

Chapter 2-Culture

MULTIPLE CHOICE

1. An anthropologist penetrates a remote jungle village in Brazil to find the last Aboriginal people living a traditional life and sharing a river valley, with common religious beliefs, kinship definitions, and common laws. According to sociologists, what term best describes their affiliation?
 - a. community
 - b. nation
 - c. society
 - d. culture

ANS: C

PTS: 1

REF: p. 29

BLM: Higher Order

2. Which of the following best demonstrates our ability to adhere to norms?
 - a. the ability to cooperate
 - b. reflexes and responses to stimuli
 - c. the ability to make sounds
 - d. the ability to make meaning

ANS: A

PTS: 1

REF: p. 30

BLM: Remember

3. Tracy is preparing a roast beef dinner for her husband for the first time. She cuts off the end of the roast, as she had always seen her mother do when preparing a roast. However, Tracy realizes she does not know why she would waste a perfectly good piece of meat. She later finds out that her mother always did this because her roast pan was not big enough for her roasts. Which of the following terms helps us to understand Tracy's practice of cutting off the end of her roast?
 - a. values
 - b. beliefs
 - c. culture
 - d. norms

ANS: D

PTS: 1

REF: p. 30

BLM: Higher Order

4. What has the use of symbols allowed humans to do?
 - a. classify experience and generalize from it
 - b. continue efforts in the face of fatigue
 - c. control our autonomic nervous system
 - d. differentiate ourselves from our environment

ANS: A

PTS: 1

REF: p. 30

BLM: Remember

5. What term do sociologists use to identify generally acceptable ways of doing things?
 - a. beliefs
 - b. social control
 - c. norms
 - d. sanctions

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ANS: C PTS: 1 REF: p. 30 BLM: Remember

6. Which of the following illustrates humans' ability to think abstractly?
- a. the ability to learn and transmit knowledge
 - b. the ability to steer clear of danger
 - c. the ability to deceive
 - d. the ability to draw art

ANS: A PTS: 1 REF: p. 30 BLM: Remember

7. A grandfather spends hours talking to his granddaughter about his life experiences, while also speaking about family traditions. From a sociological perspective, what is the grandfather transmitting to his granddaughter?
- a. culture
 - b. symbols
 - c. language
 - d. sanctions

ANS: A PTS: 1 REF: p. 30 BLM: Higher Order

8. Every Thanksgiving Willy and his family prepare a turkey dinner to share with their extended family members. When Willy's daughter grows up, she will carry on the tradition for her family. What does this example illustrate?
- a. the social transmission of symbols
 - b. the social transmission of culture
 - c. the social transmission of family
 - d. the social transmission of values

ANS: B PTS: 1 REF: p. 30 BLM: Higher Order

9. According to the text, when is a society sociologically characterized by cooperation?
- a. when large groups of people share the same outlooks and views
 - b. when people are consistently seen to be helping each other
 - c. when the majority of people in that society enjoy a good life
 - d. when norms provide the capacity to create a complex social life

ANS: D PTS: 1 REF: p. 30 BLM: Remember

10. Understanding that *le chat* (French) and *el gato* (Spanish) mean the same thing as *cat* is an example of which human capacity?
- a. communication
 - b. sanction
 - c. cooperation
 - d. abstraction

ANS: D PTS: 1 REF: p. 30 BLM: Higher Order

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11. According to the text, what term refers to our ability to create symbolic meaning systems?
- a. numeracy
 - b. symbolism
 - c. communication
 - d. abstraction

ANS: D

PTS: 1

REF: p. 30

BLM: Remember

12. What do sociologists call the tools and techniques that humans use to take what we want from nature?
- a. material culture
 - b. legal sanctions
 - c. biological instinct
 - d. social values

ANS: A

PTS: 1

REF: p. 31

BLM: Remember

13. What is the sociological term that relates to social control and refers to the rewarding of appropriate behaviour?
- a. positive conditioning
 - b. operant conditioning
 - c. positive sanction
 - d. reward sanction

ANS: C

PTS: 1

REF: p. 31

BLM: Remember

14. What is the sociological term that relates to social control and refers to the punishment of inappropriate behaviour?
- a. negative conditioning
 - b. negative sanction
 - c. operant conditioning
 - d. punishment sanction

