

Values & Norms



Values

The standards by which people define what is desirable or undesirable, good or bad, beautiful or ugly



How values of beauty have changed

Check out the video linked below and available on the class webpage. Pay attention to how our idea of beauty has changed over time. Do any of the values in the time periods mentioned seem strange to you?



[How Women's Perfect Body Types
History Changed Throughout](#)



**MEN
WOULDN'T
LOOK AT ME
WHEN I WAS
SKINNY**

but...

**Since I Gained 10 Pounds
This New, Easy Way
I Have All the Dates I Want**

NOW there's no need to be "skinny" and friendless, even if you never could gain an ounce before. Here's a new, easy treatment that is giving thousands attractive flesh—in just a few weeks!

Doctors for years have prescribed yeast to build up health. But now, with this new yeast discovery in little tablets, you can get far greater tonic results—regain health, and also put on pounds of firm flesh, enticing curves—and in a far shorter time.

Not only are thousands quickly gaining beauty-bringing pounds, but also clear skin, freedom from indigestion and constipation, new pep.

Concentrated 7 times

This amazing new product, Ironized Yeast, is made from specially cultured "brewers" who grow! Superior Iron Borage—the richest yeast known—which by a new process is concentrated 7 times—made 7 times more powerful.

But that is not all! This super-rich yeast is ironized with 3 special kinds of iron which strengthens the blood, adds energy.

Day after day, as you take Ironized Yeast tablets, watch that chest develop, skinny limbs round out attractively. Skin clears to beauty, new health comes—you're an entirely new person.

Results guaranteed

No matter how skinny and weak you may be, or how long you have been that way, this marvelous new Ironized Yeast should build you up in a few short weeks as it has thousands. If you are not delighted with the results of the very first package, your money will be instantly refunded.

Special FREE offer!

To start you building up your health right away, we make this absolutely FREE offer. Purchase a package of Ironized Yeast tablets at once, cut out the seal on the box and mail it to us with a clipping of this paragraph. We will send you a fascinating new book on health, "New Facts About Your Body," by a well-known authority. Remember, results are guaranteed with the very first package—or money refunded. At all Drugists, Ironized Yeast Co., Inc., Dept. 288, Atlanta, Ga.

Posed by professional model

HOW DO YOU LOOK IN YOUR BATHING SUIT



Posed by professional model



**SKINNY ? THOUSANDS
GAIN 10 TO 25 POUNDS
THIS NEW EASY WAY**

NEW IRONIZED YEAST ADDS POUNDS

—gives thousands natural sex-appealing curves



Sports Illustrated model
Ashley Graham on Ellen



Norms

Expectations, or rules, of behavior that reflect and enforce behavior

Developed from the culture's values



Sanctions

Either expressions of approval or expression of disapproval given to people for upholding or violating norms of behavior

Positive sanctions



Negative sanctions



Formal Sanctions



Informal Sanctions



Moral Holidays

Specified times when people are allowed to break social norms – activities where normally arrested are permitted.



Can you think of other examples of moral holidays?



Folkways

Norms that are not strictly enforced

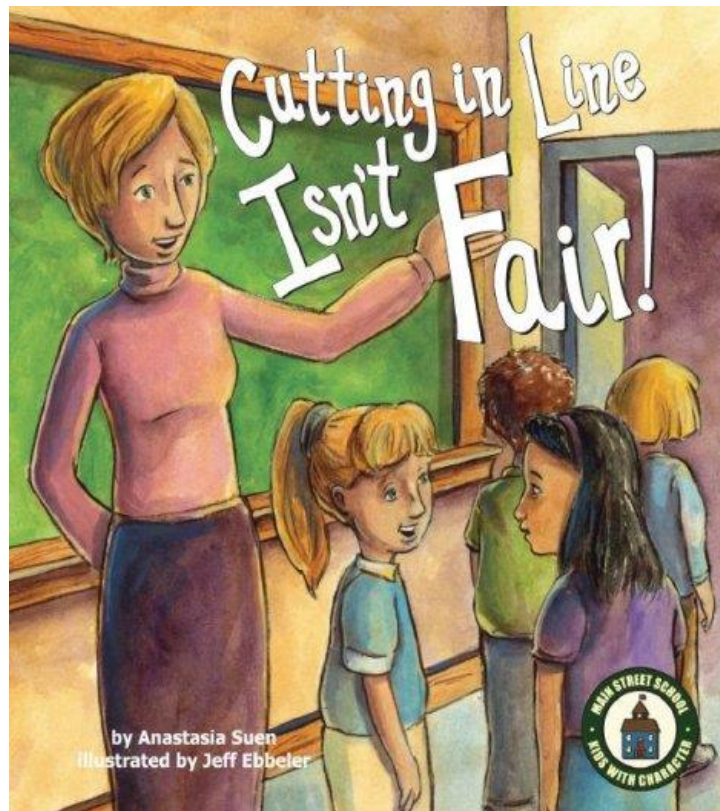
Think of some examples to share...



