

CHAPTER 2 CULTURE AND THE MEDIA

MULTIPLE CHOICE

1. The complex system that includes a group's beliefs, values, dress, and way of life, is called _____.
- counterculture
 - culture
 - social structure
 - culture complex

ANS: B REF: 24 OBJ: 1 TOP: Factual
MSC: PICKUP

2. Which of the following is *not* part of the definition of culture?
- language
 - beliefs
 - behavior
 - These are all parts of the definition of culture.

ANS: D REF: 24 OBJ: 1|2 TOP: Factual
MSC: NEW

3. Which of the following is an example of *non-material culture*?
- a painting
 - a fashion magazine
 - a building
 - table manners

ANS: D REF: 25 OBJ: 1 TOP: Applied
MSC: PICKUP

4. *Material culture* consists of
- objects created in a given culture.
 - ideas and beliefs of a group of people.
 - laws, customs, and ideas.
 - ideas about what is right and wrong.

ANS: A REF: 24 OBJ: 2 TOP: Factual
MSC: MODIFIED

5. What is the relationship between biology and culture in shaping human behavior?
- Human biology determines our behavior.
 - The natural environment is the biggest determinant of human behavior.
 - Human biology sets limits and provides the capacities for different types of behavior.
 - Culture is the only influence on human behavior.

ANS: C REF: 25 OBJ: 1|2 TOP: Conceptual
MSC: PICKUP

6. The discussion of birthday traditions included in the text demonstrates that
- some forms of celebration are universal.
 - even seemingly “normal” practices have cultural roots.
 - American birthday traditions represent cultural lag.
 - U.S. culture dominates globally, even in birthday practices.

ANS: B REF: 25 OBJ: 2 TOP: Applied
MSC: PICKUP

7. Norms, values, laws, and customs are all examples of_____.
- high culture
 - material culture
 - nonmaterial culture
 - nontraditional culture

ANS: C REF: 25 OBJ: 1 TOP: Conceptual
MSC: PICKUP

8. Why is culture important to humans?
- A person must learn culture in order to know how to behave in their society.
 - Having culture gives a person higher status than other people.
 - The more culture one has, the more income one will earn.
 - None of these; culture is not of particular importance for humans.

ANS: A REF: 25 OBJ: 1 TOP: Conceptual
MSC: PICKUP

9. Regardless of where it is found in the world, culture
- is shared.
 - is genetic.
 - is often questioned by those who take part in it.
 - is the same everywhere at all times.

ANS: A REF: 25 OBJ: 1 TOP: Factual
MSC: NEW

10. In their day-to- day lives, most people
- have to consciously think about their cultural practices.
 - take the expectations of their culture for granted.
 - spend a lot of time questioning why they engage in certain behaviors.
 - ignore their own cultural traditions.

ANS: B REF: 27 OBJ: 1|2 TOP: Factual
MSC: MODIFIED

11. A(n)_____ is something that stands for something else, or anything to which people give meaning.
- a. symbol
 - b. culture
 - c. identity
 - d. society

ANS: A REF: 27 OBJ: 2 TOP: Factual
MSC: PICKUP

12. Which of the following is *true* about the meanings of symbols?
- a. They depend on the culture in which they appear.
 - b. They have no influence on human behavior.
 - c. They are inherent in the symbol itself.
 - d. They are always the same, regardless of the context in which they exist.

ANS: A REF: 27 OBJ: 2 TOP: Factual
MSC: PICKUP

13. People stand during the National Anthem and are emotionally moved by a cross or Star of David because
- a. these symbols have an innately significant.
 - b. of the significance people bestow on them as cultural symbols.
 - c. crosses and stars are instinctually moving to people.
 - d. people innately know how to behave when facing these symbols.

ANS: B REF: 27 OBJ: 2 TOP: Applied
MSC: PICKUP

14. Which of the following is *true* about cultural change?
- a. There are some beliefs that are so self-evident, such as the scientific understanding of disease, that they never change.
 - b. While culture changes from place to place, in each place it stays virtually the same.
 - c. Culture changes as people adapt in different time periods and in to different environments.
 - d. Cultural changes overtime but not across places.

ANS: C REF: 27-28 OBJ: 1 TOP: Factual
MSC: MODIFIED

15. As an element of culture, language is important because
- a. it enables a person to become a part of society.
 - b. it permits the formation of culture
 - c. language enables us to learn social skills.
 - d. All of these choices are true.

