

CHAPTER 2

CULTURE

Multiple Choice

1. The human-created strategies for adapting and responding to one's surroundings is known as
- a. culture.
 - b. society.
 - c. counter cultures.
 - d. subcultures.

ANS: A

REF: 48

OBJ: comprehension

TOP: Mod 2.1

2. Culture cannot exist without
- a. emotions.
 - b. particulars.
 - c. universals.
 - d. society.

ANS: D

REF: 48

OBJ: comprehension

TOP: Mod 2.1

3. Which of the following is a true statement about the nature of culture?
- a. Cultures are easy to describe.
 - b. Generally every culture has a marker that sets it apart from all other cultures.
 - c. It is very challenging to define the boundaries of a culture.
 - d. Language is the perfect marker for defining cultural boundaries.

ANS: C

REF: 49

OBJ: comprehension

TOP: Mod 2.1

4. Sociologists face a number of challenges in studying culture. Those challenges include all but which one of the following?
- a. describing culture
 - b. determining who belongs to a culture
 - c. identifying the distinguishing characteristics that set one culture apart from another
 - d. identifying overlap among cultures

ANS: D

REF: 49

OBJ: comprehension

TOP: Mod 2.1

MSC: SG

5. Much of the time, people think and behave as they do simply because it seems natural and the only way to do things. This statement suggests
- a. people are cultural replicas.
 - b. people cannot think for themselves.
 - c. culture is something that cannot be changed.
 - d. culture can act as a blueprint for behavior.

ANS: D REF: 50 OBJ: comprehension
TOP: Mod 2.1 MSC: SG

6. "People in all cultures experience grief." This statement best applies to the concept of
- a. cultural particulars.
 - b. cultural universals.
 - c. social emotions.
 - d. multiculturalism.

ANS: B REF: 51 OBJ: application TOP: Mod 2.1
MSC: SG

7. Animal intestines are a source of nutrition, but not every society chooses to eat them. This statement applies to
- a. cultural particulars.
 - b. cultural universals.
 - c. social emotions.
 - d. multiculturalism.

ANS: A REF: 51 OBJ: application TOP: Mod 2.1
MSC: SG

8. One indicator of culture's influence on satisfying hunger is that
- a. potential food sources defined as edible vary across cultures.
 - b. people everywhere eat three meals a day.
 - c. fast food appeals to everyone.
 - d. if people are hungry enough, they will eat just about anything.

ANS: A REF: 51 OBJ: comprehension
TOP: Mod 2.1 MSC: SG

9. Empathy, grief, love, guilt, jealousy, and embarrassment are all examples of
- a. social emotions.
 - b. cultural particulars.
 - c. cultural markers.
 - d. cultural traits.

ANS: A REF: 52 OBJ: application TOP: Mod 2.1

10. Material culture includes
- a. norms.
 - b. values.
 - c. beliefs.
 - d. inventions.

ANS: D REF: 54 OBJ: comprehension
TOP: Mod: 2.2

11. Which one of the following represents the best example of material culture?
- a. physical objects people have invented, such as a diamond ring
 - b. conceptions of what is right and good, such as "true friendship"
 - c. rules for behavior, such as "stop for pedestrians in crosswalk"
 - d. the belief that athletic talent is inherited

ANS: A REF: 54 OBJ: comprehension

TOP: Mod 2.2

12. An automobile falls under the category
- a. nonmaterial culture.
 - b. beliefs.
 - c. norms.
 - d. material culture.

ANS: D
TOP: Mod 2.2

REF: 55

OBJ: comprehension

13. Beliefs, values, and norms are part of
- a. nonmaterial culture.
 - b. material culture.
 - c. cultural diffusion.
 - d. reentry shock.

ANS: A
TOP: Mod 2.2

REF: 55

OBJ: comprehension

14. _____ are socially shared ideas about what is good, right, and desirable.
- a. Values
 - b. Norms
 - c. Beliefs
 - d. Expressive symbols

ANS: A
TOP: Mod 2.2

REF: 56

OBJ: comprehension

15. _____ are ideas that people accept as true about how the world operates and about the place of the individual in it.
- a. Values
 - b. Norms
 - c. Beliefs
 - d. Symbols

ANS: C
TOP: Mod 2.2

REF: 55

OBJ: comprehension

16. Which one of the following words best describes nonmaterial culture?
- a. concrete
 - b. intangible
 - c. physical
 - d. tangible

ANS: B
TOP: Mod 2.2

REF: 55
MSC: SG

OBJ: comprehension

17. For the most part Americans hold the _____ that being confused and frustrated while learning is a sign that the teacher has not done a good job explaining the material.
- a. norm
 - b. folkway
 - c. value
 - d. belief

ANS: D
MSC: SG

REF: 56

OBJ: application TOP: Mod 2.2

18. "Raise your hand to indicate you have something to say" is an example of a
- a. norm.
 - c. belief.

b. value.

d. more.

