceptual PG: 33 SOURCE: pickup LO: 3

23. Which of these statements about culture is *false*?

- a. While it can cause problems, ethnocentrism is essential to sociological analysis.
- b. People generally take their own culture for granted.
- c. One's own culture is largely invisible.
- d. A person's culture seems sensible and natural to them.
- e. The norms, values, and practices of other cultures may seem very strange to us.

ANS: e TYPE: conceptual PG: 32 SOURCE: modified LO: 3

24. Perhaps the greatest constraint on what we think and do is \_\_\_\_\_.

- a. lack of imagination
- b. the existing culture
- c. limited resources
- d. fear of offending others
- e. inability to think abstractly

ANS: b TYPE: conceptual PG: 34 SOURCE: new LO: 5

25. Jim traveled to Thailand for a vacation and became shocked and judgmental toward "foreign" practices. Which term best describes Jim's reaction?

- a. cultural relativism
- b. material culture
- c. ethnocentrism
- d. mass culture
- e. subcultural revolt

ANS: c TYPE: applied PG: 32 SOURCE: pickup LO: 3

26. Marvin Harris argues that ethnocentrism prevents many western scholars and observers from completely understanding cow worship in rural India. When examining cow worship in terms of its function within Indian culture, cow worship can be understood as \_\_\_\_\_.
- a. a rational economic practice
  - b. a meaningful religious practice
  - c. a strange and non-useful practice
  - d. a foreign and exotic practice
  - e. unintelligible

ANS: a TYPE: applied PG: 34 SOURCE: modified LO: 3

27. Until the 1960s, many sociologists argued that culture was a simple “reflection” of society. However, many sociologists today contend that
- a. people must accept culture as it is given to them.
  - b. people shape culture only when they feel strongly about an issue.
  - c. most people really don’t care about culture.
  - d. culture is meaningless.
  - e. people are not just passive recipients of culture.

ANS: e TYPE: conceptual PG: 34 SOURCE: modified LO: 3

28. American society is undergoing rapid cultural diversification, and marriage between people of different races is increasingly common. While only 1 percent of African Americans married non-blacks in 1970, the figure had increased to \_\_\_\_\_ by 2008.
- a. 3 percent
  - b. 7 percent
  - c. 10 percent
  - d. 16 percent
  - e. 24 percent

ANS: d TYPE: factual PG: 35 SOURCE: modified LO: 3

29. The growing popularity of Latino music and varied ethnic food is evidence of \_\_\_\_\_.
- a. cultural solidarity
  - b. ethnocentrism
  - c. cultural production
  - d. cultural diversification
  - e. all of these choices

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ANS: d TYPE: applied PG: 35 SOURCE: pickup LO: 3

30. Advocates of \_\_\_\_\_ have argued that school and college curricula should present a more balanced picture of United States history, culture, and society by reflecting the ethnic and racial diversity of the United States.
- a. cultural solidarity
  - b. ethnocentrism
  - c. cultural production
  - d. multiculturalism
  - e. cultural diversification

ANS: d TYPE: conceptual PG: 35 SOURCE: pickup LO: 4

31. The necessity to understand that other people have values that differ from ours and that we should not see these values as inferior but merely different is known as \_\_\_\_\_.
- a. ethnocentrism
  - b. cultural relativism
  - c. holism
  - d. universalism
  - e. cultural confrontation

ANS: b TYPE: conceptual PG: 36 SOURCE: pickup LO: 4

32. An approach to education that gives substantial weight to the achievements of non-whites and non-Europeans in American society is known as \_\_\_\_\_.
- a. cultural relativism
  - b. ethnocentrism
  - c. cultural production
  - d. multiculturalism
  - e. cultural diversification

ANS: d TYPE: conceptual PG: 35 SOURCE: pickup LO: 4

33. The opposite of ethnocentrism is \_\_\_\_\_.
- a. cultural relativism
  - b. ethnocentrism
  - c. cultural production
  - d. multiculturalism
  - e. cultural diversification

ANS: a TYPE: conceptual PG: 36 SOURCE: pickup LO: 4



34. The belief that all cultures and all cultural practices have equal value is known as \_\_\_\_.
- cultural relativism
  - ethnocentrism
  - cultural production
  - representation
  - cultural diversification

ANS: a TYPE: conceptual PG: 36 SOURCE: modified LO: 4

35. Critics of cultural relativism claim that all cultures are not of equal value because
- some cultures are better than others.
  - some cultures are in greater stages of development than American culture.
  - cultural production is a global process.
  - many cultures have practices that most Americans consider inhumane.
  - cultural diversification hurts the interests of the poor.