ANS: B

PTS: 1

REF: p. 31

BLM: Remember

15. What do sociologists call rewards and punishments that are aimed at ensuring conformity?
- a. norms
 - b. sanctions
 - c. folklore
 - d. folkways

ANS: B

PTS: 1

REF: p. 31

BLM: Remember

16. When an archeologist finds a piece of pottery from 5000 B.C., he or she is finding direct evidence of what aspect of human activity?
- a. the ability to carry water
 - b. the ability to make fire
 - c. the ability to produce material goods
 - d. the ability to think abstractly

ANS: C

PTS: 1

REF: p. 31

BLM: Higher Order

17. “You don’t really mean to chew with your mouth open, do you?” This statement is intended to serve which of the following functions?
- a. to construct cultural norms
 - b. to encourage rational action
 - c. to create cultural discomfort
 - d. to enforce social control

ANS: D

PTS: 1

REF: p. 31

BLM: Higher Order

18. What major societal requirement does social control fulfill?
- a. It ensures cultural innovation.
 - b. It curtails and limits freedoms of people.
 - c. It protects culturally defined comfort zones.
 - d. It ensures stable patterns of interaction.

ANS: D

PTS: 1

REF: p. 31

BLM: Remember

19. Sarah was recently promoted to an upper-level management position because of her excellent performance in her junior management position. From a sociological perspective, which of the following terms best reflects this cultural practice of promotion in the workplace?
- a. promotional sanction
 - b. social sanction
 - c. positive sanction
 - d. employment sanction

ANS: C

PTS: 1

REF: p. 31

BLM: Higher Order

20. Jason was recently demoted at work because of his lack of productivity and reliability. From a sociological perspective, which of the following terms best reflects this cultural practice of demotion in the workplace?
- a. demoted sanction
 - b. social sanction
 - c. positive sanction
 - d. employment sanction

ANS: A

PTS: 1

REF: p. 31

BLM: Higher Order

21. Alex was just given a lecture from his boss about being late for work and his overall lack of motivation. From a sociological perspective, which of the following terms best reflects this example?
- a. employment sanction
 - b. social sanction
 - c. re-sanction
 - d. negative sanction

ANS: D

PTS: 1

REF: p. 31

BLM: Higher Order

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22. Ana just moved to Canada from China and is learning to speak English. Once Ana has learned her new language, she will see the world in new ways. Which of the following terms best reflects this process?
- a. language acquisition
 - b. the Sapir-Whorf thesis
 - c. perceptual modification
 - d. semantic modification

ANS: C

PTS: 1

REF: p. 31

BLM: Higher Order

23. Which of the following is an example of ethnocentrism?
- a. respecting cultural differences no matter what
 - b. assuming democracy is the best social model
 - c. finding what others eat intriguing and interesting
 - d. seeing other religions as on a par with your own

ANS: B

PTS: 1

REF: p. 33

BLM: Higher Order

24. What do sociologists call viewing the world from the perspective of one's own culture?
- a. primary process thinking
 - b. neo-tribalism
 - c. ethnocentrism
 - d. cultural bias

ANS: C

PTS: 1

REF: p. 33

BLM: Remember

25. Which of the following is an example of ethnocentrism?
- a. appreciating another culture's practices as superior to those of your culture
 - b. translating a book from another language into English
 - c. First Nations people rejecting city life on the basis of traditional values
 - d. cooking or dining out to experience ethnically different foods

ANS: C

PTS: 1

REF: p. 33

BLM: Higher Order

26. Wives of warriors in a particular foraging tribe must present to their husbands a first-born child who is male. If the first-born child is a female, a midwife will pick the baby up by the ankles and smash its head on a rock. In our society we are shocked and offended. What term do sociologists have for our feeling of horror from this example?
- a. cultural relativism
 - b. ethnocentrism
 - c. moral indignation
 - d. moral outrage

ANS: B

PTS: 1

REF: p. 33

BLM: Higher Order

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27. "I think everyone in the world should learn English so that everyone can communicate more efficiently." This statement is a reflection of which social phenomenon?
- a. ethnocentrism
 - b. globalization
 - c. linguistic authority
 - d. linguistic dominance