ANS: A

REF: 56

OBJ: application TOP: Mod 2.2

19. Signs that read "No Smoking," "Honk Horn to Open," and "Emergency Exit Only" specify
- a. values.
 - b. norms.
 - c. beliefs.
 - d. mores.

ANS: B

REF: 56

OBJ: application TOP: Mod 2.2

20. People who violate _____ are usually punished severely.
- a. folkways
 - b. mores
 - c. norms
 - d. values

ANS: B

REF: 57

OBJ: comprehension

TOP: Mod 2.2

21. Sociologist William Graham Sumner wrote that "_____ give us discipline and support of routine and habit."
- a. mores
 - b. folkways
 - c. beliefs
 - d. values

ANS: B

REF: 57

OBJ: comprehension

TOP: Mod 2.2

MSC: SG

22. A folkway is
- a. a fable parents read to their children.
 - b. a norm that applies to routine and everyday matters.
 - c. a norm that applies to serious matters.
 - d. a myth about how a culture came to be.

ANS: B

REF: 57

OBJ: comprehension

TOP: Mod 2.2

23. It is a _____ in the U.S. to eat a hamburger with our hands.
- a. more
 - b. folkway
 - c. rule
 - d. belief

ANS: B

REF: 57

OBJ: application TOP: Mod 2.2

MSC: SG

24. Mores are defined as
- a. norms that apply to routine matters.
 - b. rules that govern the use of resources in a society.
 - c. norms that people define as essential to a group's well-being.
 - d. norms that are enforced through informal sanctions.

ANS: C REF: 57 OBJ: comprehension
TOP: Mod 2.2

25. _____ is a symbol system that assigns labels and meanings to things seen and unseen.
- a. Language
 - b. Material culture
 - c. A folkway
 - d. A more

ANS: A REF: 58 OBJ: comprehension
TOP: Mod 2.2

26. Which of the following represents the best example of a belief?
- a. physical objects people have invented, such as the radio
 - b. conceptions of what is right and good, such as "true friendship"
 - c. rules for behavior, such as "stop for pedestrians in crosswalk"
 - d. the idea that "children should live with their parents until they get married"

ANS: D REF: 55 OBJ: comprehension
TOP: Mod 2.2

27. The use of the word "my" (e.g., my mother) as opposed to "our" (e.g., our mother) reflects an emphasis on
- a. the needs of the group.
 - b. the needs of the individual.
 - c. parenthood.
 - d. the maternal instinct.

ANS: B REF: 58 OBJ: comprehension
TOP: Mod 2.2 MSC: SG

28. In the United States, singular possessive pronouns (e.g., "my") are used to refer to things over which we do not have exclusive control. This reflects the emphasis on
- a. the group.
 - b. the individual.
 - c. competitiveness.
 - d. resources.

ANS: B REF: 58 OBJ: application TOP: Mod 2.2

29. "No two languages are ever sufficiently similar to be considered as representing the same social reality." This sentence applies to
- a. ethnocentrism.
 - b. culture shock.
 - c. the linguistic relativity hypothesis.
 - d. cultural diffusion.

ANS: C REF: 58 OBJ: comprehension
TOP: Mod 2.2 MSC: SG

30. One rough indicator of _____ is the number of languages spoken in a society.
- a. cultural relativity
 - b. ethnocentrism
 - c. countercultures
 - d. cultural diversity

ANS: D REF: 60 OBJ: comprehension

TOP: Mod 2.3

31. _____ are groups that share in some parts of the dominant culture but have their own distinctive values, norms, beliefs, symbols, language, and material culture that set them apart.
- a. Countercultures
 - b. Subcultures
 - c. Institutions
 - d. Secondary groups

ANS: B REF: 61 OBJ: comprehension
TOP: Mod 2.3 MSC: SG

32. Which one of the following groups represents an example of a counterculture?
- a. a sorority
 - b. a fraternity
 - c. a retirement community
 - d. Buddhist monks

ANS: D REF: 61 OBJ: application TOP: Mod 2.3
MSC: SG

33. Members of countercultures are least likely to believe which one of the following about the larger society in which they live?
- a. They are part of a very bad bargain.
 - b. They are being exploited.
 - c. The system of which they are a part is broken.
 - d. They have no choice but to accept materialistic trappings of capitalist society.

