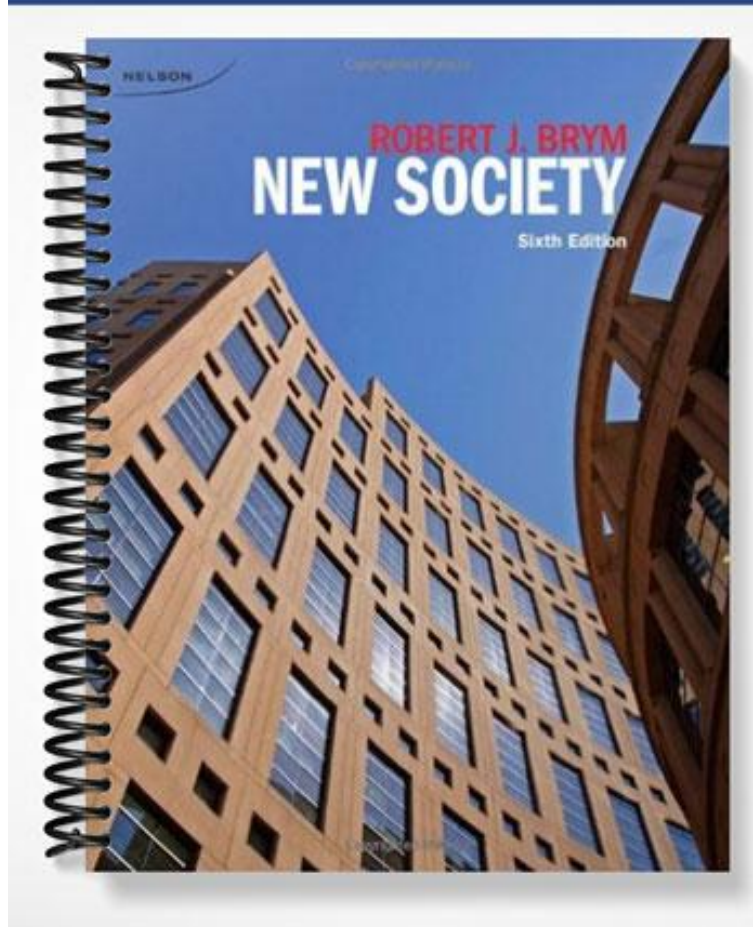


TEST BANK



MULTIPLE CHOICE

1. An anthropologist penetrates a remote jungle village in Brazil to find the last aboriginals living a traditional life, sharing a river valley, with common religious beliefs, kinship definitions, and common laws. According to sociologists, what term best describes their affiliation?
- a. community
 - b. nation
 - c. society
 - d. culture

ANS: C

PTS: 1

REF: p. 29–46

MSC: Higher Order

2. Near Niyamgiri Mountain in eastern India lives the Dongria tribe, a people who worship the mountain and have developed an eco-friendly lifestyle that includes honouring ancient and highly productive agricultural traditions. What term best identifies the Dongria lifestyle?
- a. culture
 - b. nation
 - c. society
 - d. community

ANS: A

PTS: 1

REF: p. 29–46

MSC: Higher Order

3. Which of the following demonstrates our ability to adhere to norms?
- a. the pooling of resources
 - b. reflexes and responses to stimuli
 - c. the ability to make sounds
 - d. the creation of health care systems

ANS: A

PTS: 1

REF: p. 30

MSC: Remember

4. According to the textbook, which of the following is a tool in the human survival kit?
- a. running
 - b. fear
 - c. cooperation
 - d. mastication

ANS: C

PTS: 1

REF: p. 30

MSC: Remember

5. Abstraction includes which of the following?
- a. vision
 - b. symbols
 - c. norms
 - d. using tools

ANS: B

PTS: 1

REF: p. 30

MSC: Remember

6. What has the use of symbols allowed humans to do?
- a. classify experience and generalize from it
 - b. continue efforts in the face of fatigue
 - c. control our autonomic nervous system
 - d. differentiate ourselves from our environment

ANS: A PTS: 1 REF: p. 30 MSC: Remember

7. What term do sociologists use to identify standards of social behaviour?
- a. beliefs
 - b. social control
 - c. norms
 - d. sanctions

ANS: C PTS: 1 REF: p. 30 MSC: Remember

8. Which of the following is a significant consequence for culture because humans can think abstractly?
- a. the ability to learn and transmit knowledge
 - b. the ability to steer clear of danger
 - c. the ability to deceive
 - d. the ability to copy what others do

