The 7 Elements of Culture

- A way to study civilizations and societies is by looking at 7 elements of culture.
What do you know about icebergs?
The Iceberg Concept of Culture

Like an iceberg, nine-tenths of culture is below the surface.

Surface Culture
Most easily seen
Emotional level - low

Food, dress, music, visual arts, drama, crafts, dance, literature, languagae, celebrations, games

Shallow Culture
Unspoken Rules
Emotional level - high

courtesy, contextual conversational patterns, concept of time, personal space, rules of conduct, facial expressions, nonverbal communication, body language, touching, eye contact, patterns of handling emotions, notions of modesty, concept of beauty, courtship practices, relationships to animals, notions of leadership, tempo of work, concepts of food, ideals of child rearing, theory of disease, social interaction rate, nature of friendships, tone of voice, attitudes toward elders, concept of cleanliness, notions of adolescence, patterns of group decision-making, definition of insanity, preferences for competition or cooperation, tolerance of physical pain, concept of "self", concept of past and future, definition of obscenity, attitudes toward dependents, problem solving roles in relation to age, sex, class, occupation, kinship, and ...

Deep Culture
Unconscious Rules
Emotional level - intense
**Culture**: all the things that make up a people’s entire way of life.

- In Global we break up and look at cultures by separating the world into 5 different regions: Middle East (ME), Sub Saharan Africa (A), South East Asia (SEA), Eastern/Western Europe (E), and Latin America (LA).

- What separates one region from another?
Region: a geographical area that has unifying characteristics

- ME
- A
- SEA
- E
- LA
A few terms to remember when thinking about the elements of culture:

- **Cultural Diffusion**: The evolution of a certain element of culture because of travel, time, etc. (hamburger)
- **Ethnocentrism**: The belief that your own culture is the best. That others’ should center around your own.
- **Racism**: The belief that one racial group is superior to another.
1. **Social Organizations:** a way for cultures to form structure

- **Nuclear family:** wife, husband, and children
- **Extended family:** several generations living in one household (including aunts, uncles, cousins, grandparents etc.).
Two forms of lineage:

- **Patriarch**: lineage goes through the father’s side. The father is the head of the household.
- **Matriarch**: lineage goes through the mother’s side. The mother is the head of the household.
2. **Customs and Traditions:** Knowledge, food, clothing, etc. passed down from one generation to the next.
What are your Customs and Traditions?

- How do you celebrate the holidays? Which are most important?
- Does your family have any traditional foods and/or eating habits?
- Do you observe certain religious customs? If so, how?
- What kind of music does your family listen to?
- Do you have any special cures or remedies for common sicknesses, like colds or the flu?
- Is there anything else that your family does that is different or special?
Essential Questions

- How can we study different civilizations?
- Where are similarities found throughout the world?
- How can people organize themselves?
- What are some examples of traditions and custom?
- Why do we need to incorporate these in our thinking?
  - Ethnocentrism
  - Racism
  - Cultural Diffusion
3. **Language**: a system of sounds, gestures and marks that have meanings understood within a cultural group: Cornerstone of culture

- **Esperanto** – A Universal Language

In the 1880’s, a Polish eye doctor invented a universal language. L.L. Zamenhof hoped that a common language would promote peace and good will. He wanted all the world’s people to learn his language in addition to their native tongue. Zamenhof called his language Esperanto, meaning “one who hopes.” Today about 100,000 people in 90 countries speak Esperanto as a second language.
Some useful Esperanto phrases: Sound familiar?

- Hello: *Saluton* /sa.lu.ton/
- What is your name?: *Kiel vi nomiĝas?* /ki.el vi no.mi.dʒas/
- My name is...: *Mi nomiĝas...* /mi no.mi.dʒas/
- How much?: *Kiom?* /ki.om/
- I don't understand you: *Mi ne komprenas vin* [mi ne kom.pre.nas vin]
- Thank you: *Dankon* /dan.kon/
- You're welcome: *Ne dankinde* /ne dan.kin.de/
- Please: *Bonvolu* /bon.vo.lu/
- Bless you!/Gesundheit!: *Sanon!* /sa.non/
- Congratulations!: *Gratulon!* /gra.tu.lon/
- I love you: *Mi amas vin* /mi a.mas vin/
- Goodbye: *Ĝis (la) (revido)* /dʒis (la) (re.vi.do)/
- How are you?: *Kiel vi (fartas)?* /ki.el vi far.tas/
- Good morning!: *Bonan matenon!* /bo.nan ma.te.non/
- Good evening!: *Bonan vesperon!* /bo.nan ves.pe.ron/
- Good night!: *Bonan nokton!* /bo.nan nok.ton/
Essential Questions:

- What challenges do communities face if there is no language?
- Why is it important to learn new languages?
- Which cultures must worry about their language dying out?