



WAYS OF VIEWING CULTURE

- By: Dr. Neni Kurniawati

Looking at Cultures

- How anthropologist/ sociologist sees culture?
 - focus on their own culture
 - engage in the process of “othering” by studying unusual, extraordinary, or deviant cultural groups.

e.g.

Clifford Geertz: Santri abangan, priyayi

Looking at Cultures

- How we see cultures?
- We create stereotypes of other groups or cultures
- (foto diambil dari



Looking at Cultures

- How we see cultures? We practice ethnocentrism.
- Ethnocentric individual believe that they are better than other individuals.
- (foto diambil dari



Looking at Cultures

- How we see cultures?

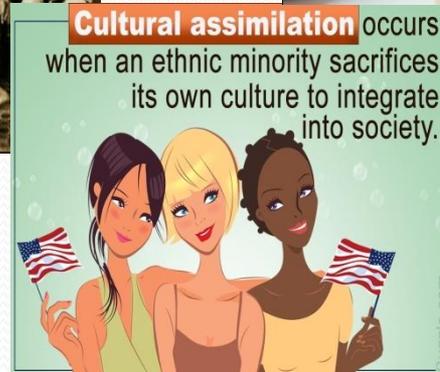
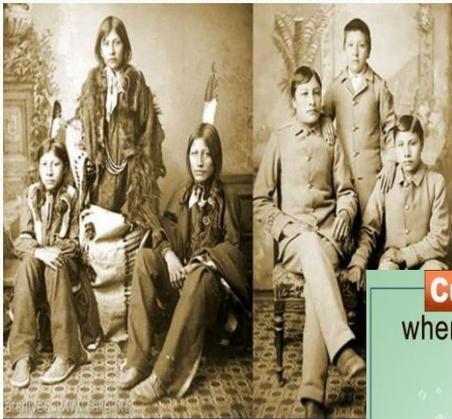
Dominant class/group practice discrimination

(foto diambil dari



Looking at Cultures

- How we see cultures?
- Minority practice assimilation.
- (foto diambil dari arteachingcollective.com, historyplex.com, dreamstime.com, The Jakarta Post)



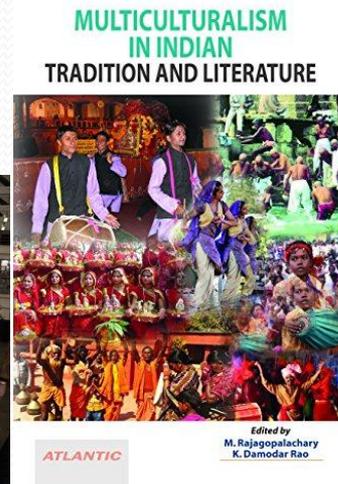
Looking at Cultures

How we see cultures?

People practice multiculturalism

It values diverse racial, ethnic, national, and linguistic backgrounds, encourages the retention of cultural differences within society, rather than assimilation.

(foto diambil dari Meckellinstitute.org.au, abc.net.au,



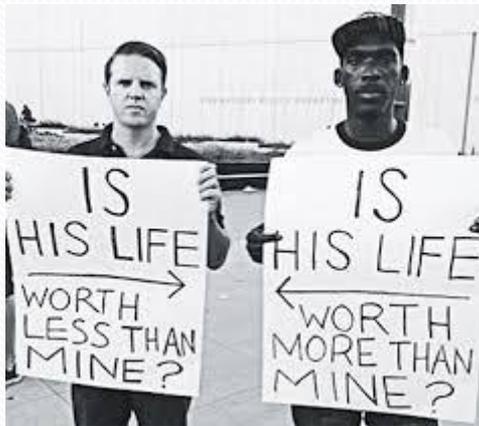
Cultural relativism

- The principle of understanding other cultures on their own terms, rather than judging according to one's own culture
- It is important to employ cultural relativism because it helps see others more objectively

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

(foto diambil dari dismantlingracism.org; uuworld.com; economist.com)



Subculture

- A group within society that is differentiated by its distinctive values, norms, and lifestyle
- Groups that share values, norms, behaviors that are not shared by the entire population

(foto diambil dari news.detik.com; genpi.co; bbc.com)



Counterculture

- A group within society that openly rejects and/or actively opposes society's values and norms

(foto diambil dari pbslearningmedia.com; cultureontheoffensive.com; whizzpast.com;)



Mainstream culture

Dominant expressions of cultural universals: values, beliefs, attitudes, symbols, artifacts, norms, technology, etc.

(foto diambil dari thedailybast.com; tribunnewswiki.com; kompasiana.com)



High, Low, and Popular culture

- 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.

(foto diambil dari differencebetween.com; solotribunnews.com, christopher.co.uk)



Popular culture

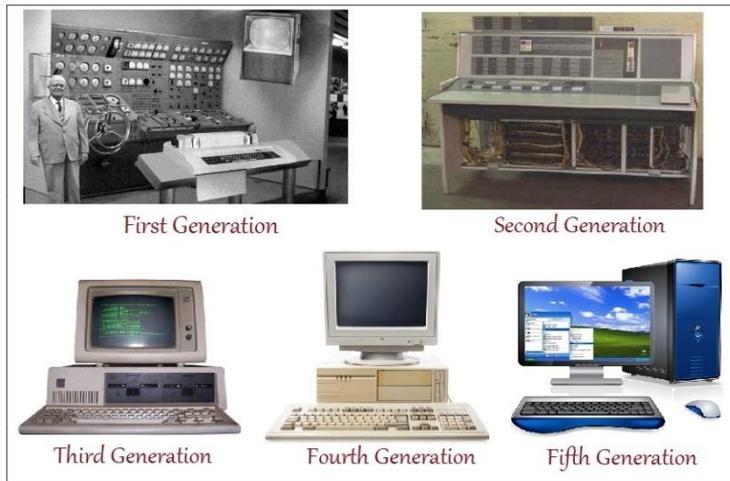
- refers to forms of cultural expression usually associated with the masses, consumer good, and consumer products.
- (foto diambil dari tes.com; inews.com)



Cultural Change

- Technology

(foto diambil dari app.emaze.com; 123rf.com)



Cultural Change

- Cultural leveling -> when cultures that were once distinct become increasingly similar to one another, more and more alike

(foto diambil dari study.com; www.balsko.com)



Copyright © Kellie Strom — www.balsko.com

Cultural Change

- Imperialism: The Policy of extending a nation's authority by territorial acquisition or by the establishment of economic and political hegemony over the nations.
- Cultural imperialism -> the imposition of one culture's beliefs, practices, and artifacts on another culture through mass media and consumer products. Economic or technology factors may also play a role.
- Multinational companies have important implication for the way Western tv and film companies can have an impact on the cultures of developing countries.
- The Western way of life and its economic and political systems can be imposed on other societies as its lifestyles are sold through media products
- How are Western women represented to the world? Is it a positive representation?