ANS: d TYPE: conceptual PG: 36 SOURCE: modified LO: 4

36. Which of the following is *not* a criticism of multiculturalism?
- Multicultural education hurts minority students by overlooking core subjects.
  - Multicultural education causes political disunity.
  - Multicultural education results in interethnic and interracial conflict.
  - Multicultural education encourages cultural relativism.
  - Multicultural education encourages respect for people different from oneself.

ANS: e TYPE: conceptual PG: 36 SOURCE: modified LO: 4

37. In regards to Female Genital Mutilation:
- the World Health Organization is neutral and has not expressed an opinion.
  - virtually everyone agrees that the practice is a violation of human rights.
  - virtually everyone agrees that intervention to end the practice would be a form of neo-imperialism and ethnocentrism.
  - there is no consensus about whether or not opposing the practice is a violation of tolerance and multicultural respect.
  - the World Health Organization has stated its belief that each culture should be left alone to make their own decisions about these practices.

ANS: d TYPE: conceptual PG: 37 SOURCE: modified LO: 4

38. Which of these statements about the current interest in cultural diversity and multiculturalism is *false*?

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- a. The interest is a response to the genocide and nationalism of World War II.
- b. Sociologists note that an interest in multiculturalism and diversity has always been important within Western societies.
- c. Current interests have their roots in the “rights revolution” that took hold in the 1960s.
- d. Interest in diversity and multiculturalism is an outgrowth of the United Nations Universal Declaration of Human Rights in 1948.
- e. The women’s movement, civil rights movement, and gay and lesbian rights movement are all connected with the current interest in multicultural diversity.

ANS: b    TYPE: conceptual    PG: 36    SOURCE: modified    LO: 4

39. American Indian sovereignty movements are an illustration of \_\_\_\_\_.

- a. a rite of passage
- b. material culture
- c. the rights revolution
- d. ethnocentrism
- e. cultural constraints

ANS: c    TYPE: applied    PG: 37    SOURCE: modified    LO: 4

40. The authors suggest that the “rights revolution” has raised difficult issues. One of the most controversial is the question of

- a. making reparation for past discrimination.
- b. equal rights for everyone.
- c. pride in one’s identity and heritage.
- d. the diversification of American society.
- e. recognizing discrimination.

ANS: a    TYPE: conceptual    PG: 37    SOURCE: modified    LO: 4

41. Cultural diversification

- a. is not apparent in postindustrial societies.
- b. is limited to agricultural societies.
- c. is not evident in preliterate or tribal societies.
- d. refers to the homogeneity of society.
- e. only occurs in societies with very traditional values.

ANS: c    TYPE: conceptual    PG: 38    SOURCE: pickup    LO: 4

42. Ceremonies that mark the transition from one stage of life to another are called \_\_\_\_\_.

- a. cultural relativism
- b. ethnocentrism

- c. rites of passage
- d. multiculturalism
- e. cultural diversification

ANS: c      TYPE: factual      PG: 38      SOURCE: pickup      LO: 4

43. How do preliterate or tribal societies differ from preindustrial and postindustrial societies?

- a. preliterate tribal cultures are more homogeneous
- b. preliterate tribal peoples are more individualistic
- c. rituals within preliterate societies are very private and personal
- d. there is more cultural diversity within more traditional societies
- e. there are no significant differences between preliterate tribal societies and industrial and postindustrial societies.

ANS: a      TYPE: conceptual      PG: 38      SOURCE: modified      LO: 4

44. The Renaissance, the Protestant Reformation, the Scientific Revolution, and the French and American Revolutions all are events that

- a. resulted in greater cultural cohesion.
- b. questioned old ways of seeing and doing things.
- c. boosted the power of the Church in society.
- d. emphasized cultural traditions.
- e. created greater social solidarity.