ANS: D REF: 29 OBJ: 2 TOP: Factual
MSC: PICKUP

16. The Sapir-Whorf hypothesis suggests that:
- reality is the result of social inequality.
 - language provides the category through which social reality is defined.
 - there is no relationship between language and culture.
 - language reflects social differences and therefore material culture.

ANS: B REF: 30 OBJ: 2 TOP: Factual
MSC: NEW

17. Today, almost all sociologists would agree that
- language determines what people think.
 - culture determines language.
 - language and culture are inextricably linked and each shapes the other.
 - there is no relationship between language and culture.

ANS: C REF: 30 OBJ: 2 TOP: Conceptual
MSC: PICKUP

18. How does language influence patterns of social inequality?
- Language has little effect on patterns of race or gender inequality.
 - Language may produce inequalities through stereotypes and assumptions that may be built into what people say.
 - Studies have proven that what someone is called really doesn't matter, since identity is developed internally by the individual.
 - While language affects patterns of race and gender, there is no indication that it influences patterns of class inequality.

ANS: B REF: 30 OBJ: 2 TOP: Conceptual
MSC: PICKUP

19. What is the relationship between language and social inequality?
- Language may reproduce the inequalities that exist in society.
 - The language that people use may alter social stereotypes to some extent.
 - The power relations in a situation provide a context for the meanings of particular expressions.
 - All of these choices are true.

ANS: D REF: 30 OBJ: 2 TOP: Conceptual
MSC: PICKUP

20. The specific cultural expectations for how to behave in a given situation are called_____.
- norms
 - directives
 - belief-based actualizations
 - culture-constructs

ANS: A REF: 31 OBJ: 2 TOP: Factual
MSC: PICKUP

21. Why are norms such an important element of culture?
- Without norms society would be chaotic.
 - People cannot survive without norms.
 - Norms are the way that people communicate with each other.
 - Norms are the basis for the formal education system.

ANS: A REF: 31 OBJ: 2 TOP: Factual
MSC: MODIFIED

22. Mechanisms of social control that enforce rules against killing are examples of:
- norms
 - folkways
 - sanctions
 - mores

ANS: C REF: 31 OBJ: 2 TOP: Factual
MSC: NEW

23. Two classic cultural concepts associated with the work of William Graham Sumner are _____.
- explicit and implicit norms
 - folkways and mores
 - dominant culture and subcultures
 - culture traits and culture concepts

ANS: B REF: 31 OBJ: 2 TOP: Factual
MSC: PICKUP

24. Folkways are
- the ordinary customs of different group cultures.
 - strict norms that control moral and ethical behavior.
 - often upheld through laws that bring serious repercussions.
 - norms that provide strict codes of behavior.

ANS: A REF: 31 OBJ: 2 TOP: Factual
MSC: PICKUP

25. Mores are
- the ordinary customs of different group cultures.
 - strict norms that control moral and ethical behavior.
 - often upheld through laws that bring serious repercussions.
 - norms that provide strict codes of behavior.

ANS: B REF: 31 OBJ: 2 TOP: Factual
MSC: PICKUP

26. The strictest norms in any society are called_____.
- a. folkways
 - b. mores
 - c. taboos
 - d. laws

ANS: C REF: 31 OBJ: 2 TOP: Factual
MSC: PICKUP

27. As a means of social control, to enforce norms, sanctions
- a. are always negative.
 - b. are always positive.
 - c. may be mild or severe.
 - d. are not very effective.

ANS: C REF: 31 OBJ: 2 TOP: Factual
MSC: PICKUP

28. The strength or seriousness of social sanctions is
- a. harsh, regardless of how strictly the norm is held.
 - b. generally lighter for violations of folkways than violations of mores.
 - c. unrelated to the type of norm that is violated.
 - d. not something that sociologists consider in the study of norm violations.

ANS: B REF: 31 OBJ: 2 TOP: Conceptual
MSC: PICKUP

29. The theoretical approach that is based on the idea you can discover the normal social order through disrupting it is referred to as_____.
- a. dramaturgy
 - b. ethnomethodology
 - c. exchange theory
 - d. impression management

ANS: B REF: 31 | 33 OBJ: 2 TOP: Factual
MSC: PICKUP

30. People generally follow norms for behavior because
- a. they fear serious punishment for violations.
 - b. they've thought about all their actions and act in the way they find best.
 - c. they are forced to do so.
 - d. they have learned and internalized the common expectations for behavior.