ANS: D REF: 62 OBJ: application TOP: Mod 2.3

34. The Old Order Amish constitute a _____ counterculture in that they remain largely separate, organizing life so they do not have to be a part of the larger society.
- a. left-wing
 - b. communitarian
 - c. mystics
 - d. radical activists

ANS: B REF: 62 OBJ: application TOP: Mod 2.3
MSC: SG

35. Buddhist monks constitute a counterculture known as _____ because they are in search of enlightenment through simple living, modest dreams, and a vegetarian diet.
- a. communitarian utopians
 - b. mystics
 - c. radical activists
 - d. right-wings

ANS: B REF: 62 OBJ: application TOP: Mod 2.3

36. "They do not so much attack society as disregard it so they can float above it in search of enlightenment." This statement best applies to
- a. communitarian utopians.
 - b. mystics.
 - c. radical activists.
 - d. right-wings.

ANS: B REF: 62 OBJ: application TOP: Mod 2.3

37. _____ are a counterculture group that preaches, creates, or demands a new order.
- a. Communitarian utopians
 - b. Mystics
 - c. Radical activists
 - d. Right-wings

ANS: C REF: 62 OBJ: application TOP: Mod 2.3

38. Which of the following characterizes communitarian utopians?
- a. demand society change
 - b. search for truth
 - c. withdraw into a separate community
 - d. disregard society and float above it

ANS: C REF: 62 OBJ: comprehension
TOP: Mod 2.3

39. Organizers of the Gay Games can be considered _____ in that they have created a new order in which anyone, regardless of ability or sexual orientation can compete.
- a. communitarian utopians
 - b. mystics
 - c. radical activists
 - d. right-wings

ANS: C REF: 63 OBJ: application TOP: Mod 2.3
MSC: SG

40. The tendency to hold your own culture as a standard against which other cultures are judged is
- a. cultural relativity.
 - b. cultural awareness.
 - c. ethnocentrism.
 - d. multiculturalism.

ANS: C REF: 64 OBJ: comprehension
TOP: Mod 2.4 MSC: SG

41. According to sociologist Everett Hughes, "One can think so exclusively in terms of his or her own social world that he or she has no set of concepts for comparing one social world to the next." Hughes is describing
- a. cultural genocide.
 - b. a kind of ethnocentrism.
 - c. institutional completeness.
 - d. a state of cultural relativity.

ANS: B REF: 64 OBJ: comprehension
TOP: Mod 2.4

42. From a(n) _____ viewpoint, one's group is the center and all others are scaled and rated with reference to it.
- a. cultural relative
 - b. reentry shock
 - c. sociological
 - d. ethnocentric

ANS: D REF: 64 OBJ: comprehension
TOP: Mod 2.4

43. If someone describes the British as having steering wheels on the *wrong* side of the car they are taking _____ point of view.
- a. an ethnocentric
 - b. a cultural relative
 - c. a cultural shock
 - d. a sociological

ANS: A

REF: 65

OBJ: application TOP: Mod 2.4

44. If upon learning that Arabic is read from right to left, you conclude that this is reading backwards, you are taking _____ point of view.
- a. an ethnocentric
 - b. a cultural relative
 - c. a cultural shock
 - d. a sociological

ANS: A

REF: 65

OBJ: application TOP: Mod 2.4

45. Between 1870 and 1920 Native Americans were sent to boarding schools to ensure total immersion into white culture and rejection of their own culture. This practice is guided by
- a. reentry shock.
 - b. cultural shock.
 - c. cultural relativity.
 - d. ethnocentrism.

ANS: D

REF: 66

OBJ: application TOP: Mod 2.4

46. Reverse ethnocentrism is best reflected in which of the following statements?
- a. America—Love it or leave it!
 - b. We have to become more like the Koreans.
 - c. Buy American.
 - d. Korea is the next Japan.

ANS: B

REF: 66

OBJ: application TOP: Mod 2.4

47. The view that a behavior or way of thinking must be examined in its cultural context is
- a. ethnocentrism.
 - b. cultural relativity.
 - c. cultural genocide.
 - d. cultural borrowing.

