**THE GODS MUST BE CRAZY**

**CULTURE:** The languages, beliefs, values, norms, behaviors, and material objects that are passed from one generation to the next; a way of life.

**MATERIAL CULTURE:** The material objects that distinguish a group of people, such as art, buildings, hairstyles, clothing, and jewelry…

**NON MATERIAL CULTURE:** A group’s way of thinking (values, beliefs) and doing (patterns of behavior, language, forms of interaction).

**Write the correct term on the blank line.**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Clicking Speech \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Never punish kids

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Believe God’s give them only useful things \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_No sense of ownership

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Snake skin pouch \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Loin cloth

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Bows and Arrows \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ believe gods are farting

What is **symbolic interaction** theory? How does the belief that the god’s only give the Bushman useful things impact their understanding of the coke bottle?

What is the **conflict theory**? What happens to the group’s cohesion after the introduction of the coke bottle?

What is the **functional theory**? How does the introduction of new “technology” change the Bushman culture?

The coke bottle is an example of **new technology** for the Bushman. In your life, what are some ways that you have seen technology impact culture?

The God’s Must Be Crazy is a good example of how you need a combination of **ALL** of the theories to fully understand a situation, as they all offer different perspectives.

**Cognitive Dissonance** is a discomfort caused by holding conflicting cognitions (e.g., [ideas](http://en.wikipedia.org/wiki/Idea), [beliefs](http://en.wikipedia.org/wiki/Belief), [values](http://en.wikipedia.org/wiki/Values), [emotional](http://en.wikipedia.org/wiki/Emotion) reactions) simultaneously.

In a state of dissonance, people may feel surprise, dread, guilt, anger, or embarrassment. The theory of cognitive dissonance in [social psychology](http://en.wikipedia.org/wiki/Social_psychology_(psychology)) proposes that people have a [motivational drive](http://en.wikipedia.org/wiki/Drive_theory) to reduce dissonance by altering existing cognitions or adding new ones to create consistency. That is a fancy way of saying they make excuses to justify their behaviors. Ex. The teacher didn’t cover the material, so it is ok that I copy off a friend.

Or another instance, someone may take home office supplies. They know it’s wrong and can get in trouble if caught, but they alleviate their feelings of doing anything wrong by justifying that they don't get paid enough, or that there are so many surplus supplies lying around that are being wasting ... etc.  
  
Or even, eating a grape in the produce department at the grocery store! It’s WRONG but we tell ourselves we are sampling to ensure they taste right, oftentimes, not even purchasing them. My husband’s uncle does this with olives at olive bars at the grocery store.   
  
Or someone speeds on the way to work. They know they are breaking the law, but in their mind they tell themselves it’s more important to get to work on time.  
  
Maybe you have experienced this, someone you greatly dislike does something very generous towards you. It makes you feel awkward and weird because you dislike that person. You write it off as them doing it on purpose to make you feel bad for hating them!

**On your own…**

Define cognitive dissonance in your own words.

Explain how Jordy experiences cognitive dissonance.

Explain a time in your life when you experienced cognitive dissonance, if you cannot think of a time. Then explain a situation where you believe someone would experience cognitive dissonance.