ANS: D REF: 3 OBJ: 2 TOP: Applied
MSC: PICKUP

31. Through ethnomethodological research sociologists have learned all of the following, *except*
- most of the time, specific sanctions are not necessary to achieve conformity.
 - society exists because people behave as if there is no other way to do so.
 - when norms are violated, their existence becomes apparent.
 - social norms are least important among children than adults.

ANS: D REF: 31 | 33 OBJ: 2 TOP: Conceptual
MSC: MODIFIED

32. Shared ideas that help bind people in society together are called_____.
- folkways
 - beliefs
 - mores
 - sanctions

ANS: B REF: 33 OBJ: 2 TOP: Factual
MSC: PICKUP

33. Which of the following statements is *false* in regards to beliefs?
- Shared beliefs hold people in a group or society together.
 - Beliefs are the basis for many norms and values in a society.
 - Beliefs must be true in order for them to guide human behavior.
 - Beliefs may be so strongly held that it is difficult to consider any contradictory information.

ANS: C REF: 33 OBJ: 2 TOP: Conceptual
MSC: MODIFIED

34. The abstract standards that define the ideal principles of a society are called_____.
- beliefs
 - values
 - myths
 - mores

ANS: B REF: 33 OBJ: 2 TOP: Factual
MSC: PICKUP

35. Which of the following statements about values is *true*?
- Values define what is considered desirable and morally correct.
 - Values are not guides for behavior because they are too abstract.
 - Societal values are actually realized or achieved most of the time.
 - Values most often create conflict.

ANS: A REF: 33 OBJ: 2 TOP: Factual
MSC: MODIFIED

36. Which of the following statements about values is *true*?
- Values are really too abstract to provide any guidelines for behavior.
 - Values are never the source of cultural tensions.
 - Values may cause conflict in society.
 - Values create ideas that cannot actually be achieved.

ANS: C REF: 33 OBJ: 2 TOP: Factual
MSC: PICKUP

37. Freedom, justice, and education are examples of:
- sanctions
 - functions
 - values
 - mores

ANS: C REF: 33 OBJ: 2 TOP: Applied
MSC: NEW

38. Consumption for the sake of displaying one's wealth is called_____.
- conspicuous consumption
 - conspicuous austerity
 - economic posturing
 - financial reciprocity

ANS: A REF: 34 OBJ: 2 TOP: Factual
MSC: PICKUP

39. Which of these is *true* regarding cultural diversity in society?
- It is rare for a society to be diverse.
 - Diversity is very characteristic of American society.
 - Many very simple societies actually have the most cultural diversity.
 - As societies become more complex, the more the culture will be internally uniform and consistent across all groups.

ANS: B REF: 34 OBJ: 3 TOP: Factual
MSC: PICKUP

40. Whereas earlier immigrants to the U.S. were predominantly from Europe, today most new immigrants come to the U.S. from_____.
- Southern and Eastern Europe
 - Asia and Latin America
 - the Middle East and Africa
 - South America and the Caribbean

ANS: B REF: 34 OBJ: 3 TOP: Factual
MSC: PICKUP

41. In every society, the dominant culture is
- the only culture in society.
 - the culture of the most powerful group.
 - strongly influenced by minority subcultures.
 - always the culture of the majority of people.

ANS: B REF: 35 OBJ: 3 TOP: Factual
MSC: PICKUP

42. The dominant culture in any society
- is the only true culture in the society.
 - is commonly believed to be “the” culture of a society.
 - does not necessarily correspond to the groups with the most power.
 - is the least recognized.

ANS: B REF: 35 OBJ: 3 TOP: Factual
MSC: PICKUP

43. Puerto Ricans in New York and the Amish are examples of_____.
- subcultures
 - minority cultures
 - majority groups
 - counter cultures

ANS: A REF: 35 OBJ: 3 TOP: Factual
MSC: NEW

44. The cultures of groups whose values and norms differ to some extent from those of the dominant culture are called_____.
- countercultures
 - subcultures
 - popular cultures
 - postmodern cultures

ANS: B REF: 35 OBJ: 3 TOP: Factual
MSC: PICKUP

45. Members of a subculture
- are never well-integrated into the dominant culture.
 - tend to share the same practices, values and beliefs as the members of the dominant culture.
 - exist within and share some elements of the dominant culture.
 - are indistinguishable from members of the dominant culture.

ANS: C REF: 35-36 OBJ: 3 TOP: Factual
MSC: PICKUP

46. The difference between subcultures and countercultures is that
- countercultures reject and defy the dominant culture and subcultures do not.
 - subcultures are created as a reaction to the dominant culture and subcultures do not.
 - countercultures retreat from the dominant culture and subcultures do not.
 - subcultures cause the development of countercultures.

