

CHARACTERISTICS OF CULTURE

THREE CHARACTERISTICS TO REMEMBER

CULTURE:

- **is learned collective behavior**
- **is an adaptive mechanism** which helps us to cope with our physical and social environments
- shows **diffusion and change** through time and across space

EMBLEMS

- Some cultural **norms** merely serve as emblems of social groups.
- We can use these to show our identities and to recognize others.

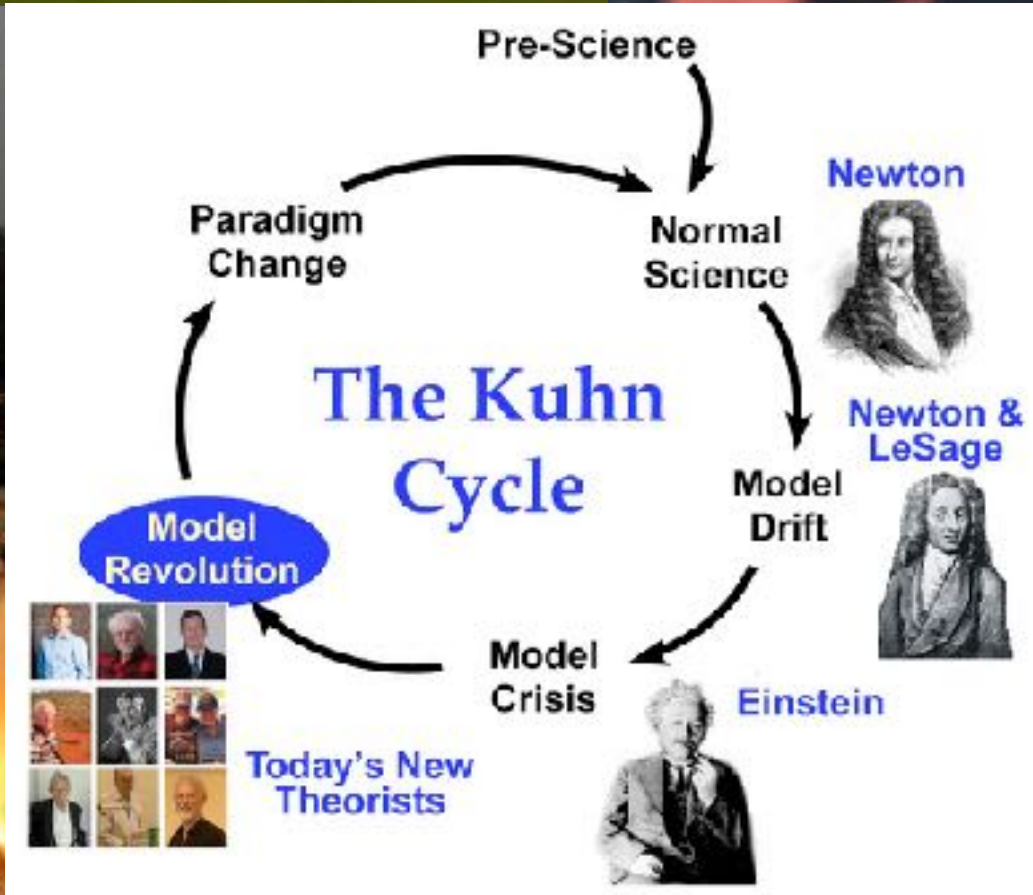


AGRICULTURE, ARCHITECTURE, TECHNOLOGY

- Other cultural norms are behaviors that are significant advances in our ability to control our **food supply** and **thermal regulation**, and our general ability to **procreate and thrive** as a species.





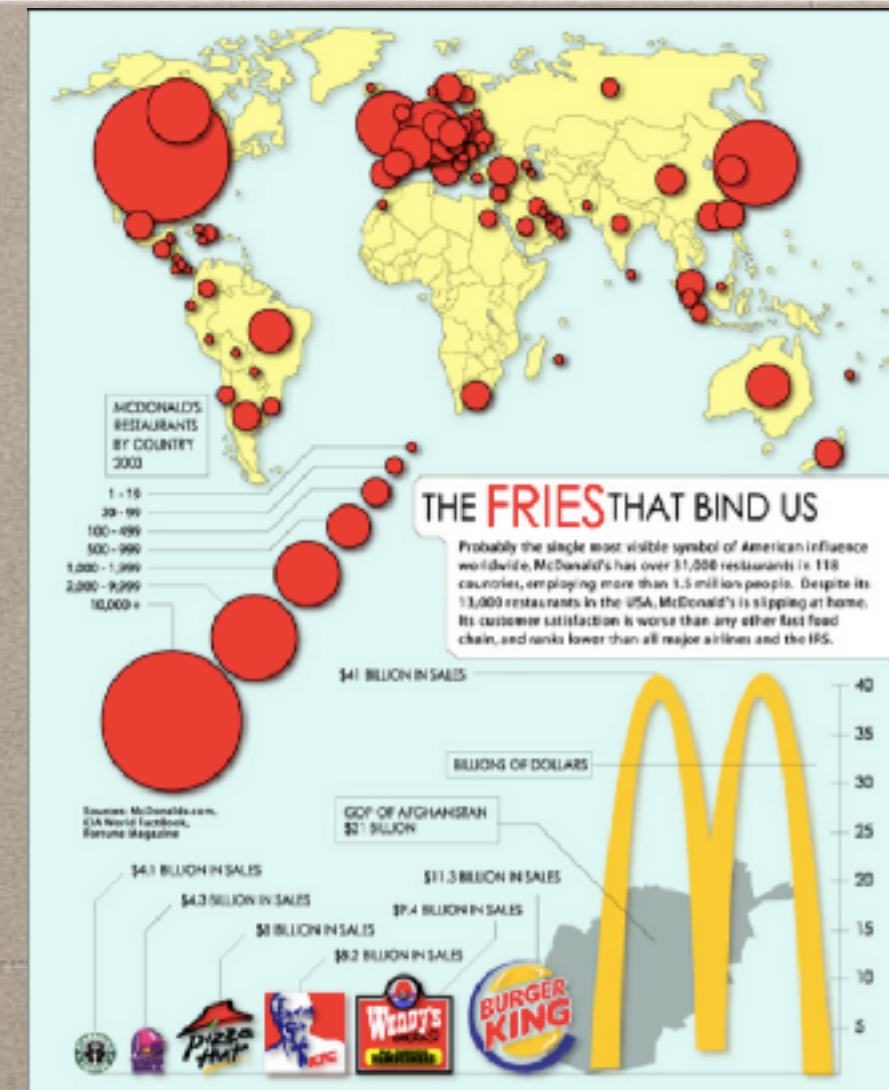


DIFFUSION

- From just a handful of restaurants 65 years ago, McDonald's cheeseburgers and fries have spread around the globe.
- Computer games spread even more quickly.



McDonalds Around the World



DIFFUSION, CHANGE

- Long ago, Buddhism and tea spread across Asia and the world. Buddhist sects evolved, and various teas were cultivated.
- Religions, drugs, foods, fashion, and technology all diffuse and evolve in similar ways.

