

CULTURE

As the object of cross-cultural psychology

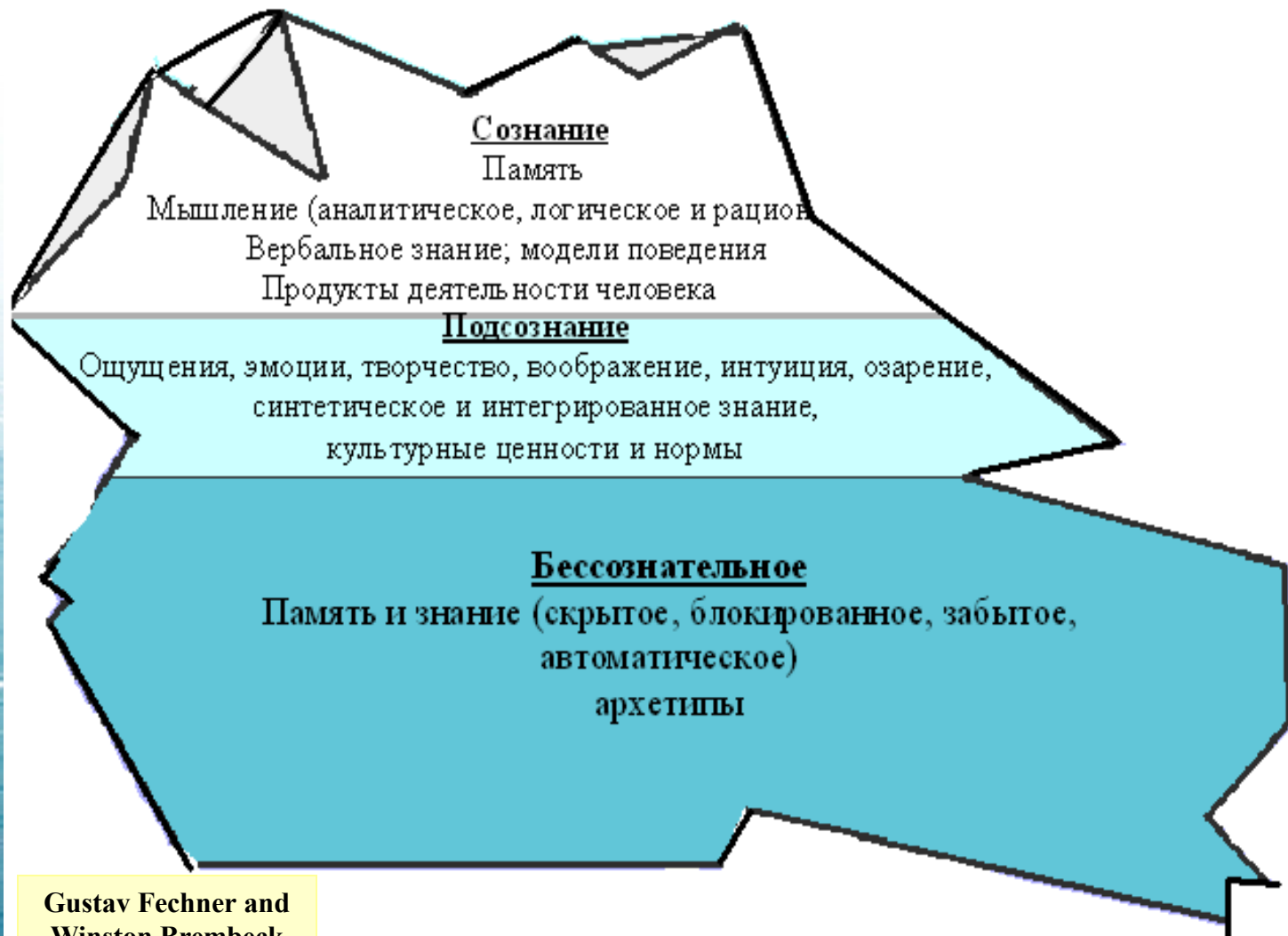




CULTURE AS THE OBJECT OF CROSS- CULTURAL PSYCHOLOGY

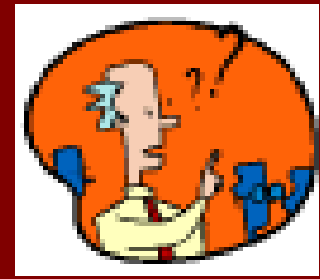
1. Metaphorical image of culture
2. How have the views on culture developed?
3. CULTURE as a term, a notion and a category. Culture in the narrow and broad sense.
4. Objective and subjective culture as objects of cultural science and cross-cultural psychology.
5. Tripartite unity of culturally-universal, culturally-specific and personally-individual in a man.
6. Functions of culture
7. Unity and diversity of cultures, national cultures and world culture
8. Types, principles and levels of cultural interaction

