

SUBCULTURE

Social Categories

Groups that share social characteristics such as age, gender, or religion

Certain behaviors are associated with particular ages, genders, or religion



Subculture



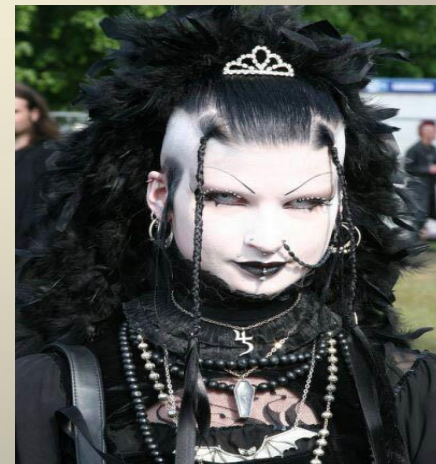
- A group that is part of the dominant culture but that differs from it in some important respects
 - They identify with each other
 - Have opportunities for communicating
 - At times de-identify with the dominant culture
 - They often have their own language, clothing, and behavior

Examples: Ethnicities, occupational groups, adolescents



Counter Culture

- A subculture that deliberately and consciously opposes certain beliefs and attitudes of the dominant culture.
 - Outside the mainstream
 - Examples: White Supremacists, Punk, Goth, hippies



Ethnocentrism

- Judging others in terms of one's own cultural standards
 - Once people learn their culture, they tend to become strongly committed to it. It can promote unity, but can also promote discrimination
 - Examples: Olympic games, Texas “biggest and best”, New York has culture

