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But also it varies from culture to culture this symbol, what is the meaning of this one for example, maybe in India, this is chota or thoda, it is very small amount, okay but look into other what other people in other countries they think.

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**ITALY**

*What exactly do you mean?*

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In Italy, it means that what exactly, do you mean.

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Or in Greece that is just perfect; that is just perfect, the same meaning, a same object but different meaning.

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The different meanings to different cultural groups, in Egypt have patience, be patient okay.

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## Universal Meaning



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Some meanings, some gestures are very universal like smile, if I smile you understand I am happy, okay and it is almost universal but for example, the thumbs up, okay in United States, it is a kind of positive reinforcement, in Russia and Australia it could be an offensive curse for this one, what is the meaning of this one to you okay?

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"hello,"

"goodbye,"

"no thank you,"

"I'm royalty."

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For someone is hello, for someone is goodbye, oh no, no, no thank you and for some people, I am royalty.

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The Meaning of this red light depends on the **context**



so, also like this colour; red colour, the colour is red but it has different meaning in different cultural or different context. In the left-hand side, it means there is a police, there we understand that okay this is the police, something is an emergency, in the right-hand side, it is the red light that means you have to stop and in the middle, it means actually a brothel; the prostitutions.

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Language is constantly evolving as societies create new ideas. In this age of technology, people

Today we have –

- ❑ Nouns - “e-mail” and “Internet,”
- ❑ Verbs - “downloading” “texting”

Twenty years ago, the general public would have considered these nonsense words

So, the meaning of this red light depends on the context similarly, we have language symbol used for written communications okay like nowadays, we are talking about emails, internets, downloading, texting which was not there just maybe 20 years before okay or maybe 30 years before so, which is very new to us.

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# Beliefs & Values

## • Values and Beliefs

### Elements of Culture

Now, another important component of culture is the values and beliefs okay.

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Values are a culture's standard for discerning what is good and just in society.

Values → Good / Bad ; Ugly / Beautiful ; Right / Wrong ;  
Sought / avoided ; Acceptable / Unacceptable ;  
Desirable / Undesirable ; Ethical / Unethical

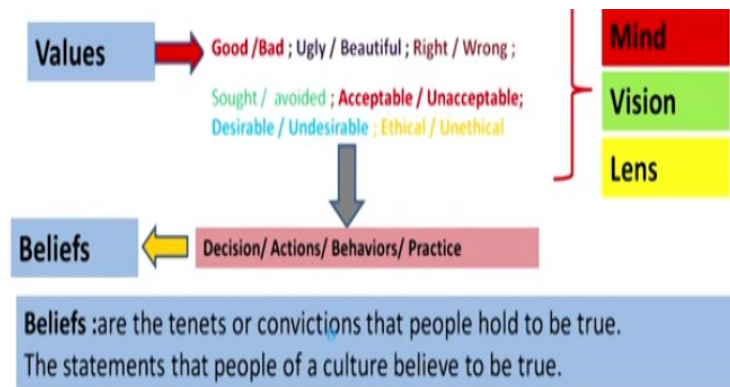
Represent personal or socially preferable modes of conduct or states of existence that are enduring



What is that? Values are culture standard for what to do, what is good, what is not good to decide okay, so when somebody is gambling or somebody is very flamboyant or somebody is taking alcohol, we have some kind of values, somebody saying is good or bad, ugly or beautiful, right or wrong, it could be also kind of accepted or unaccepted, desirable and undesirable, ethical unethical.

So, what is ethical unethical, acceptable unacceptable, these are all our values, how do you decide that taking alcohol is bad or good, from being flamboyant is good or bad, gambling is just our values, right, just our values.

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And culture create these values to give us some kind of mind, vision and lens so, what is good and bad, ugly and beautiful, right and wrong this is we see from cultural perspective, cultural lens and culture gives us this mind, this vision and this lens to see the objects, no object is right or wrong, no object is ugly and beautiful, it is that we which we give the meaning to them right.