ANS: B

REF: 66

TOP: Mod 2.4

OBJ: comprehension

48. An individual who adopts cultural relativism aims to _____ a cultural practice.
- a. understand
 - b. condone
 - c. discredit
 - d. praise

ANS: A

REF: 66

TOP: Mod 2.4

MSC: SG

OBJ: comprehension

49. _____ is the strain that people from one culture experience when they must orient themselves to the ways of a new culture.
- a. Culture shock
 - b. Ethnocentrism
 - c. Diffusion
 - d. Reverse ethnocentrism

ANS: A REF: 67 OBJ: comprehension
TOP: Mod 2.4 MSC: SG

50. The intensity of culture shock depends on all but which one of the following?
- a. the extent to which home and foreign cultures are different
 - b. the level of preparation or knowledge about the new culture
 - c. the circumstances surrounding the encounter with the new culture
 - d. the mode of transportation one employs to enter a foreign country

ANS: D REF: 67 OBJ: comprehension
TOP: Mod 2.4

51. Upon returning home to the U.S. after a long stay overseas, Renee felt like she was going "crazy." She hated American television "telling" them to buy products in order to be liked. Renee was experiencing
- a. institutional completeness.
 - b. cultural relativity.
 - c. reentry shock.
 - d. cultural shock.

ANS: C REF: 68 OBJ: application TOP: Mod 2.4

52. A U.S. soldier returning to the U.S. after a tour of duty in Iraq states that he was "less tolerant of stupid people...stupid people doing stupid things" and that he was particularly irritated by the question, "Did you kill anyone?" The soldier is experiencing
- a. institutional completeness.
 - b. cultural relativity.
 - c. reentry shock.
 - d. cultural shock.

ANS: C REF: 68 OBJ: application TOP: Mod 2.4

53. Reentry shock is _____ in reverse; it is experienced upon returning home after living in another culture.
- a. material culture
 - b. culture shock
 - c. ethnocentrism
 - d. cultural relativity

ANS: B REF: 68 OBJ: application TOP: Mod 2.4
MSC: SG

54. Which one of the following newspaper headlines suggests that cultural diffusion is at work?
- a. "Global Goliath: Coke Conquers the World"
 - b. "Korea Has Few Oil Reserves"
 - c. "Korea Goes It Alone"
 - d. "Few Americans Study Abroad"

ANS: A REF: 70 OBJ: application TOP: Mod 2.5

55. The toothbrush, believed to be a Chinese invention, is part of American culture because of a process known as
- a. cultural relativism.
 - b. conspicuous consumption.
 - c. cultural diffusion.
 - d. cultural lag.

ANS: C REF: 70 OBJ: application TOP: Mod 2.5

56. The key originated in Mesopotamia and it is now part of many cultures. The statement speaks to a process know as
- a. cultural relativism.
 - b. conspicuous consumption.
 - c. cultural diffusion.
 - d. cultural lag.

ANS: C REF: 70 OBJ: application TOP: Mod 2.5
MSC: SG

57. Another word for diffusion is
- a. forcing.
 - b. rejecting.
 - c. processing.
 - d. borrowing.

ANS: D REF: 70 OBJ: comprehension
TOP: Mod 2.5 MSC: SG

58. The process by which an idea, an invention, or way of behaving is borrowed from a foreign source and then adopted by borrowing people is called
- a. cultural relativism.
 - b. conspicuous consumption.
 - c. cultural diffusion.
 - d. cultural lag.

ANS: C REF: 71 OBJ: comprehension
TOP: Mod 2.5

59. The Japanese borrowed baseball from the United States but they modified the game to fit the broader culture. This fact points to the _____ nature of cultural diffusion.
- a. troublesome
 - b. universal
 - c. selective
 - d. normative

ANS: C REF: 71 OBJ: application TOP: Mod 2.5

60. People of one society borrow ideas, materials, or inventions from another culture
- a. indiscriminately.
 - b. selectively.
 - c. regardless of the usefulness of what is borrowed.
 - d. even though it is always a troublesome process.

ANS: B REF: 71 OBJ: comprehension
TOP: Mod 2.5

61. Saudi Arabia “borrowed” McDonald’s but they did not adopt everything about the McDonald’s model. This fact point to the selective nature of
- a. cultural relativism.
 - b. conspicuous consumption.
 - c. cultural diffusion.
 - d. cultural lag.

ANS: C
MSC: SG

REF: 72

OBJ: application TOP: Mod 2.5

62. The part of the culture that adjusts to a new product or innovation is _____ culture.
- a. adaptive
 - b. material
 - c. lag
 - d. dominant

ANS: A
TOP: Mod 2.5

REF: 72

OBJ: comprehension

63. For the most part, American culture has embraced the cell phone but it has been slow to address associated problems (e.g. texting while driving). This is an issue of cultural
- a. diffusion.
 - b. lag.
 - c. shock.
 - d. particular.