Metaphor of culture



Gustav Fechner and
Winston Brembeck

Some definitions



- 1914 – culture – a complex concept including knowledge, beliefs, art, morals, laws, customs and other characteristics of a man as a member of human society
- 1961 – culture is the result of human development via education, discipline etc., perfection of moral and intellectual essence of a man
- 2000 – culture is a historically definite level of society development, creative gifts and abilities of a man, expressed in types and organizational forms of life and human activity, in their interrelations and material/or spiritual values created by humans.

Other definitions



- ⑩ Culture is communication,
- ⑩ communication is culture. (Edward T. Hall)
- Culture in its broadest sense is cultivated behavior
- Culture is a way of life of a group of people--the behaviors, beliefs, values, and symbols that they accept
- Culture is symbolic communication.
- ⑩ Culture is the sum of total of the learned behavior of a group of people that are generally considered to be the tradition of that people and are transmitted from generation to generation.



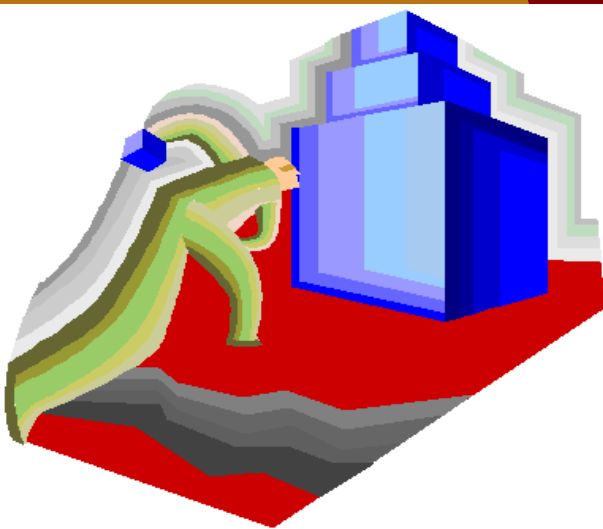


Towards understanding the elements of culture

- **Culture is a shared world view *in action*** ; it really occurs in a real world (or really did occur in a real world): speaking, talking, myth-making, doing science, making table utensils
- **culture arises from world view**, this means that everything that occurs within a culture *has meaning*
- **we figure out how other cultures think**, by looking closely at a variety of cultural practices and attempting to interpret the world view from these practices

The fundamental basis of culture is :

- **Social identity** (“we” are not “other”)
- **Social memory** (religion, mythology and history)
- **Everything** (reflection of the worldview)
- **Strategies of adaptation** (response to change)





Timeline of culture studies

первоначально - культура - это обработка земли, а также воспитание и обучение самого человека

позднеримская эпоха - культура как социальное устройство

общества, а также личное совершенство, в первую очередь, религиозное.

вторая половина 18 века - слово «культура» вошло в европейский лексикон

Возрождение - культура как гуманистический идеал

Просвещение - культура как всесторонняя реализация человеческого разума

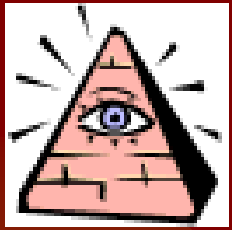
Гердер (1744-1803) - культура как прогрессивное раскрытие способностей человеческого разума

Ф.Шиллер (1759- 1805) сравнительно-исторический подход к изучению культуры
братья Шлегели