ANS: A

PTS: 1

REF: p. 33

BLM: Higher Order

28. Eric was recently in Romania and found it difficult to get around because people were always pushing each other in crowded spaces. When he returned home he told his friends and family that Romanians were the rudest people he had ever met. This statement is a reflection of which social phenomenon?
- a. cultural relativism
 - b. globalization
 - c. ethnocentrism
 - d. universalism

ANS: C

PTS: 1

REF: p. 33

BLM: Higher Order

29. When Europeans try to understand the passion and motivation behind North American hockey riots, they are practising which of the following social phenomenon?
- a. cultural relativism
 - b. globalization
 - c. ethnocentrism
 - d. universalism

ANS: A

PTS: 1

REF: p. 33

BLM: Higher Order

30. "Modern globalized culture allows people to be eclectic about preferences in music, but at the same time it limits mainstream lifestyle to one of consumerism in a capitalist society." What effect of culture has been identified in the preceding statement?
- a. Modern culture is both freeing and constraining.
 - b. Globalization is resulting in a more heterogeneous world.
 - c. Globalization is resulting in a more homogeneous world.
 - d. Modern culture is fed by a barrage of media messages.

ANS: A

PTS: 1

REF: p. 33-45

BLM: Higher Order

31. Sonia walks down the street in Toronto and hears six different languages being spoken by others on the street. Which term best illustrates Sonia's experience in Toronto?
- a. multiculturalism
 - b. globalization
 - c. linguistic integration
 - d. cultural evolution

ANS: A

PTS: 1

REF: p. 34-35

BLM: Remember

32. According to the text, recent Canadian data on cultural diversification shows which of the following?
- a. There are now more Muslims in Canada than Christians.
 - b. More than a fifth of Canada's population will be nonwhite by 2017.
 - c. About 95 percent of Canadian immigrants are from outside Europe and the United States.
 - d. About 95 percent of Canadian immigrants are from Europe and the United States.

ANS: B

PTS: 1

REF: p. 34

BLM: Remember

33. The freedom of culture, such as the ability to engage in many different cultural practices from many different places, is exemplified by which of the following terms?
- a. rationalization
 - b. cultural diversification
 - c. consumerism
 - d. cultural reproduction

ANS: B

PTS: 1

REF: p. 34

BLM: Remember

34. According to statistical records, which of the following best characterizes immigration to Canada back in 1961?
- a. Five out of the top ten source countries of Canadian immigration were Asian.
 - b. Nine out of ten immigrants were from Europe and the United States.
 - c. One-third of immigrants to Canada were white and most were from Great Britain.
 - d. Half of immigrants to Canada were nonwhites and from the continent of Africa.

ANS: B

PTS: 1

REF: p. 34

BLM: Remember

35. At Juan's house last night, we had lasagna for dinner and he played some music by the hottest new band from Germany. Afterward, we went out to meet his friend from Japan at a karaoke bar. The evening was a perfect example of what relatively recent development in our society?
- a. consumerism
 - b. rationalization
 - c. immigration
 - d. globalization

ANS: D

PTS: 1

REF: p. 34-35

BLM: Higher Order

36. According to the text, what does Adams (1997) suggest about multiculturalism?
- a. The support for multiculturalism is correlated with support for gender equality.
 - b. Multiculturalism produces social cohesion and homogenization.
 - c. Money for multiculturalism is given only to the smallest minority groups.
 - d. The benefits of multiculturalism are limited to immigrants and ethnic minorities.

ANS: A

PTS: 1

REF: p. 35

BLM: Remember

37. Which of the following statements best reflects moderate cultural relativism?
- a. It is the idea that not all cultures are equal.
 - b. It is the idea that all cultures and cultural practices have equal value.
 - c. It is the idea that cultural differences should be tolerated within reason.
 - d. It suggests that we should respect all cultural practices, even if they are harmful.

