

Cultural Terminology

Conformity:

following the norms **expected** in a social structure

Cognitive Culture:

aspects of culture that include symbols and language

Cultural Relativism:

judging a culture based on the principle that an individual beliefs and activities should be understood in terms of his or her own culture...our ideas and conceptions are true only when applied to our own culture

Culture Shock:

A feeling of confusion and disorientation that occurs when one tries to adjust to another culture

Ethnocentrism:

tendency to evaluate the customs of other groups according to one's own cultural standards

Ideology:

system of beliefs or ideas that justifies the social, moral, religious, political, or economic interests held by a group or by society

Internalization:

process by which a norm becomes a part of an individual's personality, thus conditioning that individual to conform to society's expectations.

Sanctions:

Negative: a punishment or the threat of punishment used to enforce conformity.

Positive: a reward used to enforce conformity

Social Control:

enforcing norms through either internal or external means

Vested Interest:

an interest in maintaining a status quo (resist a change that impacts a standard or power relationship)