

National Conference

“Mapping Contours of Culture/s: Overlaps and Contradictions”

March 2015

Concept Note

Culture in the sociological field is analyzed as the ways of thinking and describing, the ways of acting, and the material objects that together shape a people's way of life. Although, social sciences, has invaded multiple disciplinary territories, blurring intellectual and academic boundaries.

To believe in the possibility of cultural sociology is to subscribe to the idea that every action, no matter how instrumental, reflexive, or coerced vis-a-vis its external environment, is embedded to some extent in a horizon of affect and meaning. There have been peculiarities of the inter disciplinary approach of culture specific, which is established closely, as a firm base of Anthropology.

Furthermore, in terms of analysis, sociology of culture often attempts to explain some discretely cultural phenomena as a product of social processes, while cultural sociology sees culture as a component of explanations of social phenomena. The sociology of everyday life does reduce all human matters to an initiative of cultural encoding and decoding, to the extent of being reflective of social, economic and political arenas of human life. Culture is society based on the values and ideas without influence of the material world (Radcliffe-Brown). The cultural system is the cognitive and symbolic matrix for the central values system" ([Talcott Parsons](#)).

The belief that culture is symbolically coded and can thus be taught from one person to another means that cultures, although bounded, can change. Cultural change can have many causes vis-à-vis consequence, including: the ecology, sustainability, communication, media, gender and development.

Several understandings of how cultures change comes from inter disciplinary approach and its related processes. Hence, it is imperative to subsume heterogeneous contradictions and debates over collective, and long-lasting culture. Sociology suggests an alternative to both the view that it has always been an unsatisfying way at one extreme and the sociological individual genius view at the other. This alternative posits that culture and cultural works are collective, not individual, creations. We can best understand specific cultural objects... by seeing them not as unique to their creators but as the fruits of collective production, fundamentally social in their genesis. The logic is a bit circular, but illustrates how culture can change over time yet remain somewhat constant.

It is, of course, important to recognize in various dimensions and perspectives about cultural change and not the actual origins of culture.

Sub themes include:

- (a) Media and Governance,
- (b) Identity and Nationalism,
- (c) Gender and Media,
- (d) Modernity and its alternatives,
- (e) Popular Culture and its Representations