ANS: A PTS: 1 REF: p. 30 MSC: Remember

9. What do sociologists call the tools and techniques humans use that are taken from nature?
- a. material culture
 - b. legal sanctions
 - c. biological instinct
 - d. social values

ANS: A PTS: 1 REF: p. 30 MSC: Remember

10. What is the term regarding social control that describes rewarding or punishing behaviour?
- a. production
 - b. cooperation
 - c. abstraction
 - d. sanction

ANS: D PTS: 1 REF: p. 30 MSC: Remember

11. What are rewards and punishments aimed at ensuring conformity called?
- a. norms
 - b. sanctions
 - c. folklore
 - d. folkways

ANS: B PTS: 1 REF: p. 30 MSC: Remember

12. According to the text, when is a society sociologically characterized by cooperation?
- a. when large groups of people share the same outlooks and views
 - b. when people are consistently seen to be helping each other
 - c. when the majority of people in that society enjoy a good life
 - d. when norms provide the capacity to create a complex social life

ANS: D PTS: 1 REF: p. 30 MSC: Remember

13. What aspect of culture do tools, TV sets, jails, courts, and technology represent?
- a. evolutionary culture
 - b. symbolic culture
 - c. consumer culture
 - d. material culture

ANS: D PTS: 1 REF: p. 30 MSC: Remember

14. Understanding that “le chat” (French) and “el gato” (Spanish) mean the same thing as “cat” is an example of which human capacity?
- a. communication
 - b. sanction
 - c. cooperation
 - d. abstraction

ANS: D PTS: 1 REF: p. 30 MSC: Higher Order

15. When an archeologist finds a piece of pottery from 5000 B.C., she/he is finding evidence of what aspect of human activity?
- a. The ability to carry water.
 - b. The ability to make fire.
 - c. The ability to produce material goods.
 - d. The ability to think abstractly.

ANS: C PTS: 1 REF: p. 30 MSC: Higher Order

16. “You don’t really mean to chew with your mouth open, do you?” This statement is intended to serve which of the following functions?
- a. construct cultural norms
 - b. encourage rational action
 - c. create cultural discomfort
 - d. enforce social control

ANS: D PTS: 1 REF: p. 30 MSC: Higher Order

17. What major societal requirement does social control fulfill?
- a. ensures cultural innovation
 - b. curtails and limits freedoms of people
 - c. protects culturally defined comfort zones
 - d. ensures stable patterns of interaction

ANS: D PTS: 1 REF: p. 30 MSC: Remember

18. Humans, as a species, are incredible symbol creators. Two examples are: forms of musical notation, and calculus. According to the text, what term refers to our ability to create symbolic meaning systems?
- a. numeracy
 - b. symbolism
 - c. communication
 - d. abstraction

ANS: D

PTS: 1

REF: p. 30–46

MSC: Higher Order

19. Which of the following is the best description of a sociological use of the term rationalization?
- a. thinking as logically as possible when trying to explain one's actions
 - b. application of the most efficient means to achieve goals despite potential negative consequences
 - c. invocation of values to justify behaviour in a situation that creates a moral dilemma
 - d. use of abstraction to explain certain cultural phenomena

ANS: B

PTS: 1

REF: p. 32

MSC: Remember

20. Which of the following is an example of ethnocentrism?
- a. respecting cultural differences no matter what
 - b. assuming democracy is the best social model
 - c. finding what others eat intriguing and interesting
 - d. seeing other religions as on a par with your own

ANS: B

PTS: 1

REF: p. 32

MSC: Higher Order

21. What does a sociological understanding of culture require?
- a. exclusively judging other cultures by the standards of our own
 - b. internalizing the values in one's culture
 - c. viewing our own culture by starting from the core and working out
 - d. not judging other cultures by the standards of our own

ANS: D

PTS: 1

REF: p. 32

MSC: Remember

22. What do we call viewing the world from the perspective of one's own culture?
- a. primary process thinking
 - b. neo-tribalism
 - c. ethnocentrism
 - d. cultural bias

ANS: C

PTS: 1

REF: p. 32

MSC: Remember

23. An ethnocentric judgement of *bizarre* might be made about cow worship in India; however, on closer sociological analysis, which of the following suggests this practice is **NOT** so weird?
- a. Hindu religious beliefs about reincarnation and sacred cows have been validated.
 - b. The proscription of eating beef results in a healthy vegetarian diet for Hindus.
 - c. It supports an underlying economy that thrives on oxen, manure, and meat for the poor.
 - d. Because cows are eating garbage in the streets, India has better municipal sanitation.