ANS: C PTS: 1 REF: p. 35 BLM: Remember

38. Which of the following are aspects of globalization?
- a. shrinking rates of international travel and communication
 - b. protectionism and buy-at-home or made-in-Canada policies
 - c. high taxes and tariffs on foreign and imported goods
 - d. international migration and increased contact between cultures

ANS: D PTS: 1 REF: p. 35-36 BLM: Remember

39. Which of the following is illustrated by a Mumbai schoolboy listening to Bob Marley on his MP3 player?
- a. the expansion of cultural comfort zones
 - b. how the media is diversifying culture
 - c. the shrinking of cultural repertoires
 - d. globalization in the realm of the media

ANS: D PTS: 1 REF: p. 36 BLM: Remember

40. For the last several years gays and lesbians in Canada have been legally marrying. This change came about partly as a result of pressure and lobbying by members of Canada's gay community. This was only one of the latest in several advancements for minorities. What term has been applied to Canada's increasing acceptance of diversity?
- a. minority radicalism
 - b. postmodern inclusion
 - c. the rights revolution
 - d. minority group pressure

ANS: C PTS: 1 REF: p. 37 BLM: Higher Order

41. "I want my children to learn Italian because it is part of their culture. The educational system in Canada should provide an opportunity to learn Italian in school." Which of the following social development is reflected in this statement?
- a. the rights revolution
 - b. the language act
 - c. globalization
 - d. the global village

ANS: A PTS: 1 REF: p. 36 | p. 38 BLM: Higher Order

42. Approximately 6,000 languages in the world are in danger of having no living speakers. What is the primary cause of this linguistic extinction that is occurring all over the world?
- a. the spread of materialism
 - b. the spread of ethnocentrism
 - c. the spread of colonizing languages
 - d. the spread of consumerism

ANS: C

PTS: 1

REF: p. 37

BLM: Higher Order

43. *Maria va a emailiar Juan.* What social phenomenon does “emailiar” in this Spanish sentence illustrate?
- a. the importance of technology
 - b. the globalization of English
 - c. the changing communications of youth
 - d. the dominance of consumerism

ANS: B

PTS: 1

REF: p. 38

BLM: Higher Order

44. Which of the following is one conclusion of Reginald Bibby’s survey research about religious beliefs of Canadians?
- a. Religious beliefs have remained relatively stable for decades.
 - b. Regular church attendees often have no unconventional beliefs.
 - c. People are increasingly embracing religious rites of passage.
 - d. People mix unconventional beliefs with traditional religion.

ANS: D

PTS: 1

REF: p. 39

BLM: Remember

45. How has *the rights revolution* affected our culture?
- a. It has legitimized the grievances and rights of marginalized groups.
 - b. It has highlighted our differences and increased tensions in society.
 - c. It has consolidated and homogenized our literature, music, and languages.
 - d. It has discouraged pride in the heritage of marginalized groups.

ANS: A

PTS: 1

REF: p. 39

BLM: Remember

46. Adam no longer votes in federal elections, even though he used to vote all of the time. Now, he does not think his vote will make a difference because whatever party gets voted in will do whatever they want anyway. Adam’s attitude is a reflection of which of the following features of postmodernism?
- a. the conventional wisdom of contemporary life
 - b. the erosion of authority
 - c. the eclectic mixing of elements from different times and places
 - d. the decline of consensus around core values

ANS: B

PTS: 1

REF: p. 39

BLM: Higher Order

47. According to the text, which of the following is a rite of passage?
- a. nightly prayers
 - b. attending a meeting
 - c. getting married
 - d. passing introductory sociology

ANS: C PTS: 1 REF: p. 39 BLM: Remember

48. There was a demonstration on a university campus that brought both students and professors together in a protest against the administration. This protest was an example of what cultural phenomenon?
- a. postmodernism
 - b. rationalization
 - c. consumerism
 - d. unitarianism

ANS: A PTS: 1 REF: p. 39 BLM: Higher Order

49. According to the text, which of the following is a main feature of postmodernism?
- a. the consolidation and reinforcement of a central authority
 - b. increasing agreement and consensus around core values and beliefs
 - c. a respect for science and technology, and faith to fix our woes
 - d. the eclectic mixing of elements from different times and places

ANS: D PTS: 1 REF: p. 39 BLM: Remember

50. Which of the following statements best reflects postmodernist ideas?
- a. People feel disempowered.
 - b. People feel restricted from adopting comfortable identities.
 - c. People feel optimistic about solving earth's challenges.
 - d. People feel more responsible for their own fate today than they did in the past.

