**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? This needs to be on a separate slide

**PowerPoint requirements:**

* 1) Cover slide (include your name, 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) You should address a MINIMUM of 8 components of culture from the list above
* 4) The last slide should be a list of all your resources, websites, etc. This needs to be in bibliography form. At LEAST three sources and Wikipedia can not be a source
* 5) Each slide should be easy to read and understand.

**This is 65 summative points**

Project Rubric

The grade for this assignment is summative::

PowerPoint quality: 0 1 2 3 4 5

Eight criteria of culture covered 0 1 2 3 4 5

(5 points for each criteria)

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