ANS: b      TYPE: conceptual      PG: 38      SOURCE: modified      LO: 4

45. According to Brym and Lie, cultural fragmentation has been increasing since the Renaissance, the Protestant Reformation, the Scientific Revolution, and the French and American Revolutions. A transition that has accelerated cultural fragmentation is \_\_\_\_\_.

- a. ritualism
- b. fundamentalism
- c. industrialization
- d. socialization
- e. traditionalism

ANS: c      TYPE: conceptual      PG: 38      SOURCE: modified      LO: 4

46. The process by which formerly separate economies, states, and cultures are being tied together is known as \_\_\_\_\_.

- a. socialization
- b. globalization
- c. industrialization

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- d. heterogeneity
- e. diversification

ANS: b TYPE: conceptual PG: 38 SOURCE: modified LO: 4

47. **Which of these processes destroys political, economic, and cultural isolation on the largest scale?**

- a. socialization**
- b. multiculturalism**
- c. industrialization**
- d. globalization**
- e. diversification**

ANS: d TYPE: conceptual PG: 38 SOURCE: modified LO: 4

48. \_\_\_\_\_ is characterized as an eclectic mixing of cultural elements and the erosion of consensus.

- a. Postmodernism
- b. Modernism
- c. Industrialization
- d. Preindustrialization
- e. Rationalization

ANS: a TYPE: conceptual PG: 39 SOURCE: pickup LO: 4

49. The era during which the overwhelming majority of people of Western culture believed in the inevitability of progress, respected authority, and formed a consensus around core values is often referred to as \_\_\_\_\_.

- a. traditionalism
- b. sociological analysis
- c. modernism
- d. postmodernism
- e. tribalism

ANS: c TYPE: conceptual PG: 39 SOURCE: modified LO: 4

50. **Which of the following beliefs was *not* an aspect of modernity in Western society?**

- a. inevitability of progress**
- b. respect for authority**
- c. consensus around core values**
- d. eclectic mixing of elements**
- e. shared values and beliefs**

**ANS: d    TYPE: conceptual    PG: 39    SOURCE: modified    LO: 4**

51. What form of culture involves an eclectic mixing of elements from different times and places, the erosion of authority, and the decline of consensus around core values?
- a. premodern
  - b. industrial
  - c. modern
  - d. postmodern
  - e. traditional

**ANS: d    TYPE: conceptual    PG: 39    SOURCE: modified    LO: 4**

52. Religious institutions are diversifying their services and individual belief systems are incorporating even unconventional ideas and practices. Which characteristic of postmodernism does this illustrate?
- a. erosion of authority
  - b. consensus of values
  - c. blending of cultures
  - d. erosion of core values
  - e. return to traditionalism

**ANS: c    TYPE: applied    PG: 39    SOURCE: new    LO: 4**

53. The popularity of television fathers like Homer Simpson and Peter Griffin and declining confidence in government are both examples of which characteristic of postmodernism?
- a. an eclectic mixing of elements from different times and places
  - b. the erosion of authority
  - c. the decline of consensus around core values
  - d. the dysfunctions of social life
  - e. blending cultural elements

**ANS: b    TYPE: applied    PG: 40    SOURCE: modified    LO: 4**

54. What has happened to attitudes toward government within postmodern society?
- a. more people are participating in politics
  - b. there has been a decline in confidence in government
  - c. there has been an increase in confidence in government
  - d. there is less of a need for government
  - e. there has been no shift in attitudes toward government

**ANS: b    TYPE: applied    PG: 40    SOURCE: pickup    LO: 4**

55. Critics of postmodernism are concerned that the lack of a common culture will create problems in maintaining a stable society. Which of these is an example of those concerns?
- a. how to teach common values
  - b. how to organize anti-global efforts
  - c. how to create meaningful television commercials
  - d. how to transmit different belief systems
  - e. how to restrict individual expression

ANS: a    TYPE: conceptual    PG: 40    SOURCE: modified    LO: 4

56. One benefit of the lack of consensus and erosion of authority within postmodernism is that
- a. it makes it easier for leaders to govern.
  - b. the passing on of important cultural values is more rapid.
  - c. people are freer to choose their own identities and are more tolerant of differences.
  - d. teaching morality to children has become less important.
  - e. people express stronger support for government.