ANS: D PTS: 1 REF: p. 42 BLM: Remember

51. A young woman has little faith in the nation's leaders and refuses to vote; however, she is deeply involved as an activist in a worldwide anti-poverty campaign. What kind of sociological label might best describe this person?
- a. new-age
 - b. postmodern
 - c. modern
 - d. rational

ANS: B PTS: 1 REF: p. 39 BLM: Higher Order

52. Jason questions whether anyone can take on the job of prime minister without prioritizing their own self-interests. His skepticism is a part of which cultural phenomenon?
- a. governmentality
 - b. politicization
 - c. postmodernism
 - d. modernization

ANS: C

PTS: 1

REF: p. 39

BLM: Higher Order

53. On the day Harvey is old enough to legally drink, he and his friends go on a pub crawl and get very inebriated. This is a common way to mark the occasion among many, if not most, Canadian men. What term best describes this normative adolescent celebration?
- a. coming of age
 - b. age of majority
 - c. manhood celebration
 - d. rite of passage

ANS: D

PTS: 1

REF: p. 39

BLM: Higher Order

54. According to the text, which of the following most accurately reflects the current state of the social consciousness of Canadians?
- a. Fewer Canadians now take part in a broad range of political action.
 - b. Canadians have grown more trusting of authority in all institutions.
 - c. Canadians have a high degree of tolerance and respect for diversity.
 - d. Voting rates have risen steadily over several federal elections.

ANS: C

PTS: 1

REF: p. 40

BLM: Remember

55. According to the text, which of the following statements reflects attitudes of Canadians in comparison to our American neighbours?
- a. Canadians are more indifferent and apathetic than Americans.
 - b. Canadians are less confident about their government than Americans.
 - c. Canadians are increasingly more respectful of social institutions than Americans.
 - d. Canadians are more radical and revolutionary than Americans.

ANS: B

PTS: 1

REF: p. 40

BLM: Remember

56. According to the text, which of the following would be considered a Big Historical Project?
- a. communism
 - b. consumerism
 - c. advertising
 - d. organic farming

ANS: A

PTS: 1

REF: p. 41

BLM: Remember

57. What does the author call the powerful social conditioning illustrated in the story of *Werkglocke*?
- a. internalization
 - b. alienation
 - c. socialization
 - d. emancipation

ANS: A PTS: 1 REF: p. 42 BLM: Remember

58. According to the text, which statement best defines rationalization?
- a. the logical attempt to see other people's viewpoints
 - b. calculating the most efficient means to an end despite potential negative consequences
 - c. the effort to understand cultural diversity
 - d. a calculated response to an individual's fatalism

ANS: B PTS: 1 REF: p. 42-43 BLM: Remember

59. The executives at a factory learn that to be most efficient, its employees must work in 12-hour shifts. However, the work is so physically exhausting that most employees quit after a few months. The executives decide that it is more efficient to hire new employees than to reduce the duration of the shifts. What constraint found in our society is this an example of?
- a. consumerism
 - b. rationalization
 - c. industrialization
 - d. efficiency

ANS: B PTS: 1 REF: p. 42-43 BLM: Higher Order

60. Cultural freedom has its limits. Which of the following twin forces govern or define these limits in our society?
- a. technology and consumerism
 - b. commodification and consumerism
 - c. rationalization and technology
 - d. rationalization and consumerism

ANS: D PTS: 1 REF: p. 42 BLM: Remember

61. Which of the following statements best characterizes the cause of declining consensus around core Canadian values?
- a. It has occurred as a result of the decline of religiosity throughout the world.
 - b. It has occurred because of a healthy skepticism that is characteristic of postmodernism.
 - c. It has occurred because of increased personal freedoms worldwide.
 - d. It has occurred because of increased numbers of nonwhite immigrants.

ANS: B PTS: 1 REF: p. 42 BLM: Remember

62. The invention of the ATM machine has removed the need for human interaction in banking transactions but has also increased the frequency of fraud. This example illustrates which of the following concepts?
- a. globalization
 - b. modernization
 - c. rationalization
 - d. consumerism

ANS: C

PTS: 1

REF: p. 42

BLM: Higher Order

63. Which of the following is the best description of a sociological use of the term *rationalization*?
- a. thinking as logically as possible when trying to explain one's actions
 - b. application of the most efficient means to achieve goals despite potential negative consequences
 - c. invocation of values to justify behaviour in a situation that creates a moral dilemma
 - d. use of abstraction to explain certain cultural phenomena