ANS: A REF: 35-37 OBJ: 3 TOP: Factual
MSC: MODIFIED

47. Members of a counterculture
- share many elements of the dominant culture and exist within it.
 - conform to most of the standards of the dominant culture.
 - reject the dominant cultural values of a society.
 - Seek to redefine the dominant culture.

ANS: C REF: 37 OBJ: 3 TOP: Factual
MSC: MODIFIED

48. The habit of seeing things only from the point of view of one's own group is called_____.
- ethnocentrism
 - xenocentrism
 - cultural relativism
 - multiculturalism

ANS: A REF: 37 OBJ: 4 TOP: Factual
MSC: PICKUP

49. Which of the following statements is *false* regarding ethnocentrism?
- Ethnocentrism may be a strong force for group solidarity.
 - Only Americans are ethnocentric.
 - Ethnocentrism discourages intergroup understanding.
 - One's own culture is taken for granted so it may be difficult to understand other people's culture.

ANS: B REF: 37 OBJ: 4 TOP: Conceptual
MSC: PICKUP

50. Ethnocentrism
- can be subtle or extreme.
 - can only be practiced by dominant groups.
 - encourages intergroup understanding.
 - is another word for cultural relativism

ANS: C REF: 37 OBJ: 4 TOP: Conceptual
MSC: NEW

51. Extreme ethnocentrism
- is rare.
 - may result in violence, including terrorism, war, and genocide.
 - is found primarily in less developed countries.
 - has not been studied by sociologists.

ANS: B REF: 37 OBJ: 4 TOP: Factual
MSC: PICKUP

52. Cultural relativism is the idea that
- a phenomena should be understood and judged only in relationship to the cultural context in which it appears.
 - things should be viewed from one's own point of view.
 - culture is diffused throughout the world.
 - cultures are created in reaction to social change.

ANS: A REF: 37 OBJ: 4 TOP: Factual
MSC: MODIFIED

53. From the perspective of cultural relativism, in order to understand a particular cultural practice we must know
- how much harm it does.
 - whether or not it is practiced by the majority of people in a society.
 - the cultural values that it is based on.
 - how it compares to the practices of our own culture.

ANS: C REF: 38 OBJ: 4 TOP: Factual
MSC: PICKUP

54. The diffusion of a single culture throughout the world is termed:
- cultural commerce.
 - cultural relativism.
 - global culture.
 - infusion.

ANS: C REF: 38 OBJ: 3 TOP: Factual
MSC: NEW

55. The emergence of a global culture has resulted in
- a more heterogeneous world culture.
 - a greater appreciation for the diverse folk cultures throughout the world.
 - an increase in the influence of capitalism.
 - a significant decrease in ethnocentrism throughout the world.

ANS: C REF: 38 OBJ: 3 TOP: Factual
MSC: PICKUP

56. Some argue that many of the recent conflicts in the world are the result of a struggle between the values of a consumer-based, capitalist Western culture and
- the influence of socialist cultures.
 - the values of a merchant-based Eastern culture.
 - the traditional values of local communities.
 - the global environmental movement.

ANS: C REF: 38 OBJ: 3 TOP: Conceptual
MSC: PICKUP

57. The widespread dissemination of information and entertainment through widely available channels of communication is called_____.
- mass media
 - cyber media
 - cultured media
 - elite media

ANS: A REF: 39 OBJ: 5 TOP: Factual
MSC: PICKUP

58. Television is so ever-present in people’s lives that today about_____of U.S. households are “constant television households” in which the television is on almost all of the time.
- 2 percent
 - 12 percent
 - 24 percent
 - 42 percent

ANS: D REF: 39 OBJ: 5 TOP: Factual
MSC: PICKUP

59. Which of the following media sources dominates most Americans’ leisure time?
- newspaper
 - books
 - music
 - television

ANS: D REF: 39 OBJ: 5 TOP: Factual
MSC: NEW

60. What were the results of the media blackout experiment that your text author, Anderson, did with her students?
- Students were able to live without their cell phones, but not without television.
 - Students reported feeling alienated, isolated, and detached.
 - Students noted that they could not study at all if they did not have background music.
 - Most students found the experiment much easier than they had expected.