Timeline of culture studies

- Г.Ф. Гегель (1770-1831) - культура как разворачивание мирового духа
- Э.Тайлор (1832-1917) - культурная антропология
- М.Вебер (1864-1920), и неокантианская критика
- Г.Риккерт (1863-1936) эволюционистских взглядов на культуру
- О.Шпенглер (1880-1936) - культура как множество относительно независимых и целостных стилей
- А.Кребер (1876-1960) - совокупность «культурных образцов»
- И.Тэн (1828-1893) - «основной характер» как культурная категория
- Соловьев В.С.(1853-1900) - учение об «универсуме» как всеединстве, о культурно -исторических типах
- Н.А.Бердяев (1874-1948) - культурное творчество, как реализация



Timeline of culture studies

- П.А.Флоренский (1882-1937) - взаимодействие культуры и природы
- Геерт Хофстеде –1980 - культура как уникальная модель поведения, свойственная группам людей
- В. Гудикунст 1992 - культура как теория для объяснения мира и законов поведения человека
- Ф. Харис и Р. Моран 1993 - 10 базовых характеристик культуры

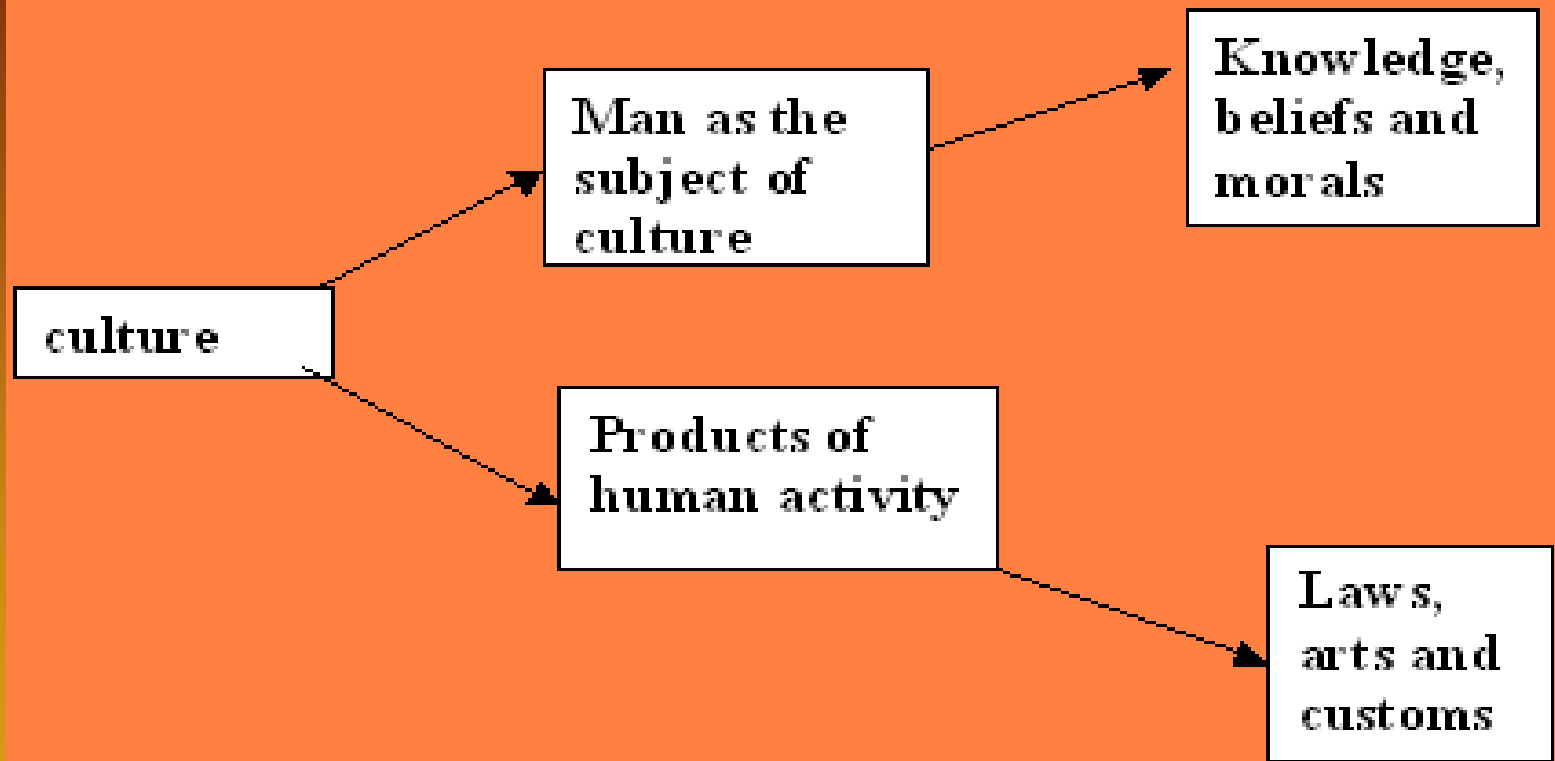
Culture from cultivation



- The Greek idea of "a finely tempered nature" gives exactly the notion of perfection as culture brings us to conceive it: a harmonious perfection, a perfection in which the characters of beauty and intelligence are both present, which unites "the two noblest of things" (Matthew Arnold "Culture and Anarchy" 1869)