ANS: B

PTS: 1

REF: p. 42

BLM: Remember

64. A business consultant makes a living doing time-and-motion studies of workers at their jobs. He makes recommendations to company owners about how work should be subdivided into component tasks for more efficiency. What major idea is being applied in these studies?
- a. profitability
 - b. efficiency
 - c. economization
 - d. rationalization

ANS: D

PTS: 1

REF: p. 42-43

BLM: Higher Order

65. What is the term for using the most efficient means of achieving a given end despite any negative consequences of such means?
- a. routinization
 - b. production
 - c. ritualization
 - d. rationalization

ANS: D

PTS: 1

REF: p. 42-43

BLM: Remember

66. According to Ritzer, what is *McDonaldization*?
- a. The organizational principles of fast-food restaurants are dominating business operations.
 - b. There is improvement in the standard of living in developing countries.
 - c. There is increased access to affordable food for more people today than in the past.
 - d. More people globally have eaten and worked at McDonalds than any other corporation.

ANS: A

PTS: 1

REF: p. 43

BLM: Remember

67. A fashion-conscious young high-school man needs to have the latest star athlete's running shoes and brand-name clothes, and wear the latest cologne, and this interests him more than paying attention to his studies. What aspect of society is captured by this young man's lifestyle?
- a. rationalism
 - b. consumerism
 - c. faddishness
 - d. fastidiousness

ANS: B

PTS: 1

REF: p. 43

BLM: Higher Order

68. Andrea just bought the iPhone 4 last year, but since then all of her friends have upgraded to the new iPhone 5. Even though she really cannot afford the iPhone 5, she decides to buy it with her credit card anyway. What aspect of society is captured by Andrea's decision?
- a. rationalism
 - b. fashion
 - c. consumerism
 - d. peer pressure

ANS: C

PTS: 1

REF: p. 43

BLM: Higher Order

69. New age spiritualist Eckhart Tolle says in his book *A New Earth* that a person is more than what he or she possesses—yet, regrettably, that is how many people define themselves. What lifestyle label best depicts a person's definition of self in terms of possessions?
- a. overconsumption
 - b. conspicuous consumption
 - c. consumerism
 - d. individualism

ANS: C

PTS: 1

REF: p. 43

BLM: Higher Order

70. Which of the following statements best describes consumerism?
- a. It is a lifestyle marked by sharing and an emphasis on democracy.
 - b. It is a lifestyle in which people define themselves by what they eat.
 - c. It is a lifestyle marked by behavioural refinement, style, and grace.
 - d. It is a lifestyle that involves people defining themselves by what they buy.

ANS: D

PTS: 1

REF: p. 43

BLM: Remember

71. From among the following concepts, what would a factory represent?
- a. a site of social agreement/consensus
 - b. a site of social struggle and conflict
 - c. an example of rationalization
 - d. a system of modern collaboration

ANS: C

PTS: 1

REF: p. 43

BLM: Higher Order

72. Which theorist proposed that because of rationalization, life in the modern world is akin to living in an “iron cage”?
- a. Thomas Edison
 - b. Marshall McLuhan
 - c. Max Weber
 - d. Sigmund Freud

ANS: C

PTS: 1

REF: p. 43

BLM: Remember

73. An international fast-food chain has broken employee tasks into such small component parts that most employees can only last a year at a part-time job because the work is so boring and monotonous. What sociological term best describes the constraining nature of such an employee’s work?
- a. routinization
 - b. dehumanizing
 - c. not diversified
 - d. iron cage

ANS: D

PTS: 1

REF: p. 43

BLM: Higher Order

74. “I can’t possibly wear my black pumps to the dance. The heel is clearly from 2009. What would my girlfriends think?” Which social constraint on human action is reflected in this statement?
- a. functionalism
 - b. fashion
 - c. rationalization
 - d. consumerism

ANS: D

PTS: 1

REF: p. 43

BLM: Higher Order

75. “Everyone at school is wearing Nike running shoes,” said Sally. “If I don’t have a pair, everyone will make fun of me on the playground.” Although Sally is only seven years old, what social practice does she perform in order to obtain the shoes she wants?
- a. advertising envy
 - b. nagging
 - c. consumption
 - d. rationalization

ANS: B

PTS: 1

REF: p. 44-45

BLM: Higher Order

76. While at the grocery store, Alexis throws a full-blown tantrum by kicking, yelling, and screaming because her mother won’t let her have the gummy bears that she saw on television. What type of nagging tactic is Alexis using?
- a. pleading
 - b. persistent
 - c. forceful
 - d. demonstrative

ANS: D

PTS: 1

REF: p. 44-45

BLM: Higher Order

77. According to the text, what is one consequence of ads directed at children?
- a. They help children become informed consumers.
 - b. They lead to very little brand loyalty in children.
 - c. They aid parents in making purchases for children.
 - d. They cause more tantrums by children in malls.

