

Culture

"If we are to preserve culture we must continue to create it"
- Johan Huizinga

"A nation's culture resides in the hearts and in the soul of its people"
-Mahatma Gandhi

1. What is Culture?

- Culture is an extremely loaded word and it is difficult to accurately define into a single phrase.
- However, if it is connoted, it can be seen as any human behaviour or activity passed from one generation to the next, which describes, creates, preserves or transmits emotions or surroundings of human society, consisting of languages, beliefs, ideas, customs, arts, sports or other related aspects.
- Culture is a way of life

2. Development of cultural understanding

- When the notion of culture was developed, it was a process by which culture did not originate overnight.
- Culture was a process whereby citizens of the society contributed to the formation of the unique culture.

3. Characteristics of culture

- **Culture is learned**
Everyone internalizes or incorporates cultural tradition through conscious or subconscious learning and interaction with others.
- **Culture is shared**
People have distinctive features because they are individuals, but they also have other distinctive attributes because they are members of groups.
- **Culture is symbolic**
Humans have the ability to think symbolically and thus create and maintain cultures.
- **Culture is all-encompassing**
Culture encompasses features that are sometimes regarded as trivial or unworthy of serious study.
- **Culture is integrated**
A set of characteristic central or core values integrates each culture and helps distinguish it from others.
- **Culture is actively being utilized by the populace**

Culture can be contested by various stakeholders, each looking at different definitions, processes and outcomes of culture.

4. Main influences of culture

- Language
- Religion
- Technology and mass media
- Behavioral development
- Values
- Arts

5. Values of culture

- Personal development
- Social and political impact
- Identity
- Social stability
- Economic impact
- Educational impact

6. Globalization Culture

- 'Compression of the world and its cognizance as the cultural whole in cultural differences'
- Multifaceted phenomenon
- Influences the transformation of national cultures and identifies
- Forces contributing to globalization of culture: mass media and finance