ANS: C

PTS: 1

REF: p. 32

MSC: Remember

24. Cultural freedom has its limits. Which of the following twin forces govern or define these limits in our society?
- a. technology and consumerism
 - b. commodification and consumerism
 - c. rationalization and technology
 - d. rationalization and consumerism

ANS: D

PTS: 1

REF: p. 32

MSC: Remember

25. Which of the following is an example of ethnocentrism?
- a. appreciating another culture's practices as superior to those of your culture
 - b. translating a book from another language into English
 - c. First Nations people rejecting city life on the basis of traditional values
 - d. cooking or dining out to experience ethnically different foods

ANS: C

PTS: 1

REF: p. 32

MSC: Higher Order

26. Wives of warriors in a foraging tribe must present to their husbands a first-born child who is male. If the first-born child is a female, a midwife will pick the baby up by the ankles and smash its head on a rock. In our society we are shocked and offended. What term do sociologists have for our sense of horror?
- a. cultural relativism
 - b. ethnocentrism
 - c. moral indignation
 - d. moral outrage

ANS: B

PTS: 1

REF: p. 32

MSC: Higher Order

27. "I think everyone should learn English so that everyone in the world can communicate more efficiently." This statement is a reflection of which social phenomenon?
- a. ethnocentrism
 - b. globalization
 - c. linguistic authority
 - d. linguistic dominance

ANS: A

PTS: 1

REF: p. 32

MSC: Higher Order

28. A business consultant makes a living doing time-and-motion studies of workers at their jobs. He recommends to company owners how work should be subdivided into component tasks for more efficiency. What major idea is being applied in these studies?
- a. profitability
 - b. efficiency
 - c. economization
 - d. rationalization

ANS: D

PTS: 1

REF: p. 32–33

MSC: Higher Order

29. What is the term for using the most efficient means of achieving a given end despite any negative consequences of such means?
- a. routinization
 - b. production
 - c. ritualization
 - d. rationalization

ANS: D PTS: 1 REF: p. 32–33 MSC: Remember

30. New age spiritualist Eckhart Tolle says in his book *A New Earth* that a person is more than what he or she possesses — yet, regrettably, that is how many people define themselves. What lifestyle label best depicts a person’s definition of self in terms of possessions?
- a. over-consumption
 - b. conspicuous consumption
 - c. consumerism
 - d. individualism

ANS: C PTS: 1 REF: p. 32–33, 46 MSC: Higher Order

31. Which of the following statements best describes consumerism?
- a. It is a lifestyle marked by sharing and an emphasis on democracy.
 - b. It is a lifestyle in which people define themselves by what they eat.
 - c. It is a lifestyle marked by behavioural refinement, style, and grace.
 - d. It is a lifestyle that involves people defining themselves by what they buy.

ANS: D PTS: 1 REF: p. 33 MSC: Remember

32. Why have traditional Christian-based public-school pageants changed?
- a. Many Canadians identify with Christianity as their faith.
 - b. Using public institutions to promote religion creates discomfort.
 - c. Commercialism and our consumer society have changed pageant focus.
 - d. Non-Christian cultures are being acknowledged in the pageants.

ANS: B PTS: 1 REF: p. 33 MSC: Remember

33. From among the following concepts, what would a factory represent?
- a. a site of social agreement/consensus
 - b. a site of social struggle and conflict
 - c. an example of rationalization
 - d. a system of modern collaboration

ANS: C PTS: 1 REF: p. 33 MSC: Remember

34. According to the text, recent Canadian census data shows which of the following?
- a. There are now more Muslims in Canada than Christians.
 - b. Twenty-three percent of Canadians do not identify with Christianity.
 - c. Most Canadians consider themselves spiritual but not religious.
 - d. The born-again Christian movement has grown 50 percent since 1980.