ANS: B REF: 41-42 OBJ: 5 TOP: Factual
MSC: PICKUP

61. The concept of cultural hegemony implies that culture is highly
- politicized.
 - gendered.
 - racist.
 - religious.

ANS: A REF: 40 OBJ: 6 TOP: Factual
MSC: NEW

62. The growth of media conglomerates means that fewer organizations are involved in producing and distributing culture. Which of the following is *not* a consequence of this growth?
- there may be less diversity in content of the media.
 - people may conform to the interests of the dominant groups without realizing they are doing so.
 - cultural messages in the media become more homogeneous.
 - over time, there may be a single corporation controlling all media sources.

ANS: D REF: 40 OBJ: 5 TOP: Factual
MSC: NEW

63. Sociologists refer to the concentration of cultural power as_____.
- cultural borrowing
 - cultural relativism
 - cultural hegemony
 - cultural pervasiveness

ANS: C REF: 40 OBJ: 6 TOP: Factual
MSC: PICKUP

64. Cultural hegemony refers to
- the pervasive influence of just one culture.
 - the social agreement that the powerful should control the media.
 - the belief that mass media's influence is larger than desirable.
 - multiple cultures merging to create a new mass media.

ANS: A REF: 40 OBJ: 6 TOP: Conceptual
MSC: MODIFIED

65. Cultural hegemony is the term for
- the commercialization of the media.
 - the excessive influence of one culture in society.
 - the resistance of localized cultures to the dominant culture.
 - phenomena such as the struggle between "McWorld vs. Jihad."

ANS: B REF: 40 OBJ: 6 TOP: Factual
MSC: PICKUP

66. Mass media influences
- Values alone.
 - styles, but not values.
 - Language, but not styles..
 - values, styles, and language.

ANS: D REF: 40 OBJ: 6 TOP: Conceptual
MSC: NEW

67. Mass-produced culture (e.g. popular music and films) and other parts of culture that are shared by most people are called _____ culture.
- popular
 - high
 - elite
 - institutional

ANS: A REF: 40-41 OBJ: 6 TOP: Factual
MSC: PICKUP

68. Content analyses of media demonstrate that there are patterns for how race, gender and social class are presented. For example, research on the content of television reveals that
- during prime time the majority of television characters are women.
 - Hispanics have caught up with whites and are now equally well-represented on television.
 - more women are shown in professional roles, and beauty has become much less important.
 - racial and gender stereotypes continue to dominate on television.

ANS: D REF: 41-42 OBJ: 5 TOP: Applied
MSC: PICKUP

69. Recent research on the content of television programs has found that
- the popular media have been influential in expanding the boundaries of what is considered female beauty in our society.
 - the working class are now depicted as intelligent and involved members of society.
 - there has been a recent increase in the portrayal of gays and lesbians.
 - images of racism have increased despite the decline of racism within the larger society.

ANS: C REF: 41-42 OBJ: 5 TOP: Factual
MSC: MODIFIED

70. Sociological research on the impact of media images has found that
- most people are unable to distinguish between fantasy on television and real life.
 - music videos are the only type of media that does not have a negative impact.
 - White girls in particular believe they are judged according to media standards of beauty.
 - media has little overall influence of individual lives.

ANS: C REF: 43 OBJ: 5 TOP: Factual
MSC: MODIFIED

71. The reflection hypothesis contends that
- media organizations create popular values.
 - the mass media reflects the values of the general population.
 - non-material culture shapes material culture.
 - the media try to appeal to the rich and powerful.

ANS: B REF: 43 OBJ: 7 TOP: Factual
MSC: PICKUP

72. Classical theorists of sociology were primarily interested in the relationship of culture to
- standards of beauty.
 - nonmaterial culture such as values and beliefs.
 - other social institutions.
 - the material artifacts that were produced.

ANS: B REF: 44 OBJ: 7 TOP: Conceptual
MSC: PICKUP

73. According to Max Weber,
- the capitalist economy is the most beneficial to a culture.
 - culture is a source of power.
 - culture influences other institutions.
 - nonmaterial and material culture are equally important.

ANS: C REF: 44 OBJ: 7 TOP: Factual
MSC: NEW

74. The classic analysis of the Protestant work ethic and the emergence of capitalism was conducted by_____.
- Emile Durkheim
 - Pierre Bourdieu
 - Max Weber
 - Robert Putnam

ANS: C REF: 44 OBJ: 7 TOP: Factual
MSC: PICKUP

75. _____theorists are most likely to emphasize that cultural norms and beliefs integrate people into groups and create social bonds.
- Functionalist
 - Conflict
 - Symbolic interactionist
 - New cultural studies

ANS: A REF: 44 OBJ: 7 TOP: Factual
MSC: PICKUP

76. According to functionalists,
- culture is unpredictable and changing.
 - culture creates group meanings.
 - culture serves the interests of powerful groups.
 - culture integrates people into groups.