ANS: D PTS: 1 REF: p. 44 BLM: Remember

78. According to the text, which of the following is a consumer society strategy intended to tame countercultural rebels?
- a. Public service announcement warn rebels about the negative results of being deviant.
 - b. Countercultural rebels are co-opted by capitalists and become entrepreneurs.
 - c. Consumer society employs more agents of social control such as police to tame them.
 - d. Rebels are targeted by the media with bad news stories about their behaviours.

ANS: B PTS: 1 REF: p. 45 BLM: Remember

79. According to the text, why are most people in North America likely to be good consumers?
- a. Manufacturers produce only what people need.
 - b. People purchase things because it makes them feel good.
 - c. People want to fit in and be like others, not be outcasts.
 - d. Styles and trends reflect only what people want.

ANS: C PTS: 1 REF: p. 45 BLM: Remember

80. Punk rockers espoused values that were antiestablishment. Punkers shunned regular employment, took drugs, and wore garish clothes. The lyrics to their songs railed against the established order. According to sociologists, what kind of group has such antisocial values?
- a. a youth culture
 - b. a subculture
 - c. a counterculture
 - d. a protest culture

ANS: C PTS: 1 REF: p. 45 BLM: Higher Order

81. Near Kitchener, Ontario, there are peaceful communities of Mennonites who practise their religion, live apart from mainstream society, wear their own style of clothes, and practise farming with minimal mechanization. What term do sociologists apply to people living this lifestyle?
- a. foreign culture
 - b. subculture
 - c. counterculture
 - d. subversive culture

ANS: B PTS: 1 REF: p. 45-46 BLM: Higher Order

82. Alana has just received her PhD in Sociology and began working at a local university. What term do sociologists apply to Janice's new group membership at a university?
- a. foreign culture
 - b. counterculture
 - c. subversive culture
 - d. subculture

ANS: D

PTS: 1

REF: p. 45

BLM: Higher Order

83. George belongs to a motorcycle group. On weekends, the group often goes fishing and camping. Sometimes, they hold fundraisers to help local charities. What term do sociologists apply to George's motorcycle group?
- a. subculture
 - b. counterculture
 - c. subversive culture
 - d. foreign culture

ANS: A

PTS: 1

REF: p. 45

BLM: Higher Order

84. According to the text, what impact does consumerism have on culture?
- a. It is an attack on capitalist ideology.
 - b. It exalts the ideals of the Enlightenment.
 - c. It precipitates the socialist revolution.
 - d. It serves to constrain dissent and rebellion.

ANS: D

PTS: 1

REF: p. 47

BLM: Remember

85. According to the text, which of the following is a consequence of increasing cultural complexity?
- a. Increasing bureaucracy results from increasing complexity.
 - b. Cultures become more diversified with more complexity.
 - c. Cultures become more similar, more homogeneous.
 - d. Freedoms decrease with respect to most choices.

ANS: B

PTS: 1

REF: p. 47

BLM: Remember

TRUE/FALSE

1. Culture is the sum of the socially transmitted ideas that enable people to adapt to their environment.

ANS: T

PTS: 1

REF: p. 30

2. When people engage in conflict, they must still cooperate and respect norms.

ANS: T

PTS: 1

REF: p. 30

Chapter 2 Culture

3. According to the Sapir-Whorf thesis, language has no effect on the way we perceive the world.

ANS: F PTS: 1 REF: p. 31

4. Judging another culture exclusively by the standards of one's own culture is called ethnocentrism.

ANS: T PTS: 1 REF: p. 33

5. The practice of cow worship in India is based on religious beliefs and has no economical or rational purpose.

ANS: F PTS: 1 REF: p. 33

6. Cultural fragmentation is in decline in the postindustrial era.

ANS: F PTS: 1 REF: p. 36

7. The generational gap between youth and adults is an example of cultural fragmentation.

ANS: T PTS: 1 REF: p. 37

8. Postmodern culture has caused an overwhelming majority of Canadians to reject established religions for rites of passage.