ANS: B PTS: 1 REF: p. 33 MSC: Remember

35. A fashion-conscious young high-school man needs to have the latest star athlete's running shoes, brand-name clothes, and wear the latest cologne, and this interests him more than paying attention to his studies. What aspect of society is captured by this young man's lifestyle?
- a. rationalism
 - b. consumerism
 - c. faddishness
 - d. fastidiousness

ANS: B

PTS: 1

REF: p. 33

MSC: Higher Order

36. Why would people from such countries as Iran be willing to commit suicide in their country's wars?
- a. Their families would be threatened and punished if they did not comply with the acts.
 - b. Because they have unquestioningly accepted and internalized norms supporting this.
 - c. It is likely most were unwilling participants and would be shot if refusing to participate.
 - d. The people who commit these acts are crazy or suffering massive delusions.

ANS: B

PTS: 1

REF: p. 33

MSC: Higher Order

37. Modern globalized culture allows people, on the one hand, to be eclectic about preferences in music, but on the other hand limits mainstream lifestyle to one of consumerism in a capitalist society. What effect of culture has been identified in the preceding statement?
- a. Modern culture is both freeing and constraining.
 - b. Globalization is resulting in a more heterogeneous world.
 - c. Globalization is resulting in a more homogeneous world.
 - d. Modern culture is fed by a barrage of media messages.

ANS: A

PTS: 1

REF: p. 33–45

MSC: Higher Order

38. How is the rationalization of science exemplified by the work of Thomas Edison?
- a. He knew how to justify his experimental failures.
 - b. He set up an efficient organization to assist him.
 - c. He put patents on over 1000 of his inventions.
 - d. He thought logically about his inventions.

ANS: B

PTS: 1

REF: p. 34

MSC: Remember

39. In the 1960s, how did Canada reform its immigration policies?
- a. It opened its doors to anyone wanting to immigrate to Canada.
 - b. It eliminated most overt forms of racist immigration policy.
 - c. It eliminated all of its racist immigration policies.
 - d. It closed its doors to immigration for more than a decade.

ANS: B

PTS: 1

REF: p. 34

MSC: Remember

40. At Juan's house last night, we had lasagna for dinner and he played some music by the hottest new band from Germany. Afterwards, we went out to meet his friend from Japan at a karaoke bar. It was an evening that was a perfect example of what relatively recent development in our society?
- a. consumerism
 - b. rationalization
 - c. immigration
 - d. globalization

ANS: D PTS: 1 REF: p. 34–35 MSC: Higher Order

41. Which of the following best describes the lifestyle traits you would expect to find in functioning pre-literate societies?
- a. consumerism that is enhancing the fabric of pre-literate social life
 - b. Western-style education and values that make life better
 - c. cultural beliefs and practices that are virtually the same for all
 - d. cultural repertoires stabilizing with outside contacts

ANS: C PTS: 1 REF: p. 35 MSC: Remember

42. What do 1961 statistics record about immigration to Canada?
- a. Five out of the top ten source countries of Canadian immigration were Asian.
 - b. Nine out of ten immigrants were from Europe and the United States.
 - c. One-third of immigrants to Canada were white and primarily from Great Britain.
 - d. Half of immigrants to Canada were non-white from the continent of Africa.

ANS: B PTS: 1 REF: p. 35 MSC: Remember

43. In contrast to multiculturalism's critics, Adams (1997) suggests which of the following?
- a. The support for the policy is correlated with support for gender equality.
 - b. Multiculturalism produces social cohesion and homogenization.
 - c. Money for multiculturalism is given only to the smallest minority groups.
 - d. The program's benefits are limited to immigrants and ethnic minorities.

ANS: A PTS: 1 REF: p. 35 MSC: Remember

44. Which of the following are aspects of globalization?
- a. shrinking rates of international travel and communication
 - b. protectionism and buy-at-home or made-in-Canada policies
 - c. high taxes and tariffs on foreign and imported goods
 - d. international migration and increased contact between cultures

ANS: D PTS: 1 REF: p. 36 MSC: Remember

45. Which of the following is illustrated by a Mumbai schoolboy listening to Bob Marley on his CD player?
- a. the expansion of cultural comfort zones
 - b. how the media is diversifying culture
 - c. the shrinking of cultural repertoires
 - d. globalization in the realm of the media

ANS: D PTS: 1 REF: p. 36 MSC: Remember

46. According to the text, which type of isolation does globalization destroy?
- a. personal
 - b. economic
 - c. remote
 - d. geographic

ANS: B PTS: 1 REF: p. 36 MSC: Remember

47. What is the rights revolution?
- a. a reference to the French Revolution and democracy
 - b. a movement enshrined in Canada's Constitution
 - c. a movement that has brought equal rights to all
 - d. a process for the struggle to win equal rights