ANS: D REF: 44 OBJ: 7 TOP: Factual
MSC: NEW

77. In *Bowling Alone*, Robert Putnam argues that there has been a decline in civic engagement resulting in
- a decline in shared values and an increase in social disorder.
 - economic hardship for many voluntary organizations.
 - a lack of socialization opportunities for children.
 - more demands for social welfare programs from the government.

ANS: A REF: 44 OBJ: 7 TOP: Conceptual
MSC: PICKUP

78. Classical sociologists placed most emphasis on_____.
- material culture
 - nonmaterial culture
 - real culture
 - cultural constructions

ANS: B REF: 44 OBJ: 7 TOP: Factual
MSC: PICKUP

79. Which type of theorist is *most* likely to emphasize that culture serves the interest of powerful group in society?
- functionalism
 - conflict theory
 - symbolic interaction
 - new cultural studies

ANS: B REF: 44 OBJ: 7 TOP: Applied
MSC: PICKUP

80. Which of the following statements is *false* regarding culture from a conflict perspective?
- Cultural conflict may be driven by intense group hatred.
 - Culture is dominated by economic interests.
 - Culture promotes solidarity within society.
 - Culture is produced within institutions that perpetuate inequality.

ANS: C REF: 44-45 OBJ: 7 TOP: Conceptual
MSC: PICKUP

81. Cultural resources that are socially designated as worthy and that give advantages to groups that possess them are called_____.
- a. cultural “zeitgeist”
 - b. cultural capital
 - c. cultural margins
 - d. cultural frames

ANS: B REF: 45 OBJ: 7 TOP: Factual
MSC: PICKUP

82. What is the significance of the concept of *cultural capital* for sociologists?
- a. It helps explain how one group may maintain its dominant social status.
 - b. It refers to the urban centers in which cultural change is most likely to occur.
 - c. The concept is central to resistance movements and counter cultures.
 - d. None of these; cultural capital is not a sociological concept.

ANS: A REF: 45 OBJ: 7 TOP: Conceptual
MSC: PICKUP

83. The theoretical perspective that examines how culture creates group identity from diverse cultural meanings is_____.
- a. functionalism
 - b. conflict theory
 - c. symbolic interaction
 - d. new cultural studies

ANS: C REF: 45 OBJ: 7 TOP: Conceptual
MSC: PICKUP

84. According to symbolic interactionists, culture
- a. serves the interests of powerful groups.
 - b. creates group identity from diverse cultural meaning.
 - c. provides coherence and stability to society.
 - d. is unpredictable and constantly changing.

ANS: B REF: 45 OBJ: 7 TOP: Conceptual
MSC: PICKUP

85. Symbolic interactionists emphasize
- a. the economic basis of behavior.
 - b. the role of culture in creating social solidarity.
 - c. the manifest and latent functions of culture.
 - d. the social construction of culture.

ANS: D REF: 45 OBJ: 7 TOP: Conceptual
MSC: PICKUP

86. According to the text, the interdisciplinary field known as cultural studies builds on the insights of _____.
a. functionalism
b. conflict theory
c. symbolic interaction
d. feminist theory

ANS: C REF: 45 OBJ: 7 TOP: Factual
MSC: MODIFIED

87. _____ is an interdisciplinary field that builds on symbolic interactionism and is often critical of classical sociological approaches.
a. Cultural studies
b. Conflict analysis
c. Communication studies
d. Critical sociology

ANS: A REF: 45 OBJ: 7 TOP: Factual
MSC: PICKUP

88. The orientation that sees society as comprised of the images and words that people use to represent behavior and ideas is called _____.
a. new cultural studies
b. postmodernism
c. critical sociology
d. new age theory

ANS: B REF: 45 OBJ: 7 TOP: Factual
MSC: PICKUP

89. Which of the following is *true* of postmodernism?
a. It places a strong emphasis on the economic basis of behavior.
b. Within postmodernism, culture is a series of images that may be interpreted in a number of ways.
c. Postmodernism places a strong emphasis on the unifying features of culture.
d. Traditions are the most important aspects of culture.