Mores

Norms that are taken more seriously

Think of some examples to share...



Laws

Norms that have been formally written into laws

Think of some examples to share...



Taboo

Norm that is so strong, the thought of breaking it causes revulsion and complete disgust.

Human Choice Cuts

1. BRAIN
Don't Eat - although the brain seems fatty and tasty, it's no good, gives you CJD (Creutzfeldt-Jakob disease) - basically kills your brain cells. Unless you want to inherit the aura of your meal, steer clear.

2. FRONT
Eye Fillet - best cut, non-working muscle, sits on the bowell

Ribs (Spare Ribs) good eating - BBQ

3. BACK
Neck - diced, hungarian goulash

Shoulder - Blade Steak (slow cook, needs some work to make tender)

Strip down the middle of the back (loin) all BBQ steaks

Middle of Loin middle is the rib fillet or scotch fillet (good eating)

Lower Loin porterhouse steak or T-bone (good eating)

Lower back on either side of Loin muscles - Rump

4. ARMS
Fore Arm - tough meat - soup

Upper Arm - slow cook, like lamb shanks

5. OTHER
Lungs full of iron

Skin you can leave on - crackling (need to shave the hair off though)

Nervous System - carbohydrates rich

Liver - Don't Eat - Because we give our livers a good bash, they are full of Vitimin A - too much Vit A is toxic and can fuck you up - pretty much weakening your body, making you throw up, general body and head pains

6. LEGS
Below the knee - tough meat, too sinewy, working muscles, stewing (meat/vegie /slow cook)

Thigh meat - again, working muscle, slow cook - Osso Bucco

Buttocks (silverside or topside) slow roast, Mum's Sunday roast

Norms are based on seriousness

Folkways – eh...

Mores – seriously?

Taboo –something is wrong with them

Which type of norm is broken when someone farts in public?



4 February 2011 Last updated at 04:51 ET



Malawi row over whether new law bans farting

Two of Malawi's most senior judicial officials are arguing over whether a new bill includes a provision that outlaws breaking wind in public.

Justice Minister George Chaponda says the new bill would criminalise flatulence to promote "public decency".

"Just go to the toilet when you feel like farting," he told local radio.



The justice minister said local chiefs would deal with those caught breaking wind in public

Values Determine Norms

Value: competition, sportsmanship

Norms: follow the rules of the game

Sanctions: <https://www.youtube.com/watch?v=W-KCbGAZRPO>

What other examples can you think of?

Discuss with your partner for 5 min

**SWITCHING
GEARS
A BIT...**



Subcultures

A world within a larger world of the dominant culture.

Any corner in life in which experiences lead to distinctive ways of looking at the world.



What subculture groups do you belong to?

- What do you do in your free time?
- What ethnic groups do you belong to?
- What sports teams do you like?
- What religion do you follow?
- What music do you listen to?
- What subject do you like best in school?



Counterculture

The values of a subculture blend in with mainstream society.



Groups that find their values at odds with the dominant culture are termed **countercultures**.

What examples of countercultures can you think of?
Take a few minutes with your partner.



The background of the top half of the slide is a close-up, slightly blurred image of the American flag, showing the stars and stripes in a waving motion.

American Values

- Achievement and Success
- Individualism
- Hard Work
- Efficiency and Practicality
- Science and Technology
- Material Comfort
- Education
- Religiosity

Emerging Values

- Romantic Love
- Leisure
- Self-fulfillment
- Physical fitness
- Youthfulness



Real vs. Ideal Culture

- Freedom, Democracy, and Equality

To what extent do you believe these US values are real (concrete and practiced in society) versus ideal (something we believe in but don't actually practice?)

Think about this with your partner and we will discuss each of them.