ANS: c    TYPE: conceptual    PG: 40    SOURCE: new    LO: 4

57. In discussion of culture, which of these is not considered a force for greater freedom?
- a. globalization
  - b. diversity
  - c. multiculturalism
  - d. cultural lag
  - e. the rights revolution

ANS: d    TYPE: conceptual    PG: 40    SOURCE: new    LO: 4

58. One consequence of postindustrialism in the U.S. is that
- a. confidence in the benefits of science and technology has declined.
  - b. the rate of scientific and technological innovation has slowed.
  - c. the majority of people have become less religious.
  - d. attention spans are getting longer.
  - e. overall, people express greater confidence in traditional authority.

ANS: a    TYPE: conceptual    PG: 40    SOURCE: new    LO: 4

59. Which of these is considered a force for constraint on individual freedom?
- a. globalization
  - b. diversity

- c. multiculturalism
- d. cultural lag
- e. the rights revolution

ANS: d TYPE: conceptual PG: 41 SOURCE: new LO: 5

60. **Brym and Lie define cultural lag as**

- a. the slow pace of cultural change in postmodern society.
- b. the tendency of material culture to change more slowly than symbolic culture.
- c. the tendency of symbolic culture to change more slowly than material culture.
- d. the slow pace of change in developing countries.
- e. the impact of rapid social change.

ANS: c TYPE: conceptual PG: 41 SOURCE: modified LO: 5

61. **Within postindustrial society in general,**

- a. it takes increasingly more time for technological innovations to penetrate the market.
- b. religious faith tends to become weakened among most people.
- c. technology helps to increase people's attention spans.
- d. the social structure becomes more irrational.
- e. inequality is lessened.

ANS: b TYPE: applied PG: 41 SOURCE: new LO: 5

62. In contemporary society, we are overly busy and often feel rushed trying to accomplish too much during the average workday. Our lives seem so highly regimented that each moment is precisely planned. Sociologists attribute this to the growth of \_\_\_\_\_.

- a. postmodernism
- b. McDonaldization
- c. consumerism
- d. rationalization
- e. cultural diversification

ANS: d TYPE: applied PG: 43 SOURCE: modified LO: 5

63. The application of the most efficient means in order to achieve any given goal is one way to define the process of \_\_\_\_\_.

- a. postmodernism
- b. rationalization
- c. consumerism
- d. McDonaldization

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e. none of these choices

ANS: b TYPE: conceptual PG: 43 SOURCE: modified LO: 5

64. According to Max Weber, rationalization in contemporary culture creates the effect of living

- a. luxuriously.
- b. immorally.
- c. in an iron cage.
- d. life to the fullest.
- e. inefficiently.

ANS: c TYPE: conceptual PG: 43 SOURCE: new LO: 5

65. Rationalization and consumerism are examples of \_\_\_\_\_.

- a. culture as freedom
- b. culture as constraint
- c. cultural relativism
- d. cultural lag
- e. high culture

ANS: b TYPE: conceptual PG: 43 SOURCE: modified LO: 5

66. In Weber's sense of the term, rationalization is

- a. an excuse for any lack of success.
- b. a justification for a perceived act of deviance.
- c. the application of the most efficient means to achieve any particular goal.
- d. anticipating and avoiding potential negative consequences.
- e. cognitive dysfunction.

ANS: c TYPE: conceptual PG: 43 SOURCE: modified LO: 5

67. When people make purchases in order to feel good about themselves or their situation, they are engaging in \_\_\_\_\_.

- a. rationalization
- b. counterculture
- c. consumerism
- d. deviance
- e. identity crisis

ANS: c TYPE: applied PG: 44 SOURCE: modified LO: 5

68. A subculture is



- a. an inferior culture.
- b. a culture that is perceived to be inferior.
- c. any postmodern culture.
- d. a set of distinctive values, norms, and practices within a larger culture.
- e. a culture that challenges and attempts to disrupt the dominant culture.