ANS: B
MSC: SG

REF: 73

OBJ: application TOP: Mod 2.5

64. Most people take an ethnocentric view toward foreign cultures; that is, they
- a. use their home culture as the standard for judging the worth of another culture.
 - b. use a foreign culture as the standard to judge all other cultures.
 - c. seek to understand a culture.
 - d. seek to destroy the foreign culture.

ANS: A
TOP: Mod 2.3

REF: 64

OBJ: comprehension

65. In 1886, the first glass of Coca-Cola was sold in Atlanta. Today Coke is sold in more than 200 countries. This product's success on a global scale is the result of a process known as
- a. cultural relativism.
 - b. ethnocentrism.
 - c. global interdependence.
 - d. cultural lag.

ANS: C

REF: 74

OBJ: application TOP: Mod 2.6

66. Sociologist Leslie Sklair's theory of global consumption offers insight about a process known as
- a. cultural lag.
 - b. ethnocentrism.
 - c. cultural relativity.
 - d. cultural diffusion.

ANS: D
TOP: Mod 2.6

REF: 74

OBJ: comprehension

67. Globalization is a process best described as
- a. static.
 - b. status quo.
 - c. ever-increasing.
 - d. homogeneous.

ANS: C

REF: 75

OBJ: comprehension

TOP: Mod 2.6 MSC: SG

68. The emergence of World Beat Music, which blends African and Latin folk music with American folk styles, supports which one of the following positions regarding globalization?
- a. Globalization is producing a homogeneous world that fuses distinct cultural practices into a new world culture.
 - b. Globalization is producing a homogeneous world by destroying variety.
 - c. Globalization intensifies cultural differences and generates conflict.
 - d. Globalization actually brings value to and appreciation for local products.

ANS: A REF: 75 OBJ: application TOP: Mod 2.6

69. Local food vendors can not compete against fast food establishments that are open 24 hours per day and are able to deliver food to customers within minutes of ordering. This situation supports which one of the following positions regarding globalization?
- a. Globalization is producing a homogeneous world that fuses distinct cultural practices into a new world culture.
 - b. Globalization is producing a homogeneous world by destroying variety.
 - c. Globalization intensifies cultural differences and generates conflict.
 - d. Globalization actually brings value to and appreciation for local products.

ANS: B REF: 76 OBJ: application TOP: Mod 2.6
MSC: SG

70. In Japan, McDonalds has adapted to Japanese sensibility by serving rice in a common container to be shared. This situation supports which one of the following positions regarding globalization?
- a. Globalization is producing a homogeneous world that fuses distinct cultural practices into a new world culture.
 - b. Globalization is producing a homogeneous world by destroying variety.
 - c. Globalization intensifies cultural differences and generates conflict.
 - d. Globalization actually brings value to and appreciation for local products.

ANS: D REF: 76 OBJ: application TOP: Mod 2.6

71. The United States has constructed fences to control border crossings from Mexico to U.S. This situation supports which one of the following positions regarding globalization?
- a. Globalization is producing a homogeneous world that fuses distinct cultural practices into a new world culture.
 - b. Globalization is producing a homogeneous world by destroying variety.
 - c. Globalization intensifies cultural differences and generates conflict.
 - d. Globalization actually brings value to and appreciation for local products.

ANS: C REF: 77 OBJ: application TOP: Mod 2.6

72. Which one of the following does sociologist Leslie Sklair see as the fuel powering the motor of capitalism?
- a. the transnational corporation
 - b. the capitalized class
 - c. the cultural ideology of consumerism

d. a few gigantic transnational corporations

ANS: C REF: 77 OBJ: comprehension
TOP: Mod 2.6

73. Sociologist Leslie Sklair argues that the global economy is dominated by
- a. the European Union.
 - b. the United States.
 - c. a few governments.
 - d. a few gigantic corporations.

ANS: D REF: 77 OBJ: comprehension
TOP: Mod 2.6

74. For Leslie Sklair, the transnational capitalist class is composed of all but which one of the following?
- a. executives at the largest transnational organizations
 - b. executives associated with large media outlets
 - c. federal and state politicians
 - d. the college educated

ANS: D REF: 77 OBJ: comprehension
TOP: Mod 2.6

75. _____ is an ideology that proclaims that the meaning of life is to be found in the things that we possess.
- a. Consumerism
 - b. Ethnocentrism
 - c. Adaptive culture
 - d. Cultural relativism

ANS: A REF: 78 OBJ: comprehension
TOP: Mod 2.6

76. _____ persuades people to consume not simply to satisfy real need, but to satisfy artificially created desires.
- a. Ethnocentrism
 - b. The ideology of consumerism
 - c. Global interdependence
 - d. Cultural relativism

ANS: B REF: 78 OBJ: comprehension
TOP: Mod 2.6 MSC: SG

77. Western cosmetic companies send the message that the typical Asian woman should strive to appear Western. That message is part of
- a. Ethnocentrism.
 - b. the ideology of consumerism.
 - c. global interdependence.
 - d. cultural relativism.

