

# Levels of

CULTURE

is the sum of all the forms of art.

of love and of thought, which, in the course of centuries, have enabled man to be less enslaved

"Whoever controls the media - the images - controls the culture."

"Culture is the arts elevated to a set of beliefs."



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# What are we going to learn today?

- What are the pieces of culture?
- Explain culture traits, complexes, and patterns.
- What are cultural universals?
- WHY DOES IT ALL MATTER?

# Culture Traits

- Simplest form of culture
- Culture Trait → is an individual tool, act, or belief that is related to a particular situation or need
- For example= how you greet someone based on a situation
  - Friend?
  - Interviewer?
  - Other examples?

# Culture Complexes

- Individual culture traits combine to make culture complexes
- For example= Soccer
  - Material Traits- shin guards, cleats, ball, gloves, jerseys
  - Acts- passing, running, kicking, heading, tackling, shooting
  - Beliefs- Rules and Penalties, Direct & Indirect Kicks
  - Financial and marketing aspects
- Other examples?



# Culture Patterns

- Culture Complexes combine to form culture patterns
- Sticking with the sports thing...
  - Complexes of football, basketball, soccer, track, swimming, baseball, softball, tennis, and on and on and on.... All form the American athletic pattern
  - Other non- sports related examples?



# Cultural Universals

- Why are cultures with the same basic needs so different?

## Cultural Universals

- Super basic needs that all societies must develop
- -Developed by George Murdock
  - He developed a list of over 65 cultural universals
  - Includes- body adornment, cooking, dancing, family, feasts, forms of greeting, funeral ceremonies, gift giving, housing, language, medicine, music, myths and folklore, religion, sports, tool making, etc.