

Wellspring of Grace School, Inc.
UNDERSTANDING CULTURE, SOCIETY AND POLITICS

Lesson 4

Understanding Cultural Adaptation

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ATTENDANCE

ROLL CALL





UNDERSTANDING CULTURE
SOCIETY AND POLICTICS

UNDERSTANDING CULTURE ADAPTATION

Two Components of Culture

01

Material culture

the physical objects of the culture
(Technology, Symbols)

02

Non-material culture

the ideas associated with these
objects
(Language, Values, Beliefs, Norms)





Adaptation of Culture

1. Parallelism
2. Diffusion
3. Convergence
4. Fission
5. Acculturation
6. Assimilation
7. Accommodation



Adaptation of Culture

1. Parallelism

means that the same culture may take place in two or more different places. Example: The domestication of dogs, cats, pigs and other animals may have semblance in other places

2. Diffusion

3. Convergence

4. Fission

5. Acculturation

6. Assimilation

7. Accommodation



Adaptation of Culture

1. Parallelism

2. Diffusion

This is the transfer or spread of culture traits from one another brought about by change agents such as people or media
Examples: food and eating practices, marriage and wedding ceremonies, burial rituals, feast celebrations

3. Convergence

4. Fission

5. Acculturation

6. Assimilation

7. Accommodation



Adaptation of Culture

1. Parallelism
2. Diffusion
3. Convergence

takes place when two or more cultures are fused or merged into one culture making it different from the original culture.

4. Fission
5. Acculturation
6. Assimilation
7. Accommodation



Adaptation of Culture

1. Parallelism
2. Diffusion
3. Convergence
4. Fission

takes place when people break away from their original culture and start developing a different culture of their own.

5. Acculturation
6. Assimilation
7. Accommodation



Adaptation of Culture

1. Parallelism
2. Diffusion
3. Convergence
4. Fission

5. Acculturation

refers to the process wherein individuals incorporate the behavioral patterns of other cultures into their own either voluntarily or by force. Voluntary acculturation occurs through imitation, borrowing, or personal contact with other people.

6. Assimilation
7. Accommodation



Adaptation of Culture

1. Parallelism
2. Diffusion
3. Convergence
4. Fission
5. Acculturation

6. Assimilation

occurs when the culture of a larger society is adopted by a smaller society, that smaller society assumes some of the culture of the larger society or cost society.

7. Accommodation



Adaptation of Culture

1. Parallelism
2. Diffusion
3. Convergence
4. Fission
5. Acculturation
6. Assimilation
7. Accommodation

occurs when the larger society and smaller society are able to respect and tolerate each other's culture even if there is already a prolonged contact of each other's culture.

Causes of Cultural Change

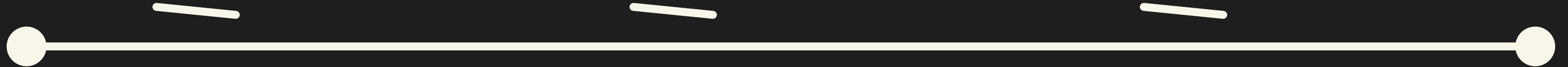
1. Discovery

2. Invention

3. Diffusion

4. Colonization

5. Rebellion and revolutionary





DISCOVERY

INVENTION

DIFFUSION

COLONIZATION

REBELLION

Causes of Cultural Change

Causes of Cultural Change

DISCOVERY

INVENTION

DIFFUSION

COLONIZATION

REBELLION

is the process of finding a new place or an object, artefact or anything that previously existed.

Ex. discovery of fire led to the art of cooking; discovery of oil, of organisms and substances; of diseases; of atoms and sources of energy.

Causes of Cultural Change

DISCOVERY

INVENTION

DIFFUSION

COLONIZATION

REBELLION

implies a creative mental process of devising, creating and producing something new, novel or original

Ex. Social Invention:

invention of number system, government, language, democracy, religion, and alphabet

Ex. Material Invention:

invention of the wheel, machines

Causes of Cultural Change

DISCOVERY

INVENTION

DIFFUSION

COLONIZATION

REBELLION

a. **Acculturation** – cultural borrowing and cultural imitation

Example: The Filipinos are said to be the best English- speaking people of Asia.

b. **Assimilation** – the blending or fusion of two distinct cultures through long periods of interaction

Example: Americanization of Filipino immigrants to the US

c. **Amalgamation** – the biological or hereditary fusion of members of different societies

Example: Marriage between a Filipino and an American

d. **Enculturation** – the deliberate infusion of a new culture to another
Example: The teaching of American history and culture to the Filipinos during the early American Regime

Causes of Cultural Change

DISCOVERY

INVENTION

DIFFUSION

COLONIZATION

REBELLION

refers to the political, social, and political policy of establishing a colony which would be subject to the rule or governance of the colonizing state.

Example: The Hispanization of Filipino culture when the Spaniards came and conquered the Philippines.

Causes of Cultural Change

DISCOVERY

INVENTION

DIFFUSION

COLONIZATION

REBELLION

movements aim to change the whole social order and replace the leadership. The challenge the existing folkways and mores, and propose a new scheme of norms, values and organization

Cultural Variation

Ethnocentrism Xenocentrism and Cultural Relativism

as Orientations in Viewing Other Cultures



Ethnocentrism

This is the tendency to see and evaluate other cultures in terms of one's own race, nation or culture.

This is the feeling or belief that one's culture is better than the rest.



Xenocentrism

Exposure to cultural practices of others may make one individual or group of individuals to give preference to the ideas, lifestyle and products of other culture.

The belief that one's culture is inferior compared to others.

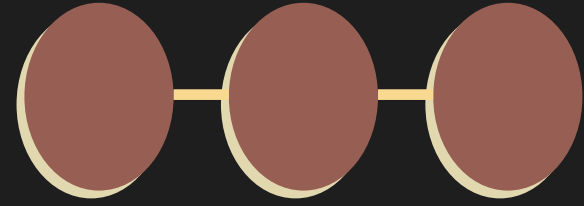
Cultural relativism



- It is an attempt to judge behavior according to its cultural context (Baleña, et.al,2016)
- It is a principle that an individual person's beliefs and activities should be understood by others in terms of that individual's own culture.
- This concept emphasizes the perspective that no culture is superior to any other culture (Arcinas, 2016)



Other Important Terms Related to Culture



1. Cultural diversity
2. Sub-culture
3. Counterculture
4. Culture lag
5. Culture shock
6. Ideal culture
7. Real culture
8. High culture
9. Popular culture
10. Culture change





GROUP ACTIVITY

ROLE PLAY

Teacher Resources Page