ANS: F PTS: 1 REF: p. 39

9. The postmodern condition makes consensus building in the democratic process increasingly difficult.

ANS: T PTS: 1 REF: p. 39-42

10. Some people may argue that Canada qualifies as the first thoroughly postmodern society.

ANS: T PTS: 1 REF: p. 40

11. For most of the past 200 years, throughout the world, consensus was built around Big Historical Projects.

ANS: T PTS: 1 REF: p. 41

12. According to the text, rationalization and consumerism produce more freedom.

ANS: F PTS: 1 REF: p. 42

13. The internalized *Werkglocke* is a product of culture.

ANS: T PTS: 1 REF: p. 42

14. Advertising tries to make us feel as though certain commodities will make us more desirable.

ANS: T PTS: 1 REF: p. 43

15. Hip-hop is an example of how mass consumption is an expression of rebellion.

ANS: F PTS: 1 REF: p. 46

SHORT ANSWER

1. According to the text, what are the three main human survival tools that make culture possible?

ANS:
Abstraction, cooperation, production.

PTS: 1 REF: p. 30-31

2. How do superstitions and religion differ from one another?

ANS:
Superstitions are unique to the individuals who create them, while religion is widely shared and passed from one generation to the next.

PTS: 1 REF: p. 30

3. Define norms and provide an example.

ANS:
Norms are generally accepted ways of doing things, such as how family members cooperate to raise children.

PTS: 1 REF: p. 30

4. What are the three elements of the Sapir-Whorf thesis? Provide an example.

ANS:
Experience, thought, and language; Inuit and snow; nomadic Arabs and camels.

PTS: 1 REF: p. 31-32

5. Define ethnocentrism and provide examples of its manifestations.

ANS:
Judging another culture exclusively by the standards of our own culture; the text makes reference to Aboriginal peoples, Muslims, and India.

PTS: 1 REF: p. 33

6. What are the two faces of culture, as presented in the text?

ANS:

Culture as freedom, culture as constraint.

PTS: 1

REF: p. 33

7. The “commonsense” or taken-for-granted belief that multiculturalism in Canada prevents the creation of a distinctly Canadian identity is critiqued in the text. Describe and explain the two critical arguments made against this belief.

ANS:

Respect for diversity is a Canadian identity; multiculturalism is correlated with modern trends and views, not traditional ones.

PTS: 1

REF: p. 34-35

8. According to the text, what are the three characteristics of postmodern culture?

ANS:

A mixing of elements from different times and places; erosion of authority; decline of consensus around core values

PTS: 1

REF: p. 39-40

ESSAY

1. Explain how culture can be a source of freedom, while simultaneously constraining our behaviour.

ANS:

Responses will vary.

PTS: 1

REF: p. 33-47

2. The author asserts that culture is most clearly visible from the margins. Explain what this statement means. Provide an example of a situation that could be described as ethnocentric and how one might see the situation differently.

ANS:

Responses will vary.

PTS: 1

REF: p. 33

3. Define and list the main aspects of the “global village.”

ANS:

Responses will vary.

PTS: 1

REF: p. 36

4. Some social scientists have argued that the events of September 11, 2001, have led to increased cultural misunderstandings and cultural intolerance. Why hasn't the rights revolution prevented ethnocentrism? What may be the future of the rights revolution, given the post-9/11 world changes?

ANS:

Responses will vary.

PTS: 1

REF: p. 37 | p. 39

5. What is the rights revolution? How has this revolution impacted cultural practices in Canada?

ANS:

Responses will vary.

PTS: 1

REF: p. 37-39

6. Identify and describe the three main features of postmodernism. How is each of these features evident in Canada?

ANS:

Responses will vary.

PTS: 1

REF: p. 39-42

7. Brym suggests that postmodern culture can constrain cultural dissent and rebellion. Discuss the weakening role of countercultures within the context of consumerism.

ANS:

Responses will vary.

PTS: 1

REF: p. 39-45

8. What are the costs of McDonaldization in the heavily rationalized world?

ANS:

Responses will vary.

PTS: 1

REF: p. 43