

Cultural Conformity and Adaptation Notes

Chapter 3.2: Social Control

Essential Questions:

1. How are the norms of society enforced?
2. What are the differences between positive and negative sanctions and between formal and informal sanctions?

- When people come to believe that a particular norm is good, useful and appropriate, they generally follow it and expect others to do the same. This is because they have internalized the norm. 1st
- **Internalization:** the process by which a norm becomes a part of an individual's personality, thus conditioning that individual to conform to society's expectations.
- Ex: table manners, potty training, stopping at red lights
- We don't conform to norms because of fear of punishment; rather, because we have internalized them.
- Some people can be motivated by personal satisfaction; however, others must be motivated by other means.
- **Sanctions:** Rewards or punishments used to enforce conformity to norms

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- **Positive sanction:** An action that rewards a particular kind of behavior.
- This can come in the form of praise, good grades, pay raises, privileges, etc.
- **Negative sanction:** A punishment or the threat of punishment used to enforce conformity
- The threat of punishment is often enough to ensure acceptable behavior
- This can come in the form of threatening to have one's car towed, tickets, possible bad grades
- If the threat of punishment is not enough, the actual punishment is there to remind you that conformity to the rule is expected.

- Negative sanctions can come also in the form of frowns, ridicule, rejection, fines, imprisonment and even death.
- In general the more important the norm is to social stability, then the more serious the negative sanction (think back to folkways and mores)
- If you are rarely ever punished or rewarded for behavior, then sanctions quickly become meaningless to you. They lose their power to encourage or enforce conformity.
- In addition to positive and negative, sanctions can also be formal or informal.
- **Formal sanction:** A reward or punishment given by a formal organization or regulatory agency (school, business or government)
- Negative formal sanctions can include low grades, suspension, termination, fines and imprisonment.

- Positive formal sanctions include diplomas, pay raises, promotions, awards and medals.
- An **informal sanction** is a spontaneous expression of approval or disapproval given by an individual or group.
- Positive informal sanctions include standing ovations, compliments, smiles, pats on the back and gifts.
- Negative informal sanctions include frowns, gossip, rebuke (reprimand), insults, ridicule and **ostracism** (exclusion from a particular group).
- Informal sanctions are particularly effective among teenagers, who consider group acceptance to be extremely important. Ex: few teenagers want to hear that their clothes are out of style.

Social Control

- **Social control** is the enforcing of norms through either internal or external means.
- The principal means of social control in most societies is self-control, which is learned through the internalization of norms.
- Various agents of social control perform external enforcement through the use of sanctions. These agents include authority figures, the police, the courts, religion, the family and public opinion.
- Individuals must follow certain rules of behavior if society is to function smoothly. If people ignore society's basic norms, then the social order is in jeopardy.
- No society can survive long without an effective system of social control.

Cultural Conformity and Adaptation Notes

Chapter 3.3: Social Change

Essential Questions:

1. What are the main sources of social change?
2. What factors lead people to resist social change?

- All cultures change over time, and some change much faster than others.
- Rate of change can also accelerate because each change brings about more changes.
- Remember **functionalist theory**? It states that society is a system of interrelated parts. A change in one aspect of society brings about changes throughout the system.
- An **ideology** is a system of beliefs or ideas that justify the social, moral, religious, political or economic interests held by a group or by society. These ideologies are often held together by social movements.
- A **social movement** is a long-term conscious effort to promote or prevent social change.

- Social movements usually involve large numbers of people.
- Examples include the prohibition movement, the women's rights movement, the peace movement, the gay rights movement, the civil rights movement and the environmental movement.
- By looking at history, you can see the consequences of shifts in ideology. Ex: the civil rights movement of the 1950s and 1960s.
- Social change also occurs when people find new ways to manipulate their environment.
- The knowledge and tools that people use to manipulate their environment are called **technology**.
- Two ways that new technologies arise are through discovery and invention.