ANS: B REF: 45 OBJ: 7 TOP: Conceptual
MSC: PICKUP

90. According to the new cultural studies perspective, culture
a. is ephemeral, unpredictable and constantly changing.
b. prevents deviance from occurring.
c. provides stability in society.
d. does not include popular or widely understood artifacts.

ANS: A REF: 45-46 OBJ: 7 TOP: Conceptual
MSC: PICKUP

91. New scholars within cultural studies are emphasizing

- a. nonmaterial over material culture
- b. material over nonmaterial culture
- c. cultural capital over civic engagement
- d. civic engagement over cultural capital

ANS: B REF: 45 OBJ: 7 TOP: Factual
MSC: NEW

92. When one aspect of culture changes more slowly than other aspects, sociologists call this

- a. cultural leveling.
- b. cultural obstructions.
- c. cultural lag.
- d. cultural construction.

ANS: C REF: 47 OBJ: 8 TOP: Factual
MSC: PICKUP

93. Culture shock refers to

- a. the experience of realizing that you are aging and culture is changing.
- b. the introduction of new technologies to older members of society.
- c. the feeling of disorientation one feels when placed in a new or rapidly changing cultural environment.
- d. the sticker shock of constantly increasing prices.

ANS: C REF: 47 OBJ: 8 TOP: Factual
MSC: PICKUP

94. Which of the following statements about culture shock is *false*?

- a. Culture shock may result from being in a different culture.
- b. Culture shock can only be experienced in a foreign country.
- c. Rapidly changing cultural conditions may produce culture shock.
- d. Some of the people displaced by Hurricane Katrina have experienced culture shock.

ANS: B REF: 47 OBJ: 8 TOP: Factual
MSC: PICKUP

95. The transmission of cultural elements from one society to another is called_____.

- a. cultural hegemony
- b. cultural diffusion
- c. cultural lag
- d. cultural shock

ANS: B REF: 47 OBJ: 9 TOP: Factual
MSC: PICKUP

96. The invention of subways and trains illustrates which cause of social change?
- change in the societal condition
 - cultural diffusion
 - innovation
 - the imposition of cultural change by an outside agency

ANS: C REF: 47 OBJ: 9 TOP: Factual
MSC: NEW

97. Which of the following statements about cultural change is *false*?
- Cultures change in response to changed conditions in the society.
 - Cultures change through cultural diffusion.
 - Cultures change as the result of innovation.
 - Cultural change cannot be consciously created.

ANS: D REF: 46-48 OBJ: 8 TOP: Factual
MSC: PICKUP

98. Manipulating culture or imposing one's culture on another group
- is not possible given the characteristics of culture.
 - is a form of dominance and social control.
 - is possible but has never been attempted.
 - is common within Eastern cultures more than Western cultures.

ANS: B REF: 47-48 OBJ: 9 TOP: Conceptual
MSC: MODIFIED

99. Movements like the "Black is Beautiful" movement of the 1960s, and the push to teach Native American children their indigenous languages, demonstrate that
- culture is static.
 - culture may be used as a means of political resistance.
 - the control exercised by the dominant culture is complete.
 - nonmaterial culture is more important than material culture.

ANS: B REF: 48 OBJ: 9 TOP: Conceptual
MSC: PICKUP

TRUE/FALSE

1. Culture includes ways of thinking as well as patterns of behavior.

ANS: T REF: 24 OBJ: 1 MSC: PICKUP

2. Nonmaterial culture and material culture are equally important to understanding society.

ANS: T REF: 24-25 OBJ: 1 MSC: NEW

3. People frequently question the practices of their own culture.

ANS: F REF: 27 OBJ: 1 MSC: MODIFIED

4. The symbolic aspects of culture are less real and important than the actual reality of life.
ANS: F REF: 27 OBJ: 2 MSC: PICKUP
5. Those who do not share the language of a group can still participate fully in its culture.
ANS: F REF: 29-30 OBJ: 2 MSC: PICKUP
6. Language is constantly evolving in response to social change.
ANS: T REF: 29 OBJ: 2 MSC: NEW
7. Sapir and Whorf believed that language determines social thought and therefore affects other aspects of culture.
ANS: T REF: 30 OBJ: 2 MSC: PICKUP
8. According to the Sapir-Whorf hypothesis, reality is defined through language.
ANS: T REF: 30 OBJ: 2 MSC: NEW
9. Language reflects the value placed on different groups in society.
ANS: T REF: 30 OBJ: 2 MSC: PICKUP
10. Violations of mores carry heavier sanctions than violations of folkways.
ANS: T REF: 31 OBJ: 2 MSC: MODIFIED
11. Norms govern every situation.
ANS: T REF: 31 OBJ: 2 MSC: PICKUP
12. Sanctions are always based on punishment.
ANS: F REF: 31 OBJ: 2 MSC: PICKUP
13. Sanctions are always necessary in order to control people's behavior.
ANS: F REF: 31 OBJ: 2 MSC: MODIFIED
14. Values guide individuals' behavior but have no role in shaping society.
ANS: F REF: 33 OBJ: 2 MSC: PICKUP
15. It is rare for a society to be culturally uniform.
ANS: T REF: 34 OBJ: 3 MSC: PICKUP
16. The more complex the society, the more likely its culture will be internally diverse.
ANS: T REF: 34 OBJ: 3 MSC: PICKUP