ANS: d    TYPE: conceptual    PG: 44    SOURCE: modified    LO: 5

69. If a group of teenagers have distinctive dress, beliefs, ideas, and language that separate them from others in a society, they can be said to belong to a \_\_\_\_\_.

- a. counterculture
- b. subculture
- c. reference group
- d. outgroup
- e. gang

ANS: b    TYPE: applied    PG: 44    SOURCE: modified    LO: 5

70. **Some sociologists argue that consumerism acts as a constraint in people's lives because**

- a. products that are advertised are often not available.**
- b. it drives people into debt and requires more work.**
- c. the products we purchase are not manufactured in the U.S.**
- d. the products that are purchased define people.**
- e. it makes others envious of those who can afford new purchases.**

ANS: b    TYPE: conceptual    PG: 44    SOURCE: new    LO: 5

71. A counterculture is

- a. an inferior culture.
- b. a culture that is perceived to be inferior.
- c. any postmodern culture.
- d. a set of distinctive values, norms, and practices within a larger culture.
- e. a culture that challenges and opposes the values of the dominant culture.

ANS: e    TYPE: conceptual    PG: 44    SOURCE: new    LO: 5

72. Which of the following is an example of a counterculture?

- a. hippies in the 1960s
- b. university students
- c. Italian-Americans
- d. gamers

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e. all of these choices

ANS: a TYPE: applied PG: 45 SOURCE: pickup LO: 5

73. The individualistic brand of dissent encouraged by hip-hop appeals to an audience that is

- a. exclusively black.
- b. mixed in terms of race and social class.
- c. primarily middle-aged.
- d. limited to the coasts of the U.S.
- e. uniquely American.

ANS: b TYPE: applied PG: 46 SOURCE: modified LO: 5

74. Although early hip-hop music artists began their careers as politically rebellious musicians, by the 1990s they

- a. stopped recording when their messages became accepted by the wider culture.
- b. created new messages as society became transformed through their music.
- c. traded in their politics for profits from commercialization of their music and related commodities.
- d. retired when younger, more rebellious musicians came along.
- e. dropped from the scene due to the unpopularity of their music.

ANS: c TYPE: applied PG: 46 SOURCE: modified LO: 5

75. Today, the most radical forms of hip-hop music

- a. are found outside of the U.S. and other English-speaking countries.
- b. are produced by young white musicians.
- c. are found in urban areas within the U.S.
- d. are appealing to the U.S. middle-class.
- e. are not political.

ANS: a TYPE: factual PG: 46 SOURCE: new LO: 5

**True or False Questions**

1. All superstitions held by individuals are considered culture.

ANS: False PG: 29 SOURCE: new LO: 1

RESPONSE: Not all personal superstitions are shared with others or passed from one generation to the next. Culture is always shared and is transmitted from one generation to another.

2. Culture refers exclusively to the artifacts that are expressive, such as art and music.

ANS: False      PG: 29      SOURCE: pickup      LO: 1

RESPONSE: Sociologists define culture broadly as all the ideas, practices, and material objects that people create to deal with real-life problems.

3. Culture is always material; nonmaterial elements are not considered a part of culture.

ANS: False      PG: 31      SOURCE: new      LO: 1

RESPONSE: Intangible elements such as values, beliefs, and norms are considered parts of culture, as are the material objects that people create.

4. Without culture humans could not adapt to their environment.

ANS: True      PG: 30      SOURCE: modified      LO: 2

5. Symbols are the products of abstract thinking.

ANS: True      PG: 30      SOURCE: modified      LO: 2

6. The tool in the human cultural survival kit that gave us the capacity to produce material culture is abstraction.

ANS: False      PG: 31      SOURCE: pickup      LO: 2

RESPONSE: The tool in the human cultural survival kit that gave us the capacity to produce material culture is production.

7. Humans are the only animals capable of using tools.

ANS: False      PG: 31      SOURCE: new      LO: 2

RESPONSE: For examples, apes may use rocks to break foodstuffs. Other primates may use sticks to dig out insects.

8. Humans are the only animals believed to be able to create language.

ANS: True      PG: 31      SOURCE: new      LO: 2

9. According to the Sapir-Whorf thesis people who speak different languages will perceive the world somewhat differently.