ANS: D

PTS: 1

REF: p. 36

MSC: Remember

48. For the last several years gays and lesbians in Canada have been legally marrying. This change came about partly as a result of pressure and lobbying by members of Canada's gay community. This was only one of the latest in many acknowledgements made to minorities. What term has been applied to Canada's increasing embrace of diversity?
- a. minority radicalism
 - b. postmodern inclusion
 - c. the rights revolution
 - d. minority group pressure

ANS: C

PTS: 1

REF: p. 36–37

MSC: Higher Order

49. "I want my children to learn Italian because it is part of their culture. The educational system in Canada should provide an opportunity to learn Italian in school." Which social development is reflected in this statement?
- a. the rights revolution
 - b. the language act
 - c. globalization
 - d. the global village

ANS: A

PTS: 1

REF: p. 36–38

MSC: Higher Order

50. Approximately 6,000 languages in the world are in danger of having no living speakers. What is the primary cause of this linguistic extinction that is occurring all over the world?
- a. the increased use of English in business
 - b. the increase in English education
 - c. the spread of colonizing languages
 - d. the spread of consumerism

ANS: C

PTS: 1

REF: p. 37

MSC: Higher Order

51. *Maria va a **emailiar** Juan.* What social phenomenon is the bolded word in this sentence an example of?
- a. the importance of technology
 - b. the globalization of English
 - c. the changing communications of youth
 - d. the dominance of consumerism

ANS: B

PTS: 1

REF: p. 37

MSC: Higher Order

52. According to the text, which of the following is a significant consequence of Canadian multiculturalism?

- a. increased ethnic tensions in Canada
- b. a homogeneous and distinct Canadian identity
- c. a high degree of respect for diversity in Canada
- d. high-paying jobs for recent immigrants

ANS: C PTS: 1 REF: p. 37–39 MSC: Remember

53. Which of the following statements is true?

- a. Cultural fragmentation decreased during the era of industrialization.
- b. Cultures are becoming more diverse as societies become more complex.
- c. Canada's multicultural policies are the epitome of cultural devolution.
- d. Canada is a poor example of multicultural policy in comparison to other countries.

ANS: B PTS: 1 REF: p. 38 MSC: Remember

54. Which of the following is one conclusion of Bibby's survey research about religious beliefs?

- a. Religious beliefs have remained relatively stable for decades.
- b. Regular church attendees often have no unconventional beliefs.
- c. Canadians are increasingly embracing religious rites of passage.
- d. People mix unconventional beliefs with traditional religion.

ANS: D PTS: 1 REF: p. 38 MSC: Remember

55. According to the text, which of the following is a rite of passage?

- a. nightly prayers
- b. attending a meeting
- c. getting married
- d. passing sociology

ANS: C PTS: 1 REF: p. 38 MSC: Remember

56. For which of the following is English the global official language?

- a. formal religions
- b. deep-sea diving
- c. air and sea navigation
- d. astrology

ANS: C PTS: 1 REF: p. 38–39 MSC: Remember

57. Esther Bejarano is an 85-year-old survivor of Auschwitz who raps in Hebrew, Yiddish and Italian to tell today's youth about the concentration camp she lived in. What cultural phenomenon is this an example of?

- a. Modernization
- b. Postmodernism
- c. musical creativity
- d. Consumerism

ANS: B PTS: 1 REF: p. 38–39 MSC: Higher Order

58. Charlene and her parents disagree on whether divorce is an acceptable social practice. Her parents believe that Charlene will be a disgrace to the family if she gets a divorce. However, Charlene feels that under certain circumstances it might be the best decision for her children. Charlene's attitude could be seen as a reflection of which cultural development?
- a. functionalism
 - b. feminism
 - c. postmodernism
 - d. rationalism

ANS: C

PTS: 1

REF: p. 38–39

MSC: Higher Order

59. There was a demonstration on a university campus that brought both students and professors together in a protest against the administration. It was an example of what cultural phenomenon?
- a. postmodernism
 - b. rationalization
 - c. consumerism
 - d. unitarianism

ANS: A

PTS: 1

REF: p. 38–39

MSC: Higher Order

60. Which of the following is a main feature of postmodernism identified in the text?
- a. the consolidation and reinforcement of a central authority
 - b. increasing agreement and consensus around core values and beliefs
 - c. a respect for science and technology and faith to fix our woes
 - d. the eclectic mixing of elements from different times and places

ANS: D

PTS: 1

REF: p. 38–41

MSC: Remember

61. Which of the following statements best reflects postmodernist ideas?
- a. People feel disempowered.
 - b. People feel restricted from adopting comfortable identities.
 - c. People feel optimistic about solving earth's challenges.
 - d. People feel more responsible for their own fate today.