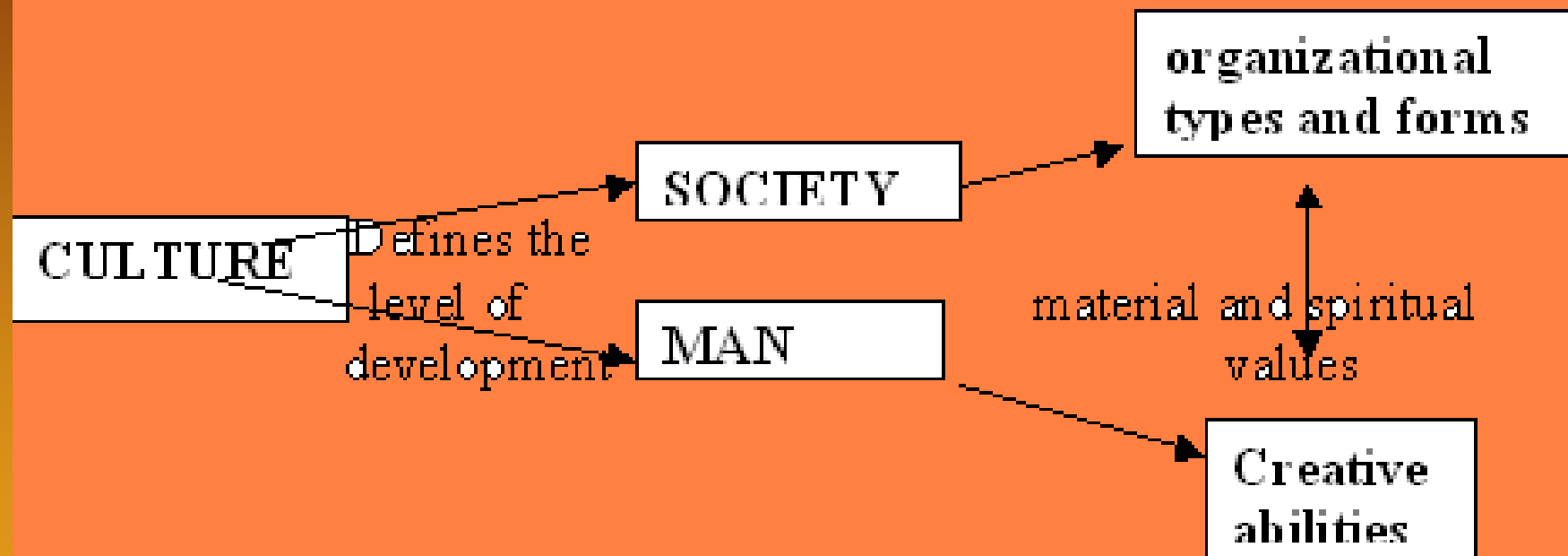


CULTURE AS A CONCEPT

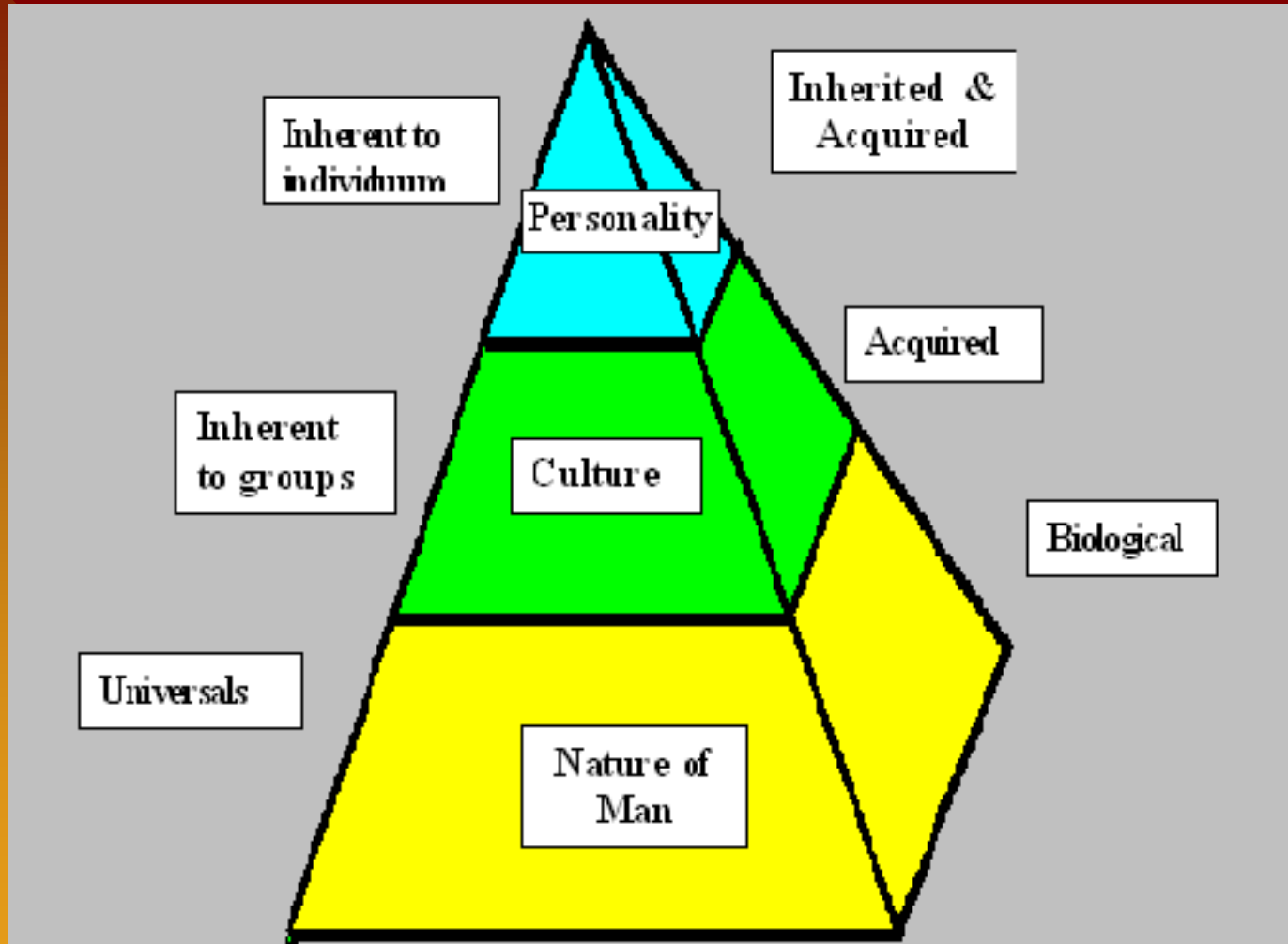




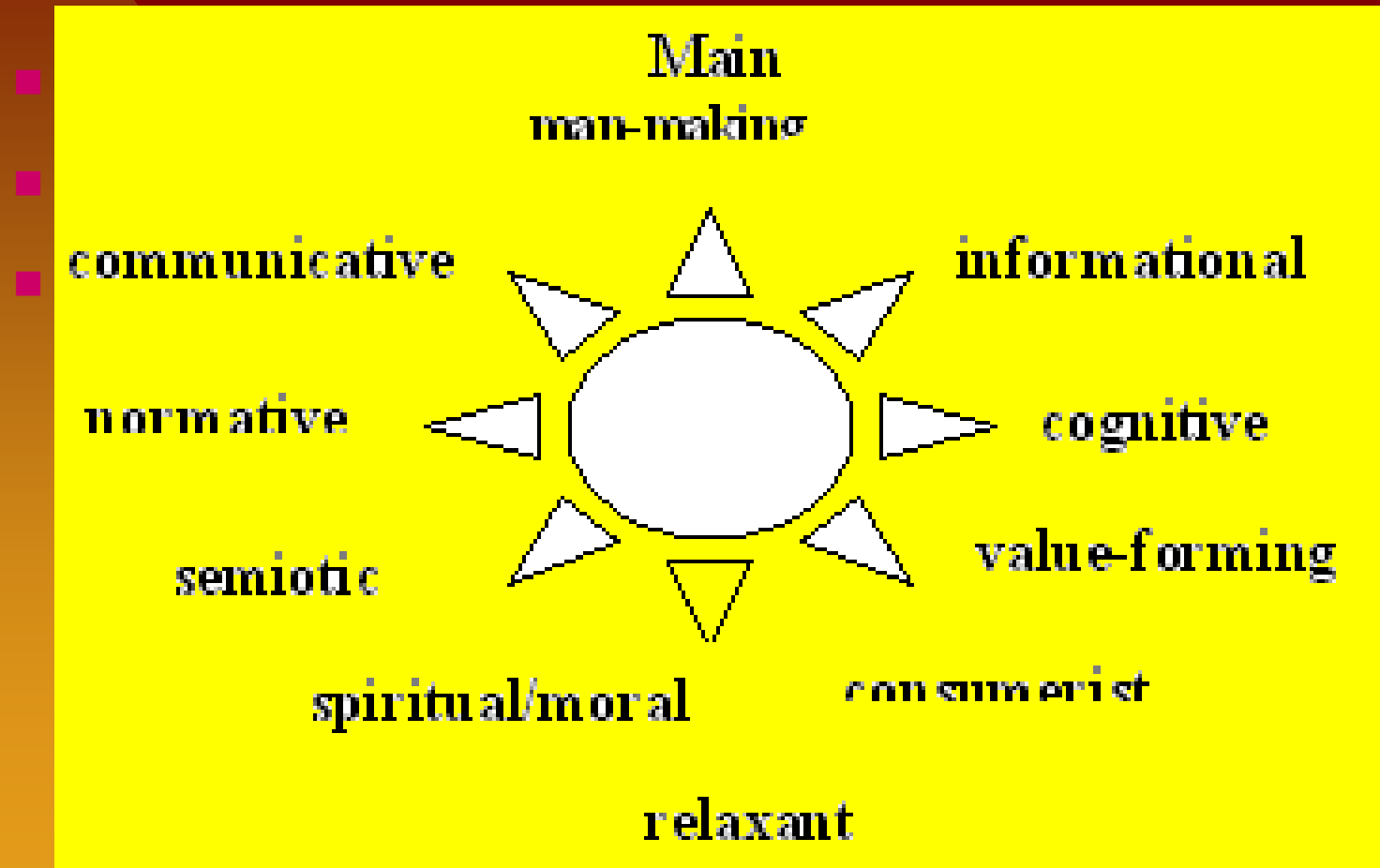
CULTURE AS A CONCEPT



CULTURE AS COLLECTIVE PROGRAMMING OF HUMAN MIND



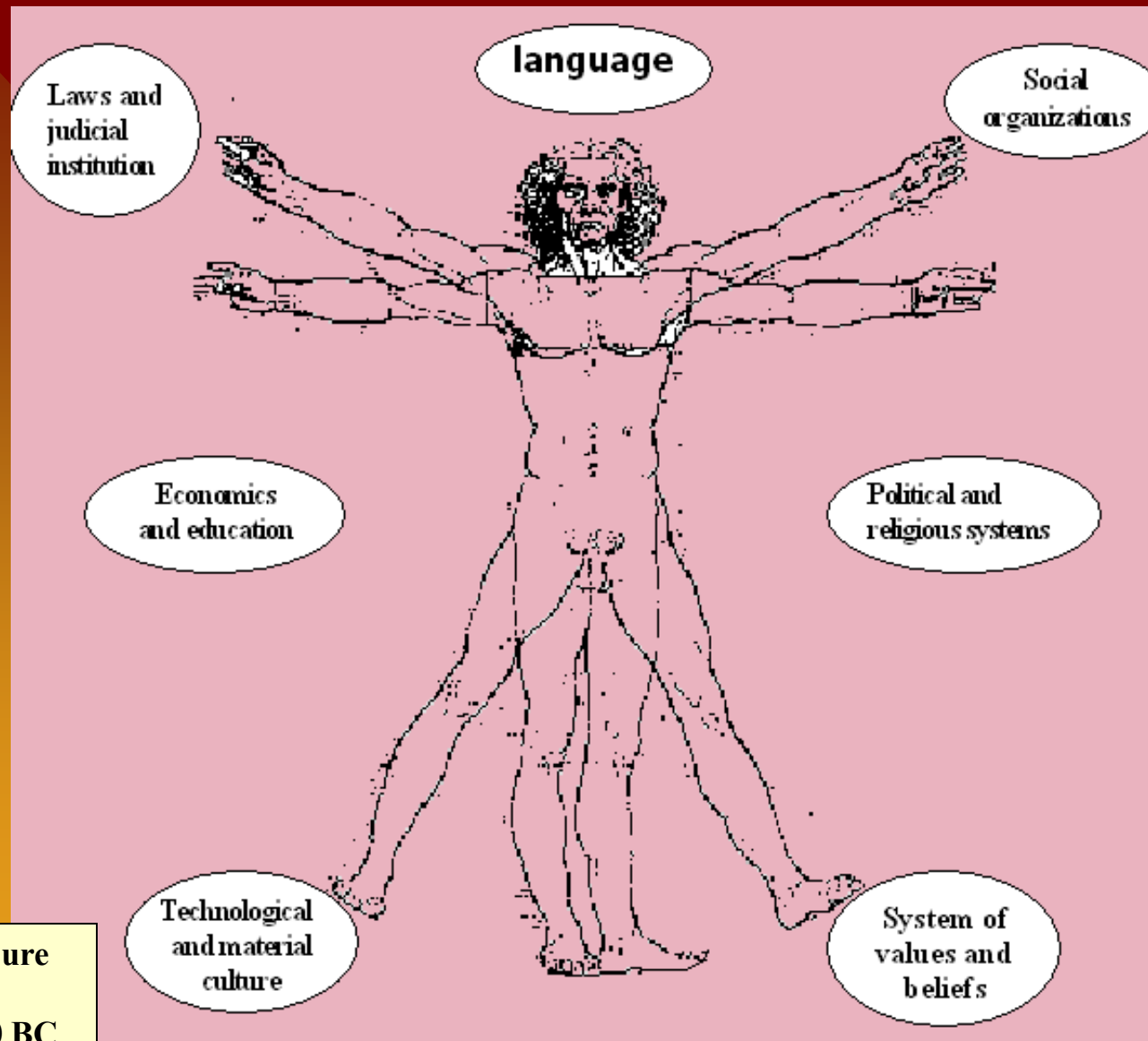
FUNCTIONS OF CULTURE



CULTURE AS A TERM AND A NOTION



