**NORMS, VALUES, BELIEFS, AND MATERIAL CULTURE**

Chapter 3, Section 3-4

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| TERM | NOTES | EXAMPLES |
| **Norms-** *rules defining appropriate and inappropriate behavior.* | \*Folkways- norms that lack moral significance.  \*Mores- norms with moral dimensions.  \*Laws- norm that is formally defined and enforced by officials. | \*Sleeping in a bed, removing had in church, etc.  \*Able bodied men working, using appropriate language in school/church/public.  \*Group punishment of mores results in taboo (incest, killing of cows in India)  \*Laws on smoking were once mores. |
| **Sanctions**- *rewards and punishments used to get people to follow norms*. | \*Formal Sanctions- imposed by persons given authority.  \*Informal Sanctions- applied by most members of a group. | \*Teachers reward students with As (positive), or punish with Fs (negative).  \*Positive- thanking someone; Negative- staring at loud people at movies. |
| **Values**- *broad ideas about what is good or desirable shared by people in a society.* | \*Very general and include ways of thinking, feeling, and behaving, but without precise detail. | \*Page 90- let’s look at the ‘values’ on this page and agree/disagree. |
| **Beliefs**- *ideas about the nature of reality*. | \*Behavior is based on what people believe, regardless of truth. | \*Jonestown Cult.  \*Attack on the Capitol Building. |
| **Cultures** | \*Material/nonmaterial  \*Ideal Culture- guidelines embraced by members of society.  \*Real Culture- actual behavior patterns. | \*Automobile/monotheism  \*All students receive 12 years of education.  \*Many student drop out of school or graduate w/o skills or knowledge. |
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Choose ONE item that is considered ‘Material Culture’ besides the automobile that you think best represents a ‘society’. Explain the symbolism and importance of that item. Post your response on our TEAMS channel and comment on another student’s post.