ANS: B REF: 78 OBJ: application TOP: Mod 2.6

78. The words "best friend" have been borrowed by people in Japan. This borrowing process is known as
- a. cultural relativity.
 - c. cultural diffusion.

- b. reverse ethnocentrism. d. symbolic interpretation.

ANS: C TOP: Music

79. The Japanese language does not include a word that acknowledges "best friend." The closest understanding of the concept of a best friend are words that mean something like
- a. understanding how to communicate. c. a trusted person.
 - b. most valued person in the world. d. one in a million.

ANS: A TOP: Music

80. The Top 10 Japanese song "Best Friend" borrows the words "best friend." However, the song emphasizes the best friend's ability to communicate in meaningful ways and friendships as something that cannot be lost. This use suggests that cultural diffusion is
- a. an all encompassing process. c. ethnocentric.
 - b. inclusive. d. selective.

ANS: D TOP: Music

81. The video for the Japanese hit "Best Friend" associates friendship with the intense beauty and ephemeral quality of cherry blossoms. In this regard, cherry blossoms are considered a(n)
- a. norm. c. element of material culture.
 - b. symbol. d. stage prop.

ANS: B TOP: Music

82. Culture shock is
- a. the most extreme and most destructive form of ethnocentrism.
 - b. made up of the norms that people define as essential to a group's well-being.
 - c. the view that any aspect of culture must be assessed in the context of the society in which it is found.
 - d. the mental and physical strain that people from one culture experience when they must orient themselves to the ways of a new culture.

ANS: D TOP: Movie

83. A Sudanese teen who has moved to the United States remarks "I'm not even feeling ok. I don't even feel like eating. Even if I eat good food, I am alone, the loneliness will reduce my size. I do not feel ok. And I will not even grow fat. Because I am lonely here." The youth is describing feelings that accompany a state of
- a. cultural relativity. c. ethnocentrism.
 - b. culture shock. d. re-entry shock.

ANS: B TOP: Movie

84. A group of Sudanese boys who have moved to the United States discuss the stress and strain associated with coming to terms with the *meaning* most Americans assign to touch another man in public. They are coming to terms with what aspect of culture?
- a. ethnocentrism
 - b. symbols
 - c. cultural relativity
 - d. re-entry shock

ANS: A TOP: Movie

85. Road signs warning drivers to be on the outlook for a particular creature or type of person illustrate which one of the following concepts?
- a. culture as a strategy for adapting to and responding to one's surroundings
 - b. ethnocentrism as it relates to driver's inattention
 - c. counterculture as it relates to those creatures features on the sign
 - d. cultural diffusion as it relates to the act of protecting some species and not others

ANS: A TOP: Soc Scenes

86. Sociology offers a vocabulary or set of concepts that guide the questions one can ask when seeking to understand any subculture. The question "Are there specific items or gestures that have *special meaning*?" relates to which one of the following cultural features?
- a. material culture
 - b. norms
 - c. values
 - d. symbols

ANS: D TOP: Soc Scenes

87. Sociology offers a vocabulary or set of concepts that guide the questions one can ask when seeking to understand any subculture. The question "Is there any specific protocol governing the ways something should be done?" relates to which one of the following cultural features?
- a. norms
 - b. values
 - c. beliefs
 - d. language

ANS: A TOP: Soc Scenes

88. Which one of the following statements represents a cultural relative point of view about the practice of using one's hands to eat out of a communal dish?
- a. People should not take food with their hands as that practice spreads germs.
 - b. This practice encourages those eating with others to think in terms of "fair share."
 - c. This practice represents a primitive way of eating.
 - d. Most people in the world eat with some kind of utensil.

ANS: B TOP: Soc Scenes

89. U.S. military personnel stationed in Ghana pass out Barbie dolls to young girls who find themselves comparing their physical features to those of the doll. This outcome is part of
- a. adaptive culture.
 - b. a cultural lag.
 - c. the cultural diffusion process.
 - d. cultural relativity.