ANS: True      PG: 31      SOURCE: modified      LO: 2

10. Although cow worship in India has spiritual meaning, it serves no other rational purpose.

ANS: False      PG: 32      SOURCE: modified      LO: 2

RESPONSE: Marvin Harris argues that cow worship is an economically rational practice in rural India for several different reasons.

11. Because people contribute to the creation of culture, culture is always liberating.

ANS: False      PG: 34      SOURCE: pickup      LO: 4, 5

RESPONSE: Culture provides opportunities to practice individual freedom, but it also constrains us.

12. Cultural diversity is one aspect of culture that is liberating as it gives members more possibilities to choose from.

ANS: True      PG: 35      SOURCE: new      LO: 3

13. Multiculturalism is recognized as positive because it aims to present a more balanced view of American history and culture. There is little to criticize in multiculturalism.

ANS: False      PG: 35      SOURCE: modified      LO: 4

RESPONSE; Critics of multiculturalism argue that it encourages students to spend time on noncore subjects, and that it creates political disunity and the growth of cultural relativism.

14. The rights revolution is a product of the 1960s in the United States.

ANS: False      PG: 36      SOURCE: new      LO: 3

RESPONSE: The rights revolution has its roots in the response to the atrocities of WWII, and the UN Declaration of Human Rights in 1948.

15. Some small-scale tribal societies have not experienced cultural diversification.

ANS: True      PG: 38      SOURCE: new      LO: 4

16. Challenges to traditional ways of thinking and doing things have only recently begun to take hold in Europe and North America.

ANS: False      PG: 38      SOURCE: pickup      LO: 4

RESPONSE: Preindustrial Western society began the process of fragmentation and challenging tradition as early as the Renaissance and the Protestant Reformation.

17. Postmodernism is characterized by an eclectic mixing of cultural elements and the erosion of consensus.

ANS: True. PG: 39 SOURCE: pickup LO: 4

18. American core values have remained remarkably stable despite the changes brought by postmodernism.

ANS: False PG: 40 SOURCE: pickup LO: 4

RESPONSE: Consensus about what are American core values has been declining, and values are less likely to remain stable today.

19. Postmodernism has many parents, teachers, politicians, religious leaders, and some university professors worried about the future.

ANS: True PG: 40 SOURCE: pickup LO: 4

20. Material culture tends to change more rapidly than symbolic culture.

ANS: True PG: 41 SOURCE: pickup LO: 5

21. Max Weber claimed that rationality has crept into all spheres of social life except for religious beliefs.

ANS: False PG: 43 SOURCE: pickup LO: 5

RESPONSE: According to Weber, rationality shapes all areas of social life, leading to unintended consequences that constrain human behavior.

22. Consumerism is the tendency to define ourselves in terms of the goods we purchase.

ANS: True PG: 44 SOURCE: pickup LO: 5

### **Short Answer Questions**

1. How do sociologists define culture?

ANS: Sociologists define culture as all the ideas, practices and material objects that people create to deal with real-life problems.

PG: 29 SOURCE: pickup LO: 1

2. Name the three main tools or essential human abilities necessary for the cultural tool kit.

ANS: The human abilities for abstraction, cooperation, and production are essential components of the cultural tool kit.

## Chapter Two

PG: 30 SOURCE: new LO: 2

3. What is nonmaterial culture? Give examples.

ANS: Nonmaterial culture are the intangible elements of culture. Examples are norms and values.

PG: 31 SOURCE: new LO: 2

4. Explain what a symbol is and give several different examples.

ANS: A symbol is something that carries particular meaning. Examples include words, stop signs, and mathematical equations.

PG: 30 SOURCE: modified LO: 1, 2

5. What is ethnocentrism?

ANS: Ethnocentrism is judging another culture exclusively by the standards of one's own.

PG: 32 SOURCE: pickup LO: 5

6. What is cultural relativism?

ANS: Cultural relativism is the belief that all cultures have equal value.

PG: 36 SOURCE: pickup LO: 4

7. Explain what a rite of passage is, and give an example.

ANS: Rites of passage are cultural ceremonies that mark transition from one stage of life to another or from life to death. A baptism or wedding are examples.

