**Sociology 12 Exam Review (2)**

**Chapter 3: Culture**

1. Define culture.
2. Culture is divided into 2 parts. Define and provide examples of each: Material culture and non-material culture
3. Define cultural universals and provide examples.
4. We discussed 4 non-material components of culture. Define and provide Canadian examples of each: Symbols, Language, Values, and Social Norms.
5. How does language reflect our cultural assumptions about gender?
6. How does language reinforce our perceptions and misconceptions about race?
7. What affect has bilingualism had on our country? Good and/or bad?
8. What is the difference between ideal culture and real culture? Provide examples.
9. What is the difference between formal norms and informal norms? Provide examples.
10. What is cultural diversity?
11. Is Canada a homogeneous societies or heterogeneous societies? What makes Canada this way?
12. What is culture shock? What are the Five Phases of Culture Shock?
13. What is ethnocentrism? Provide an example.
14. What is cultural relativism? Provide an example. What is the downside of cultural relativism?
15. What causes cultural change in societies?
16. What is cultural diffusion? Provide an example of cultural diffusion into Canada and an of cultural diffusion out of Canada.
17. When companies are marketing products globally why do they have to pay attention to cultural differences? Provide an example. (p. 82)