ANS: C TOP: Soc Scenes

90. U.S. military personnel introduce any number of items to local populations in countries around the world. These items range from cough medicine to meals ready-to-eat (MREs). The process of introducing these items is known as
- cultural exchange.
 - standardization.
 - ethnocentrism.
 - cultural diffusion.

ANS: D

TOP: Soc Scenes

True/False

1. Reentry shock is the glorification of a home country.

ANS: F

REF: 68

TOP: Mod 2.4

MSC: SG

2. People who engage in reverse ethnocentrism idealize another culture as perfect.

ANS: T

REF: 66

TOP: Mod 2.4

3. The statement "whatever they do is fine" reflects a perspective of cultural relativism.

ANS: F

REF: 66

TOP: Mod 2.4

MSC: SG

4. Retirement communities are an example of a subculture.

ANS: T

REF: 61

TOP: Mod 2.4

5. Buddhist monks who reject the trappings of capitalistic society and devote themselves to simple living constitute a counterculture.

ANS: T

REF: 61

TOP: Mod 2.4

6. The opportunity for cultural diffusion occurs whenever people from different cultures make contact.

ANS: T

REF: 70

TOP: Mod 2.5

MSC: SG

7. Culture cannot exist without society.

ANS: T

REF: 48

TOP: Mod 2.1

MSC: SG

8. From a sociological point of view a culture has clear boundaries distinguishing it from other cultures.

ANS: F

REF: 49

TOP: Mod 2.1

9. Generally people who claim a particular culture identity agree about the key characteristics of their culture.

ANS: F

REF: 49

TOP: Mod 2.1

10. People who share a culture are largely replicas of one another.

ANS: F REF: 50 TOP: Mod 2.1 MSC: SG

11. One factor that affects cultural variety is the extent to which outsiders are welcome.

ANS: T REF: 50 TOP: Mod 2.1

12. Cultural particulars are those things all cultures share.

ANS: F REF: 51 TOP: Mod 2.1 MSC: SG

13. Cultural universals are specific practices that distinguish one culture from another.

ANS: F REF: 51 TOP: Mod 2.1

14. Culture provides formulas for expressing social emotions.

ANS: T REF: 52 TOP: Mod 2.1 MSC: SG

15. People have the capacity to accept, modify or reject cultural practices to which they have been exposed.

ANS: T REF: 52 TOP: Mod 2.1

16. An iPod and an automobile are examples of material culture.

ANS: T REF: 54 TOP: Mod 2.2 MSC: SG

17. Beliefs, values and norms are components of material culture.

ANS: F REF: 55 TOP: Mod 2.2

18. The microwave oven helped to expand individuality.

ANS: T REF: 55 TOP: Mod 2.2

19. Americans tend to believe that feelings of frustration and confusion are important part of the learning process.

ANS: F REF: 56 TOP: Mod 2.2 MSC: SG

20. Freedom is a uniquely American value.

ANS: F REF: 56 TOP: Mod 2.2

21. Freedom and self-esteem are among the values Americans declare as most important.

ANS: T REF: 56 TOP: Mod 2.2

22. "Wash your hands before preparing food" is a norm.

ANS: T REF: 56 TOP: Mod 2.2

23. Mores apply to the mundane aspects and details of daily life.

ANS: F REF: 57 TOP: Mod 2.2 MSC: SG

24. Folkways are norms considered essential to the well-being of the group.

ANS: F REF: 57 TOP: Mod 2.2

25. The meaning of a symbol is self-evident.

ANS: F REF: 58 TOP: Mod 2.2

26. Language is a symbol system.

ANS: T REF: 58 TOP: Mod 2.2 MSC: SG

27. The linguistic relativity hypothesis holds that different languages describe the world in the same ways.

ANS: F REF: 58 TOP: Mod 2.2

28. An example of subculture is rodeo athletes and fans.

ANS: T REF: 61 TOP: Mod 2.3

29. One characteristic central to all subcultures is that they reject the larger culture of which they are a part.

ANS: F REF: 61 TOP: Mod 2.3

30. One characteristic of countercultures is that they seek to dismantle the larger culture of which they are a part.

ANS: F REF: 61 TOP: Mod 2.3 MSC: SG

31. A counterculture is also a subculture.

ANS: T REF: 61 TOP: Mod 2.3 MSC: SG

32. Mystics search for truth and for themselves.

ANS: T REF: 62 TOP: Mod 2.3 MSC: SG

33. Radical activists hope to change society and its values.

ANS: T REF: 62 TOP: Mod 2.3

34. Organizers of the Gay Games have created a new order in which anyone regardless of ability can participate.

ANS: T REF: 63 TOP: Mod 2.3 MSC: SG

35. Ethnocentrism is a perspective that puts one culture at the center of everything.

ANS: T REF: 64 TOP: Mod 2.4 MSC: SG

36. From an ethnocentric point of view, the British have placed steering wheels on the wrong side of the car.

ANS: T REF: 65 TOP: Mod 2.4

37. From a cultural relative point of view dogs are animals with special qualities making them an inappropriate food source.