Components of cultural environment



Man is the measure
of all things”
Protagoras 1500 BC

Objective and subjective culture

Objective culture

ARTS LITERATURE
MUSIC, NATIONAL
CUISINE AND
COSTUME , SOCIAL,
ECONOMIC,
POLITICAL AND
LANGUAGE
SYSTEMS



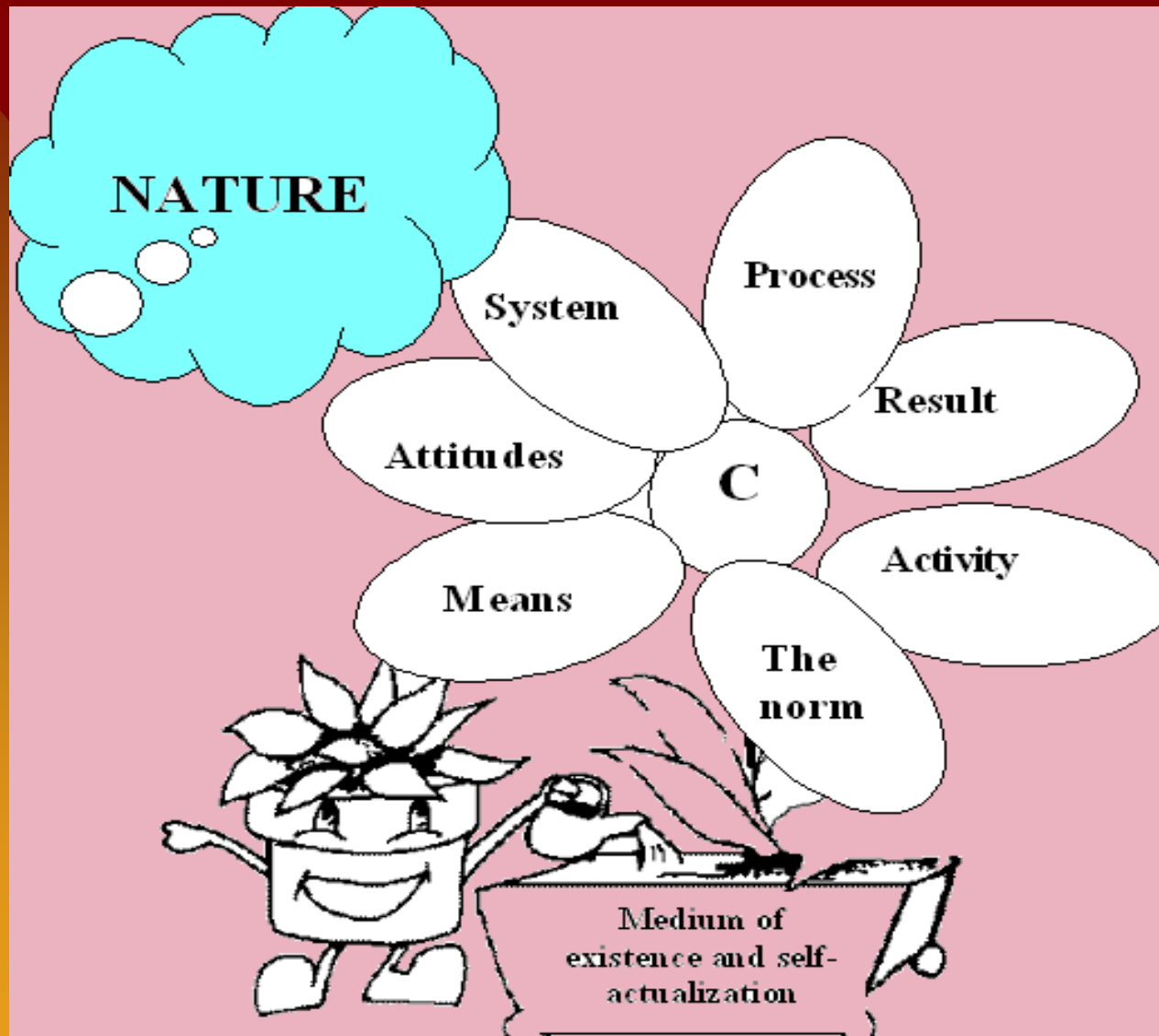
Subjective culture

KNOWLEDGE
represented in
emotions and
sensations

Non-verbal, spatial and
visual info about the
environment

- Values and beliefs
- Soul, creation, intuition, imagination and insight

CULTURE AS A SEVEN-ASPECT NOTION





Final definitions



Culture refers to the cumulative deposit of knowledge, experience, beliefs, values, attitudes, meanings, hierarchies, religion, notions of time, roles, spatial relations, concepts of the universe, and material objects and possessions acquired by a group of people in the course of generations through individual and group striving. /Samovar and Porter (1994)

Culture is the systems of knowledge shared by a relatively large group of people. /Gudykunst and Kim (1992)



Some resources

- Библиотека культурологии –
<http://www.countries.ru/library/theory>
- Библиотека этнопсихологии –
<http://ethnopsychology.narod.ru/libr/index.htm>
- Энциклопедия: Культурология XX века
/под ред. С.Я. Левита.- СПб, 1998 –
<http://kiev.philosophy.ru/edu/ref/enc>

What next?

- Values and beliefs as components of culture

