Dr. Jumanto, *Introduction to Cultural Research*, Linguistics, FIB, Udinus, Semarang
3 January 2017 to date

**KONTRAK KULIAH**
**SILABUS ACUAN PERKULIAHAN (SAP)**

1. Subject : INTRODUCTION TO CULTURAL RESEARCH (ICR)
2. Code : C11-02401
3. Credits : 2
4. Prerequisites : None

5. Description : Mata kuliah ini mengajarkan materi isi (content material) tentang analisis kebudayaan, yang utamanya berbagai aspek penelitian yang terkait dengan bahasa dan budaya dalam kehidupan manusia.

6. TIU : Mahasiswa mampu menerapkan analisis kebudayaan, yang utamanya berbagai aspek penelitian yang terkait dengan bahasa dan budaya dalam kehidupan manusia.

7. Presentation :

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GOOD LUCK.

8. Methods: teacher’s presentation, students’ presentation, class discussion, group discussion, pair-work discussion, and homework assignment (individual work or group work)

9. References:


10. Evaluation:  
   (1) Assignments = 20%  
   (2) Mid-Term Test = 30%  
   (3) Final-term Test = 50%  

Head of Department, Lecturer,  

Dr. Jumanto, Drs., M.Pd. Dr. Jumanto, Drs., M.Pd.
CHAPTER 1
CULTURE:
DEFINITION, COMPONENTS, HYPOTHESIS, VARIATIONS

What is Culture?

- **Culture** is the entire way of life for a group of people (including both material and symbolic elements).
- It is a lens through which one views the world and is passed from one generation to the next.
- It is what makes us human.

Lesson Outline

- What is Culture?
- Components of Culture
- Language and the Sapir-Whorf Hypothesis
- Variations in Culture
- Different ways of Viewing Culture
- Cultural Change
- American culture in perspective

What makes up culture?

- Sociologists see culture as consisting of two different categories: **material culture** (any physical object to which we give social meaning) and **symbolic culture** (the ideas associated with a cultural group).
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Material Culture

- **Material culture** includes the objects associated with a cultural group, such as tools, machines, utensils, buildings, and artwork.
Symbolic Culture

- Symbolic culture includes ways of thinking (beliefs, values, and assumptions) and ways of behaving (norms, interactions, and communication).

The Meaning of this red light depends on the context

Components of Culture

- One of the most important functions of symbolic culture is it allows us to communicate through signs, gestures, and language.

- *Signs* (or symbols), such as a traffic signal or product logo, are used to meaningfully represent something else. *Gestures* are the signs that we make with our body, such as hand gestures and facial expressions; it is important that these gestures also carry meaning.
Components of Culture (cont)

- Finally *language*, a system of communication using vocal sounds, gestures, and written symbols, is probably the most significant component of culture because it allows us to communicate.
- Language is so important that many have argued that it shapes not only our communication but our perceptions of how we see things as well.

Components of Culture: Language

- The *Sapir-Whorf hypothesis*, which is the idea that language structures thought, and that ways of looking at the world are embedded in language, supports this premise.
- Ex: snow, jam, *Family Guy*

The Importance of Language

- Language facilitates culture
- Is American English the same and British English, dude?
- Where would you find *Eggplant* in the grocery store?
- *Cheese + hamburger = cheeseburger*
- *Lettuce + hamburger ≠ lettuceburger*
Components of Culture (cont)

- **Values**, shared beliefs about what a group considers worthwhile or desirable, guide the creation of **norms**, the formal and informal rules regarding what kinds of behavior are acceptable and appropriate within a culture.

- Norms govern our behavior

Components of Culture: Norms

- Norms are specific to a culture, time period, and situation. Norms can be either formal, such as a **law** (a common type of formally defined norm that provides an explicit statement about what is permissible and what is illegal in a society) or the rules for playing soccer, or informal, which are not written down and are unspoken.

Components of Culture: Norms

- Types of norms can also be distinguished by the strictness with which they are enforced.

  - A **folkway** is a loosely enforced norm that involves common customs, practices, or procedures that ensure smooth social interaction and acceptance.
Components of Culture: Norms

- A **more** (more-ray) is a norm that carries greater moral significance, is closely related to the core values of a group, and often involves severe repercussions for violators.

- A **taboo** is a norm engrafted so deeply that even thinking about violating it evokes strong feelings of disgust, horror, or revulsion for most people.

Social Control and Sanctions

- **Sanctions** are positive or negative reactions to the ways that people follow or disobey norms, including rewards for conformity and punishments for norm violators.

