**Cultural Diversity and Subcultures**

Key Terms: social categories, subculture, counterculture, ethnocentrism, cultural universals, cultural particulars.

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| Cultural Change | \*Culture changes and processes can vary (social, medical, moral, etc.)  \*Change is identified as discovery (women athletes), invention (cell phone), and diffusion (borrowed culture). |
| Personal | Read article on p. 96-97. Do you agree/disagree? |
| Cultural Diversity | \*Social categories- groupings of persons who share a social characteristic (age, gender, religion).  \*Subculture- group part of a dominant culture, but differs in some important ways (Chinatown, music groups, etc.)  \*Counterculture- subculture that consciously opposes certain beliefs of a dominant culture (“punk” and “goth”) according to the book. |
| Ethnocentrism | \*Judging others in terms of one’s own cultural standards.  \*Creates advantages in people taking pride and feeling good.  \*Negatively can become extreme and lead to societies worst (Hitler). |
| Cultural Universals | \*World all share certain things even though we view them differently (education, cooking, family, gov’t) known as universals.  \*Particulars are how we carry out these universals. |

Activity: Complete the Chapter 3 Assessment

Reviewing Vocabulary 1-10

Reviewing the Facts: #2, 4, 7

Thinking Critically: #3