ANS: D

PTS: 1

REF: p. 38–41

MSC: Remember

62. How has *the Rights Revolution* affected our culture?
- a. It has legitimized the grievances and rights of marginalized groups.
 - b. It has highlighted our differences and increased tensions in society.
 - c. It has consolidated and homogenized our literature, music, and languages.
 - d. It has discouraged pride in the heritage of marginalized groups.

ANS: A

PTS: 1

REF: p. 39

MSC: Remember

63. According to the text, which of the following most accurately reflects the current state of the social consciousness of Canadians?
- a. Fewer Canadians now take part in a broad range of political action.
 - b. Canadians have grown more trusting of authority in all institutions.
 - c. Non-conventional political action involves up to 30 percent of Canadians.

d. Voting rates have risen steadily over several federal elections.

ANS: C

PTS: 1

REF: p. 39

MSC: Remember

64. Which of the following statements best characterizes the cause of declining consensus around core Canadian values?

- a. It has occurred as a result of the decline of religiosity throughout the world.
- b. It has occurred because of a healthy skepticism that is characteristic of postmodernism.
- c. It has occurred because of increased personal freedoms worldwide.
- d. It has occurred because of increased numbers of non-white immigrants.

ANS: B

PTS: 1

REF: p. 39

MSC: Remember

65. According to the text, which of the following statements reflects attitudes of Canadians in comparison to our American neighbours?

- a. Canadians are more indifferent and apathetic than Americans.
- b. Canadians are less confident about their government than Americans.
- c. Canadians are increasingly more respectful of social institutions than Americans.
- d. Canadians are more radical and revolutionary than Americans.

ANS: B

PTS: 1

REF: p. 39

MSC: Remember

66. A young woman has little faith in the nation's leaders and refuses to vote; however, she is deeply involved as an activist in a world-wide anti-poverty campaign. What kind of sociological label might best describe this person?

- a. new-age
- b. postmodern
- c. modern
- d. rational

ANS: B

PTS: 1

REF: p. 39

MSC: Higher Order

67. Jason questions whether anyone can take on the job of Prime Minister without prioritizing their own self interests. His skepticism is a part of which cultural phenomenon?

- a. governmentality
- b. politicization
- c. postmodernism
- d. modernization

ANS: C

PTS: 1

REF: p. 39

MSC: Higher Order

68. According to the text, which of the following would be considered a Big Historical Project?

- a. communism
- b. consumerism
- c. advertising
- d. organic farming

ANS: A

PTS: 1

REF: p. 41

MSC: Remember

69. According to the text, which statement best defines rationalization?

- a. the logical attempt to see other people's viewpoints

- b. calculating the most efficient means to an end despite potential negative consequences.
- c. the effort to understand cultural diversity
- d. a calculated response to an individual's fatalism

ANS: B PTS: 1 REF: p. 41–43 MSC: Remember

70. The executives at a factory learn that to be most efficient, its employees must work in 12-hour shifts. However, the work is so physically exhausting that most employees quit after a few months. The executives decide that it is more efficient to hire new employees than to reduce the duration of the shifts. What constraint found in our society is this an example of?
- a. consumerism
 - b. rationalization
 - c. industrialization
 - d. efficiency

ANS: B PTS: 1 REF: p. 41–43 MSC: Higher Order

71. What does Brym call the powerful social conditioning illustrated in the story of *Werksglocke*?
- a. internalization
 - b. alienation
 - c. socialization
 - d. emancipation

ANS: A PTS: 1 REF: p. 42 MSC: Remember

72. According to Ritzer, what is *McDonaldization*?
- a. The organizational principles of fast-food restaurants are dominating business operations.
 - b. There is improvement in the standard of living in developing countries.
 - c. There is increased access to affordable food for more people today than in the past.
 - d. More people globally have eaten and worked at McDonalds than any other corporation.