- Sanctions help to establish **social control**, the formal and informal mechanisms used to increase conformity to values and norms and thus increase social cohesion.

Looking at Culture(s)

- Sociologists who study culture often focus on their own cultures.

- Some sociologists, however, engage in the process of “othering” by studying unusual, extraordinary, or deviant cultural groups.
CHAPTER 2
CULTURE:
WAYS OF VIEWING, CHANGE, AND PERSPECTIVE

Ways of looking at Cultures

- **Ethnocentrism** is the principle of using one’s own culture as a standard by which to evaluate another group or individual, leading to the view that cultures other than one’s own are abnormal.

Ways of looking at Cultures

- **Cultural relativism** is the principle of understanding other cultures on their own terms, rather than judging according to one’s own culture.

- When studying any group, it is important to try to employ cultural relativism because it helps sociologists see others more objectively.

Variations in Culture

- Although much research focuses on the differences between cultures, there is also tremendous variation within a culture.

- **Multiculturalism** values diverse racial, ethnic, national, and linguistic backgrounds and so encourages the retention of cultural differences within society, rather than assimilation.
Variations in Culture (cont’d)

- The **dominant culture** refers to the values, norms, and practices of the group within society that is most powerful in terms of wealth, prestige, status, and influence.

- A **subculture** is a group within society that is differentiated by its distinctive values, norms, and lifestyle.

Variations in Culture (cont’d)

- A **counterculture** is a group within society that openly rejects and/or actively opposes society’s values and norms.

Variations in Culture (cont’d)

- Mainstream culture is often characterized by points of dissension and division, which are sometimes called **culture wars**.

- Sociologists also make a distinction between norms and values are more aspired to (**ideal culture**) than actually practiced (**real culture**).
High, Low, and Popular Culture

- High culture is distinguished from low culture based on the characteristics of their audiences, not on characteristics of their cultural objects.
- **High culture** refers to those forms of culture usually associated with the elite or dominant classes.
- **Popular culture** refers to the forms of cultural expression usually associated with the masses, consumer good, and consumer products.

Cultural Change

- Cultures usually change slowly and incrementally, though change can also happen in rapid and dramatic ways.
- One of the key ways that material culture can change is through **technology**.

Cultural Change (cont’d)

- Cultural change can also occur through **cultural diffusion**, which is when different groups share their material and nonmaterial culture with each other.
- **Cultural leveling** occurs when cultures that were once distinct become increasingly similar to one another.
Cultural Change (cont’d)

- **Cultural imperialism** is the imposition of one culture’s beliefs, practices, and artifacts on another culture through mass media and consumer products.

American Culture in Perspective

- Since American culture is highly visible worldwide, the country’s moral and political values have equally high visibility.
- The value placed on individualism, sexual freedom, and material satisfaction in American life can antagonize cultures that place a higher value on familial involvement and moral and social restraint, and may result in anti-American sentiment.
- Our perceived failures to live up to our own political values and ideals can also lead to such sentiment.

Take Away Points

- Culture is a lens through which we view the world around us.
- It is also a filter that we are (mostly) unaware modifies our perception of reality.
- Culture is bequeathed to us from our ancestors and we recreate it through interaction with other people.
Lesson Quiz

1. A student who tries to objectively analyze the food that the people of a different culture eat is using:
   a. ethnocentrism.
   b. ethnography.
   c. cultural relativism.
   d. cultural spotting.

Lesson Quiz

2. According to our discussion, what is the most significant component of culture?
   a. norms
   b. food
   c. language
   d. values

Lesson Quiz

3. Which of the following is NOT true concerning norms?
   a. Norms are specific to a culture, time period, and situation.
   b. Norms are the rules and guidelines regarding what kinds of behaviors are acceptable.
   c. Norms often develop directly out of values.
   d. Norms are completely unrelated to the situation.
Lesson Quiz

4. Which of the following would be considered a counterculture?
   a. Irish-Americans
   b. modern-day polygamists
   c. police officers
   d. fans of the Cleveland Browns

Lesson Quiz

5. The spread of McDonald’s restaurants throughout Asia is an example of:
   a. technological determinism.
   b. cultural diffusion.
   c. cultural leveling.
   d. cultural imperialism.
Lesson Quiz

6. The imposition of one culture’s beliefs, practices, and artifacts on another culture through mass media and consumer products is called:
   a. cultural imperialism.
   b. cultural leveling.
   c. cultural diffusion.
   d. cultural determinism.