PG: 38 SOURCE: pickup LO: 4

8. Define globalization.

ANS: Globalization is the process by which formerly separate economies, states, and cultures are being tied together.

PG: 45 SOURCE: pickup LO: 4

9. Explain what is meant by consumerism.

ANS: Consumerism is the tendency to define ourselves in terms of the goods we purchase.

PG: 44 SOURCE: pickup LO: 5

10. Define rationalization.

ANS: Rationalization is the application of the most efficient means to achieve given goals and the unintended negative consequences of doing so.

PG: 43 SOURCE: pickup LO: 5

### **Essay Questions**

1. Explain the differences between the sociological view of culture, and what is considered high culture and popular or mass culture.

ANS: High culture refers to expressive creations that tend to be elite. Popular or mass culture is consumed by all social classes. Sociologists use culture to refer to all the ideas, practices,

and material objects that people create to solve the problems of life.

PG: 29 SOURCE: pickup LO: 1

2. Explain what is meant by the “human cultural survival kit” and the “tools” that are part of it. Are there any important human capabilities that the authors failed to include in this “survival kit”?

ANS: The cultural survival kit consists of “tools” or abilities that allowed humans to adapt successfully and survive. The tools include abstraction, which enables the creation of symbols, cooperation, which enables complex social life and the creation of norms, and production of tangible, material culture.

PG: 30-31 SOURCE: pickup LO: 2

3. Define the Sapir-Whorf thesis and explain why it is considered controversial.

ANS: The Sapir-Whorf thesis describes the connection between experience, language and thought. Experience shapes language, which reflects experience and also influences how we see the world. The controversial aspect is that it suggests that language alone can shape the way we see the world. There is some evidence to both refute and support this thesis.

PG: 31-32 SOURCE: pickup LO: 2

4. Explain multiculturalism and the criticisms of it.

ANS: Multiculturalism is an approach to education that seeks to redress past omissions of the history of subjugated groups within the U.S. Its goal is to present a more balanced view of history, culture, and society. Critics argue it distracts from core content, causes political disunity, and encourages the growth of cultural relativism.

PG: 35 SOURCE: pickup LO: 4

5. What was the rights revolution, what brought it about, and what difficulties has it presented?

ANS: The rights movement began after the events of WWII. It was spurred by the UN Universal Declaration of Human Rights in 1948. In the 1950s and 1960s the Civil Rights Movement, the Women Movement, and others represent the height of the rights revolution. Potential difficulties surround the issue of reparations for groups that have suffered exclusion and injustices.

PG: 36 SOURCE: pickup LO: 3, 4

6. Explain what postmodernism is, including when it began and its key elements.

ANS: Postmodernism is considered to have begun in the latter half of the 20<sup>th</sup> century. It refers to the creation and existence of culture that consists of a blending of disparate and often unrelated elements. Key elements of postmodernism are blending of cultures, the erosion of authority, and a decline in consensus around core values.

PGS: 39-40 SOURCE: pickup LO: 4

7. Explain Max Weber’s concept of rationalization, giving examples from your own life experience.

ANS: Rationalization, according to Weber, involves application of the most efficient means of attaining any particular goal, and the unintended consequences of doing so. Examples might include using cars for transportation that pollute the environment and decrease the

amount of exercise we get, or the use of clocks and watches to organize time but that also end up controlling us.

PG: 43 SOURCE: pickup LO: 5

8. If you were going to oppose consumerism in your personal life, what would you do? How would you explain your position to others? How successful do you believe you would be?

ANS: The answer should include information that defines consumerism as the tendency to define ourselves in terms of the goods and services we purchase. The difficulty in trying to oppose consumerism would stem from social pressure to conform.

PG: 44 SOURCE: modified LO: 5

9. Explain what is meant by the subheading “From Counterculture to Subculture.”

ANS: Countercultures are subversive subcultures that seek to oppose and replace the dominant cultural values. The example in the text is hip-hop artists who began their careers as oppositional to the dominant culture, but have become apolitical and less relevant as they have thrived economically through the commercialization of their music.

PG: 45 SOURCE: modified LO: 5