ANS: A PTS: 1 REF: p. 42 MSC: Remember

73. Which theorist proposed that because of rationalization, life in the modern world is akin to living in an “iron cage”?
- a. Thomas Edison
 - b. Marshall McLuhan
 - c. Max Weber
 - d. Sigmund Freud

ANS: C PTS: 1 REF: p. 43 MSC: Remember

74. An international fast-food chain has broken employee tasks into such small component parts that most employees can only last a year at a part-time job because the work is so boring and monotonous. What sociological term best describes the constraining nature of such an employee's work?
- a. routinization
 - b. dehumanizing
 - c. not diversified
 - d. iron cage

ANS: D PTS: 1 REF: p. 43 MSC: Higher Order

75. "I can't possibly wear my black pumps to the dance. The heel is clearly from 2009. What would my girlfriends think?" Which social constraint on human action is reflected in this statement?
- a. functionalism
 - b. fashion
 - c. rationalization
 - d. consumerism

ANS: D

PTS: 1

REF: p. 43

MSC: Higher Order

76. "Everyone at school is wearing Nike running shoes," said Sally. "If I don't have a pair everyone will make fun of me on the playground." Although Sally is only 7 years old, what social practice does she perform in order to obtain the shoes she wants?
- a. advertising envy
 - b. nagging
 - c. consumption
 - d. rationalization

ANS: B

PTS: 1

REF: p. 43–44

MSC: Higher Order

77. According to the text, what is one consequence of ads directed at children?
- a. They help children become informed consumers.
 - b. They lead to very little brand loyalty in children.
 - c. They aid parents in making purchases for children.
 - d. They are causing more tantrums by children in malls.

ANS: D

PTS: 1

REF: p. 44

MSC: Remember

78. According to the text, which of the following is a consumer society strategy intended to tame countercultural rebels?
- a. Public service announcement warn rebels about the negative results of being deviant.
 - b. Countercultural rebels are co-opted by capitalists and become entrepreneurs.
 - c. Consumer society employs more agents of social control like police to tame them.
 - d. Rebels are targeted by the media with bad news stories about their behaviours.

ANS: B

PTS: 1

REF: p. 44

MSC: Remember

79. According to the text, why are most people in North America likely to be good consumers?
- a. Manufacturers only produce what people need.
 - b. People purchase things because it makes them feel good.
 - c. People want to fit in and be like others, not be outcasts.
 - d. Styles and trends only reflect what people want.

ANS: C

PTS: 1

REF: p. 44

MSC: Remember

80. Punk rockers espoused values that were anti-establishment. Punkers shunned regular employment, took drugs, and wore garish clothes. The lyrics to their songs railed against the established order. According to sociologists, what kind of group has such anti-social values?

- a. a youth culture
- b. a subculture
- c. a counterculture
- d. a protest culture

ANS: C

PTS: 1

REF: p. 44

MSC: Higher Order

81. Near Kitchener, Ontario, there are peaceful communities of Mennonites who practice their religion, live apart from mainstream society, wear their own style of clothes, and practice farming with minimal mechanization. What term do sociologists apply to people living this lifestyle?

- a. foreign culture
- b. subculture
- c. counterculture
- d. subversive culture

ANS: B

PTS: 1

REF: p. 44–46

MSC: Higher Order

82. According to the text, which of the following is a consequence of increasing cultural complexity?

- a. Increasing bureaucracy results from increasing complexity.
- b. Cultures become more diversified with more complexity.
- c. Cultures become more similar, more homogeneous.
- d. Freedoms decrease with respect to most choices.

ANS: B

PTS: 1

REF: p. 45

MSC: Remember

83. According to the text, what impact does consumerism have on culture?

- a. It is an attack on capitalist ideology.
- b. It exalts the ideals of the Enlightenment.
- c. It precipitates the socialist revolution.
- d. It serves to constrain dissent and rebellion.

ANS: D

PTS: 1

REF: p. 45

MSC: Remember

84. On the day Harvey is old enough to legally drink, he and his friends go on a pub-crawl and get very inebriated. This is a common way to mark the occasion among many, if not most, Canadian men. What term best describes this normative adolescent celebration?

