**ESSAY QUESTION FOR EXAM #1**

The Essay is Due for All Students on Tuesday, Oct. 20

(3 points will be deducted for each class session the paper is late)

**NOTE:** Your answer will be stronger if it includes:

(a) relevant theoretical ideas and concepts; and
(b) factual evidence and/or everyday examples to support and/or illustrate your discussion.

**Essay Specifications:**

1. The essay must be **typed** (approximately 5-7 pages, but there is no maximum number).
2. You must use **at least 3 internet references** as background sources for your essay. They must be **academically credible** sources. Your internet source information should be **integrated** into your discussion (and cited, using the APA format). That is, you shouldn't merely include the internet information as a direct quote or summary. You should demonstrate that you understand how the reference information relates to the rest of your discussion. If you don't include the 3 internet sources your score is **reduced by 5 points**.
3. You must use the **American Psychological Association (APA) format** for in-text citations and your References list.
4. You should include an **alphabetized References list** at the end of your essay.
5. If I have questions about possible **plagiarism** in your essay you will need to submit an electronic copy of the essay, which I will check through TurnItIn. So make sure the work you turn in is your own.

**Question #1:**

Virtually every aspect of your daily life is affected by the **culture** in which you live.

(a) Discuss the main **concepts and processes** that sociologists use to understand how cultures differ from one another (e.g., values, norms, sanctions, language, gestures). You should not simply define these terms, but show how they work together in a culture. Also describe the difference between ethnocentrism and cultural relativism, and discuss how this distinction is important in understanding cultures.

(b) Provide concrete **examples** comparing how these cultural elements (e.g., values, etc.) differ for American society and some particular other society. Discuss how these differences make everyday life different for you and a member of the other society.

(c) The text argues that **technology** (e.g., media, internet, international business) increases the likelihood of “**cultural diffusion**” (i.e., the spread of cultural characteristics between cultures) and "**cultural leveling**" (i.e., similarity between cultures). Discuss the main ideas of these concepts (cultural diffusion and cultural leveling) and provide examples of each concept between the United States and other cultures. Discuss the pros and cons of cultural leveling.