For Next Time:

☐ Culture and society make their mark on you
☐ The Self and Social Interaction
☐ Be sure to Read! (check your syllabus for assigned readings!)
CHAPTER 3
THE FOUNDATIONS
OF CULTURAL RESEARCH (1)

The Foundations of Cultural Research
Introduction to Cultural Research Methods

Overview of Lecture

- What is Research?
- Defining Cultural Research
- Critical Thinking and Cultural Research
- Choosing a Research Idea

What Is Research?

- Research can be broadly defined as a form of systematic enquiry that contributes to knowledge.

  “The increase in knowledge may be something entirely new and original or, more commonly, it may consist of checking, testing, expanding and refining ideas which are themselves still provisional. In particular, research should continually question the nature of knowledge itself, what it is and how it is known.”

Research at Various Levels of Academia

- **Post-graduate level**
  - All of below
  - make original contribution

- **Undergraduate level**
  - All of below
  - inquiry and design
  - investigation
  - test out and refine ideas
  - add to existing knowledge

- **'A' level or Pre-college**
  - Focus on a topic
  - review research on that topic
  - analyse research

Types of Research Activity

**Pure Research** (what else can we theorize about this?):
- experimental
- theoretical work
- undertaken to acquire new knowledge
- without looking for long-term benefits other than advancement of knowledge i.e. to create new theory

**Exploratory/Strategic Basic Research** (what/how is this useful (for)):
- experimental and theoretical knowledge
- directed to acquire new knowledge into specified broad areas in the expectation of useful discoveries; solutions of recognised practical problems; or solutions for expected or future problems or possibilities

**Descriptive Research** (who, what, where, how): designed to provide further insight into the research problem by describing the variables of interest and can be used for profiling, defining, segmentation, estimating, predicting, and examining associative relationships (cas.uah.edu/wrenb/mkt343/resdesigns.ppt).

**Applied Research** (what is the best solution to the problem?): conducted to analyse and find a solution to a problem that has direct relevance to a particular area of life
Types of Research Activity

Causal Research (If-then):
designed to provide information on
potential cause-and-effect
relationships; most practical in
marketing and media studies and
other similar research in the
creative industries

Experimental Research (What if I do this to that...):
used for controlled testing of one or more
independent variables, manipulating them to gather
and analyse resulting outcomes; usually used in
science
CHAPTER 4
THE FOUNDATIONS
OF CULTURAL RESEARCH (2)

What is Cultural Research?

Cultural research is planned, informed process of investigation into any aspect of the shared way of life of a people or social group.

(Lingua Links Library 1999)

Cultural research . . . studies how cultural expressions, traditions, rituals, products and events are linked to daily life and consumption.


Cultural Research is about . . .

- Researching cultural representation
- Researching cultural experience
- Researching cultural expression

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Cultural Research Mainly Involves . . .

- Qualitative Research
  But can also use
- Quantitative Research

For example, check out my article:
Basic Elements of Research

- Discovery
- Theories, principles
- Critical Thinking
- Interpretation
- Analysis
- Writing

Critical Thinking and Cultural Research: Research is Subjective

Robert Ennis (1989):
“critical thinking is reasonable, reflective thinking that is focused on deciding what to believe or do”.

Richard Paul (1993):
it’s about “thinking about your thinking”.

Critical Thinking and Cultural Research: Triangulation is Key

- Triangulation is the use of more than one approach to investigate research to enhance confidence in the research
- Denzin (1970) identifies 4 main forms:
  - Data triangulation
  - Methodological triangulation
  - Investigator triangulation
  - Theoretical triangulation

[Diagram of triangulation: Participation, Survey Research, Observation]
Critical Thinking and Cultural Research: The Structure of Research

**DEDUCTIVE REASONING**
Works from the general to the more specific – top down approach

**INDUCTIVE REASONING**
Moves from specific observations to broader generalisations & theories – bottom up approach

Choosing A Research Idea

- Where are research problems found? .. Everywhere .. You must ask important questions .. To create new ideas—knowledge
- Determine the feasibility of the idea
- Do some preliminary reading of the literature
- Then conceptualise your idea into a topic

Examples of Cultural Research

- Analysis of an aspect of Caribbean literature drawing on published literary criticism
- Report of the performance of the creative economy in the OECS
- An ethnographic sketch of women farmers in a rural Trinidad village
- The impact of Facebook on University students’ choices in extra-curricular activities
- Comparative analysis of music indigenous music genres of the francophone Caribbean and Africa
- Socio-cultural and political relevance of the Trinidad masquerade