- a. coming of age
- b. age of majority
- c. manhood celebration
- d. rite of passage

ANS: D

PTS: 1

REF: p. 46

MSC: Higher Order

TRUE/FALSE

1. Culture is the sum of the socially transmitted ideas that enable people to adapt to their environment.

ANS: T

PTS: 1

REF: p. 29

2. When people engage in conflict, they must still cooperate and respect norms.
ANS: T PTS: 1 REF: p. 30
3. Abstraction at anything beyond the most rudimentary level is a uniquely human capacity.
ANS: T PTS: 1 REF: p. 30
4. Culture is often invisible to those immersed in it.
ANS: T PTS: 1 REF: p. 31
5. Judging another culture exclusively by the standards of one's own culture is called ethnocentrism.
ANS: T PTS: 1 REF: p. 32
6. Cultural fragmentation picked up steam during the period of industrialization.
ANS: T PTS: 1 REF: p. 36
7. Cultural fragmentation is in decline in the post-industrial era.
ANS: F PTS: 1 REF: p. 36
8. The “mix and match” approach is evident in only a few spheres of culture today.
ANS: F PTS: 1 REF: p. 38
9. Rites of passage are less important in society today.
ANS: F PTS: 1 REF: p. 38
10. Controversy exists regarding how to balance the right to be equal with the right to be different.
ANS: T PTS: 1 REF: p. 38
11. Postmodern culture has caused an overwhelming majority of Canadians to reject established religions for rites of passage.
ANS: F PTS: 1 REF: p. 38
12. The postmodern condition makes consensus building in the democratic process increasingly difficult.
ANS: T PTS: 1 REF: p. 38–41
13. Some people may argue that Canada qualifies as the first thoroughly postmodern society.
ANS: T PTS: 1 REF: p. 40
14. For most of the past 200 years, throughout the world, consensus was built around Big Historical Projects.

ANS: T PTS: 1 REF: p. 41

15. According to the text, rationalization and consumerism produce more freedom.

ANS: F PTS: 1 REF: p. 41–44

16. Since the 1980s, there has been a marked decrease in advertising directed at children.

ANS: F PTS: 1 REF: p. 43

17. For Weber, the rationalization of society helps us escape the feeling that we are living in an “iron cage.”

ANS: F PTS: 1 REF: p. 43

18. Countercultures are subversive subcultures, but they rarely pose a serious threat to social stability.

ANS: T PTS: 1 REF: p. 44

19. Consumerism helps to constrain the dissent and rebellion that form part of political countercultures such as hip-hop.

ANS: T PTS: 1 REF: p. 45

20. Ozzy Osborne is the “Prince of Darkness” and a modern conservative media icon.

ANS: T PTS: 1 REF: p. 45

SHORT ANSWER

1. According to the textbook, what are the three main human survival tools that make culture possible?

ANS:
Abstraction, cooperation, production.

PTS: 1 REF: p. 30

2. Define ethnocentrism and provide examples of its manifestations.

ANS:
Judging another culture exclusively by the standards of our own culture; reference to Native peoples, Muslims, and India.

PTS: 1 REF: p. 32

3. Describe and explain the two faces of culture, as presented in the text.

ANS:
Culture as freedom, culture as constraint.

PTS: 1 REF: p. 32–41

4. The “commonsense” or taken-for-granted belief that multiculturalism in Canada prevents the creation of a distinctly Canadian identity is critiqued in the text. Describe and explain the two critical arguments made against this belief.

ANS:
Respect for diversity is a Canadian identity; multiculturalism is correlated with modern trends and views, not traditional ones.

PTS: 1 REF: p. 35

5. According to the text, what are the three characteristics of postmodern culture?

ANS:

A mixing of elements from different times and places; erosion of authority; decline of consensus around core values.

PTS: 1

REF: p. 38–39

ESSAY

1. Define and list the main aspects of the “global village.”

ANS:

Responses will vary.

PTS: 1

REF: p. 36

2. The author asserts that culture is most clearly visible from the margins. Explain what this statement means. Provide an example of a situation that could be described as ethnocentric and how one might see the situation differently.

ANS:

Responses will vary

PTS: 1

REF: p. 36–38

3. Some social scientists have argued that the events of Sept. 11, 2001 have led to increased cultural misunderstandings and cultural intolerance. Why hasn't the rights revolution prevented ethnocentrism? What may be the future of the rights revolution, given the post-9/11 world changes?

ANS:

Responses will vary

PTS: 1

REF: p. 36–38

4. Brym suggests that postmodern culture can constrain cultural dissent and rebellion. Discuss the weakening role of countercultures within the context of consumerism.

ANS:

Responses will vary.

PTS: 1

REF: p. 41–45

5. What are the costs of McDonaldization in the heavily rationalized world?

ANS:

Responses will vary.

PTS: 1

REF: p. 42