17. The dominant culture is often the standard against which other cultures are judged.

ANS: T REF: 34 OBJ: 3 MSC: PICKUP

18. The Amish and Puerto Ricans are both examples of subcultures.

ANS: T REF: 35-36 OBJ: 3 MSC: PICKUP

19. White supremacists are an example of a counterculture.

ANS: T REF: 37 OBJ: 3 MSC: PICKUP

20. Americans and western Europeans are the only groups that express ethnocentrism.

ANS: F REF: 37 OBJ: 4 MSC: PICKUP

21. Global culture refers to the many and diverse folk cultures that are common throughout the world.

ANS: F REF: 38 OBJ: 3 MSC: PICKUP

22. Popular culture such as television and the Internet have a great deal of power to shape public perceptions.

ANS: T REF: 39 OBJ: 5 MSC: PICKUP

23. Facebook, Twitter, and LinkedIn are examples of social media.

ANS: T REF: 39 OBJ: 5 MSC: NEW

24. Conflict theorists argue that the media are most likely to produce programs and products that support the values and interests of the most powerful groups in society.

ANS: T REF: 44-45 OBJ: 6|7 MSC: PICKUP

25. Culture shock can affect a person within their own society.

ANS: F REF: 47 OBJ: 8 MSC: PICKUP

SHORT ANSWER

1. Define what is meant by material and nonmaterial culture; give two examples of each.

ANS:
NOT GIVEN

REF: 24-25 OBJ: 1 MSC: PICKUP

2. Identify the five characteristics of culture.

ANS:
NOT GIVEN

REF: 25-28 OBJ: 1 MSC: NEW

3. Compare and contrast folkways and mores. Provide an example of each.

ANS:
NOT GIVEN

REF: 31 OBJ: 2 MSC: PICKUP

4. Explain why sanctions are usually not necessary in order to enforce cultural norms.

ANS:
NOT GIVEN

REF: 31 OBJ: 2 MSC: PICKUP

5. Define cultural relativism and ethnocentrism. Explain how they differ.

ANS:
NOT GIVEN

REF: 37-38 OBJ: 3 MSC: MODIFIED

6. Define ethnocentrism and cultural relativism.

ANS:
NOT GIVEN

REF: 37 OBJ: 4 MSC: NEW

7. Explain the difference between subcultures and countercultures; give one example of each.

ANS:
NOT GIVEN

REF: 35-37 OBJ: 3 MSC: PICKUP

8. Define cultural hegemony. Provide examples.

ANS:
NOT GIVEN

REF: 40 OBJ: 6 MSC: PICKUP

9. Define cultural capital; give two examples.

ANS:
NOT GIVEN

REF: 45 OBJ: 7 MSC: PICKUP

10. How does culture change? Describe three ways.

ANS:
NOT GIVEN

REF: 46-48 OBJ: 9 MSC: PICKUP

ESSAY

1. Identify and explain the five characteristics of culture presented in the text.

ANS:
NOT GIVEN

REF: 25-28 OBJ: 1 MSC: MODIFIED

2. List and discuss the four elements of culture presented in the text. Provide examples of each.

ANS:
NOT GIVEN

REF: 29-34 OBJ: 2 MSC: MODIFIED

3. Explain how language reinforces patterns of inequality in society. Provide an example.

ANS:
NOT GIVEN

REF: 30 OBJ: 2 MSC: MODIFIED

4. Discuss the role of cultural values in creating social stability and as the source of social conflict; give examples.

ANS:
NOT GIVEN

REF: 33-34 OBJ: 2 MSC: NEW

5. Identify and explain the four sources of cultural change discussed in your text. Provide an example of each.

ANS:
NOT GIVEN

REF: 47-48

OBJ: 9

MSC: MODIFIED