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Individuals in a society have specific beliefs, but they also share collective values

▪ **Beliefs :** Americans commonly believe in American Dream :  
Anyone who works hard enough will be successful and wealthy

▪ **Value :** American value that wealth is good and important

So, we have this cultural perspective and these values then come into beliefs, okay and individuals in a society have different beliefs that translate this one.

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→ An individualistic culture - meaning people place a high value on individuality and independence (e.g. USA)



→ Collectivist Culture : The welfare of the group and group relationships are a primary value (e.g. Japan)

So, this is American society and they believe in individualistic culture, on the other hand, we have Japanese society which is more in collective culture.

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A simple gesture, such as handholding, carries great –  
symbolic differences across cultures.

How would Americans react to these two soldiers or Arabian friend ?

**Homosexual ??**

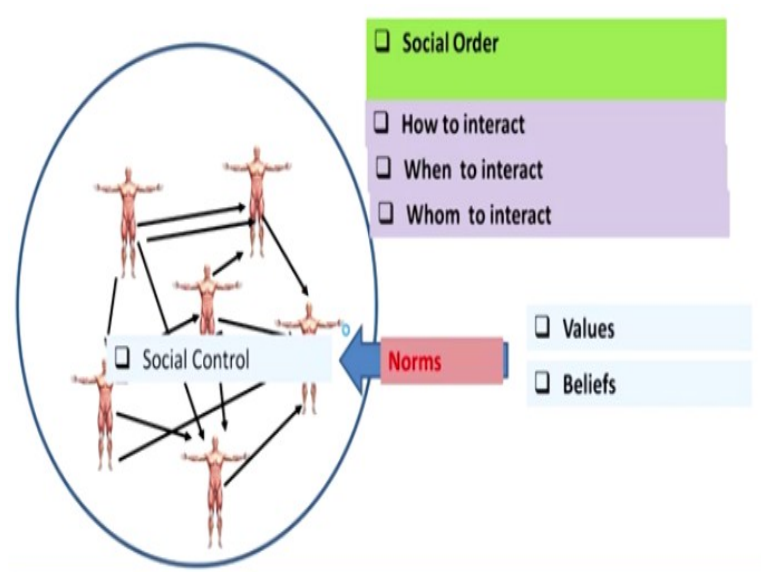
In many parts of Africa , the Middle East, India, Pakistan - it is considered **NORMAL** for men to hold hands in friendship. (Friendship/ Solidarity )

Values also vary from culture to culture.

This is could be considered in Western culture as a kind of homosexuality but in many part of Africa and Middle East this is considered to be as not homosexual but solidarity and also friendship showing friendship. So, how the same thing varies from culture to culture, so in order to put those values and beliefs into practice, we have generally norms. So, what is good ugly, how to control that one these values okay.

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Then so, how to maintain that social interactions, we put social control that we called social norms okay.

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And these social norms are sometimes formal, sometimes very informal like you can put cover your hands when you were sneezing.

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## Not Approved



Or your; you should not do cheating or you should not drink alcohol okay.

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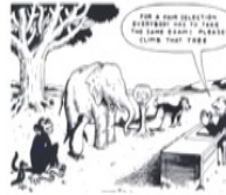
And some are very important norms, some are very unimportant norms.

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## Claims

- (i) Culture matters : Preference and justifications shape the world of social relations. Everything human beings do or want is culturally biased !
- (ii) It is possible to distinguish a limited number of cultural types. The typology includes viable combinations of patterns of social relations and patterns of cultural biases (cosmologies). All cultures can always be assessed and classified according to these two dimensions !



So that's how culture works and gives us so, cultural context of risk is saying that culture matters, how people define, what is right or wrong, what is risky or not risky and in so, there are many examples.

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## Risk is cultural constructed

- We are culturally biased
- How people perceive and act upon the world around them – depends on their “way of life”
- Way of life a combination of social relation and cultural bias.

But so risk is culturally constructed, how people perceive and act upon the world around them depends on the way of life and way of life; a combination of social relation and cultural bias, thank you very much.