ANS: F REF: 65 TOP: Mod 2.4

38. From an ethnocentric point of view writing from left to right on a page is simply one way to write.

ANS: F REF: 65 TOP: Mod 2.4

39. People who idealize other cultures as “perfect” are engaged in reverse ethnocentrism.

ANS: T REF: 66 TOP: Mod 2.4

40. Ethnocentrism is an antidote to cultural relativism.

ANS: F REF: 66 TOP: Mod 2.4

41. The primary aim of cultural relativism is to offer support for any cultural practice.

ANS: F REF: 66 TOP: Mod 2.4

42. One potential symptom of culture shock is irritability.

ANS: T REF: 67 TOP: Mod 2.4 MSC: SG

43. A person must live in a foreign country to experience culture shock.

ANS: F REF: 67 TOP: Mod 2.4

44. A cultural relative point of view would characterize sumo wrestling as a sport that involves fat people.

ANS: F REF: 67 TOP: Mod 2.4

45. People can experience culture shock in reverse when returning home after living in another culture.

ANS: T REF: 68 TOP: Mod 2.4 MSC: SG

46. One symptom of reentry shock is a feeling of being misunderstood.

ANS: T REF: 68 TOP: Mod 2.4

47. The opportunity to borrow an idea or an invention occurs whenever people from different cultures make contact.

ANS: T REF: 71 TOP: Mod 2.5

48. When people borrow ideas or inventions from a foreign source, they are selective about what they borrow.

ANS: T REF: 71 TOP: Mod 2.5 MSC: SG

49. With regard to adopting a foreign idea or invention people are choosy about what aspects they will borrow.

ANS: T REF: 71 TOP: Mod 2.5

50. American baseball was adopted by the Japanese through a process known as cultural lag.

ANS: F REF: 71 TOP: Mod 2.5

51. The Saudis borrowed the McDonalds model in its entirety.

ANS: F REF: 72 TOP: Mod 2.5 MSC: SG

52. The process of cultural diffusion generates change to society.

ANS: T REF: 72 TOP: Mod 2.5 MSC: SG

53. Cultural lag refers to a failure to adjust to the disruptive consequences of a material innovation.

ANS: T REF: 73 TOP: Mod 2.5

54. With regard to automobile there is a cultural lag when it comes to addressing its disruptive consequences to society.

ANS: T REF: 73 TOP: Mod 2.5 MSC: SG

55. Sociologist Leslie Sklair argues that Coke and Pepsi marketed on a global scale, not as a soft drink, but as a lifestyle.

ANS: T REF: 74 TOP: Mod 2.6

56. Drinking apple juice is a globally influenced activity.

ANS: T REF: 75 TOP: Mod 2.6 MSC: SG

57. World Beat Music is an example of globalization as a destroyer of variety.

ANS: F REF: 76 TOP: Mod 2.6

58. McWorld and Coca-colonization are terms for global forces producing a homogenous world.

ANS: T REF: 76 TOP: Mod 2.6 MSC: SG

59. The fact that Japanese McDonalds offers rice burgers suggests globalization destroys variety.

ANS: F REF: 76 TOP: Mod 2.6

60. The fact that the U.S. has built a fence to control movement from Mexico to U.S. suggests that globalization can spark conflict.

ANS: T REF: 76 TOP: Mod 2.6

61. According to Sklair the vehicle of global capitalism is the consumer.

ANS: F REF: 77 TOP: Mod 2.6 MSC: SG

62. According to Sklair the driver of global capitalism is the transnational capital class.

ANS: T REF: 77 TOP: Mod 2.6

63. Only five countries in the world possess a gross national product that exceeds the combined revenues of the ten largest corporations in the world.

ANS: T REF: 77 TOP: Mod 2.6

64. Sklair argues from a global perspective most people in the world have avoided the reach of advertisers and marketers.

ANS: F REF: 78 TOP: Mod 2.6 MSC: SG

65. Sklair argues that the expansion of capitalism depends on people buying products to meet artificially created desires.

ANS: T REF: 78 TOP: Mod 2.6