

Sociology Culture Project

Scenario: Congratulations! You have been hired by a company in the United States that is expanding overseas. Your company has hired you to analyze the culture of a foreign country in order to select the best place to begin expansion. Your job is to provide the Board of Directors with a thorough understanding of the nation's culture which you have selected. Once you have done your research you will share your findings with your fellow employees and the Board of Directors through a PowerPoint presentation. The employees will decide which culture the business should move to based on which presentation is most informative, thorough and interesting.

Your expertise: Your knowledge of the components of culture will help you get started. The contents of your PowerPoint presentation should include as many of the specific terms associated with culture as listed below.

Components of the PowerPoint:

- **Material Culture:** clothing, hairstyles, possessions, houses, utensils, jewelry, etc...
- **Nonmaterial Culture:** religion, beliefs, ideas, education, entertainment, family patterns etc.
- **Symbols and gestures:** What symbols and gestures are specific to the culture that employees would benefit from knowing?
- **Language:** What language(s) is/are spoken in this culture? Are there different dialects? Examples of written language
- **Values, norms and taboos:** These should be specific to your chosen culture. Conduct, rules and laws
- **Sanctions:** Try to also find positive and negative sanctions for behavior in your chosen culture
- **Customs, traditions, holidays:** (food, marriage, rites of passage, etc.). Be sure to include images of foods, marriage ceremonies, and holidays.
- **ANALYSIS:** What aspects of this culture create will Americans be able to easily relate to? Additionally, what parts of this culture will have Americans experience **culture shock**? With the proper training, will Americans be able to start and maintain a successful expansion of our business in this culture?

PowerPoint requirements:

- 1) **Cover slide** (include your names, name of the country, and a visual
- 2) Each slide should deal with ONE vocab term, include a brief definition, and a visual(s); if a vocab term requires the use of more than one slide use as many as necessary
- 3) Your group should address a MINIMUM of 7 components of culture from the list above
- 4) The last slide should be a list of all your resources, websites, etc.
- 5) Each slide should be easy to read and understand.

Requirements for the Presentation

- 1) Each group will prepare approximately a 5 minute presentation (it should not exceed 10!). Each member of the group should actively participate.
- 2) **Include a video clip** demonstrating at least one of the components from your culture (movies can be used, the clip can be brief).
- 3) Please do not read from the slide exclusively, this presentation should demonstrate your thorough knowledge and understanding of the culture.
- 4) Number of slides: 10-15 slides including cover slide and resource slide
 - Your last slide should be a bibliography in APA Style format
 - Your project must include at least 3 sources (not including Wikipedia)

Project Rubric

The grade for this assignment is summative::

PowerPoint quality: 0 1 2 3 4 5

Artifact(s) (film clip): 0 1 2 3 4 5

Eight criteria of culture covered

0 1 2 3 4 5

0 1 2 3 4 5

0 1 2 3 4 5

0 1 2 3 4 5

0 1 2 3 4 5

0 1 2 3 4 5

0 1 2 3 4 5

Analysis: 0 1 2 3 4 5

Bibliography slide: References ≥ 3 and APA format

0 1 2 3 4 5

Organization: 0 1 2 3 4 5

Level of understanding: 0 1 2 3 4 5

Individual Member Contribution:

0 1 2 3 4 5

Total Points

_____/70

Kazakhstan

Kyrgyzstan

Tibet

Tajikistan

Togo

Uzbekistan

Albania

Azerbaijan

Djibouti

Fiji

Nepal

Costa Rica

Mongolia

Samoa

Zambia

Sri Lanka

Norway

Guatemala

Taiwan

Gabon

Malawi

Cyprus

Greece

Guyana

Laos