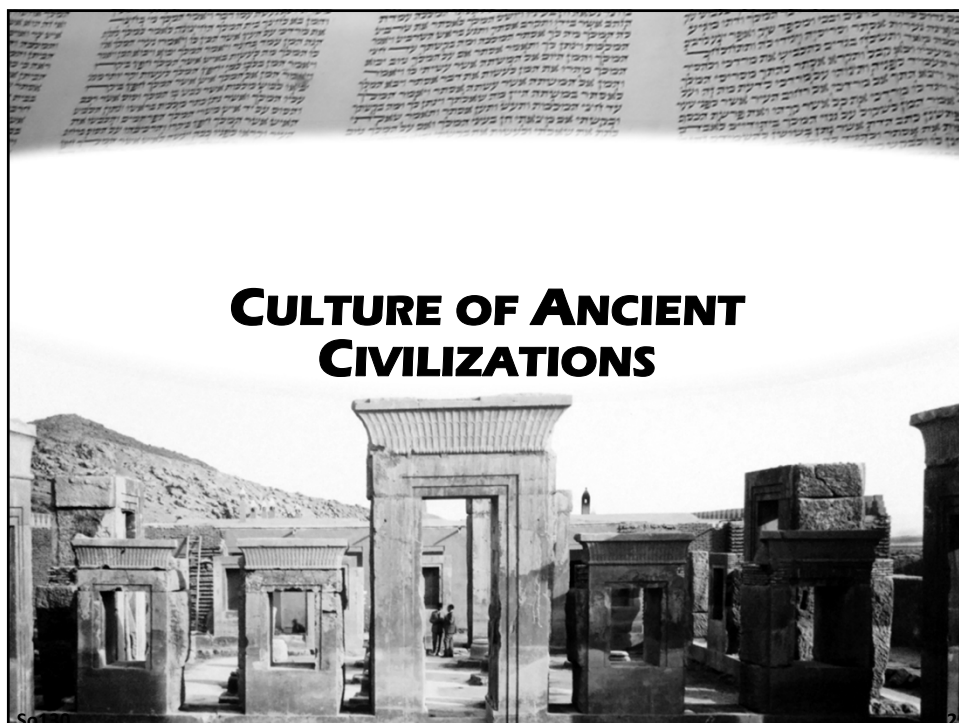


So130 Week 01

INTRODUCTION PART 1



CULTURE OF ANCIENT CIVILIZATIONS

QUESTION

What is Culture?

FORMAL DEFINITION - CULTURE

- **a**: the integrated pattern of human knowledge, belief, and behavior that depends upon the capacity for learning and transmitting knowledge to succeeding generations
- **b**: the customary beliefs, social forms, and material traits of a racial, religious, or social group; *also*: the characteristic features of everyday existence (as diversions or a way of life) shared by people in a place or time *<popular culture> <Southern culture>*
- **c**: the set of shared attitudes, values, goals, and practices that characterizes an institution or organization *<a corporate culture focused on the bottom line>*
- **d**: the set of values, conventions, or social practices associated with a particular field, activity, or societal characteristic *<studying the effect of computers on print culture> <Changing the culture of materialism will take time ... — Peggy O'Mara>*

