

1.6 CROSS-CULTURAL COMPARISON [Ethnology]

A. INTRODUCTION

- **Three major contributions of Anthropology**
 - 1. Holistic view of humanity**
 - 2. Concept of Culture**
 - 3. Cross-cultural comparison**

B. EXAMPLES OF CROSS-CULTURAL COMPARISON

- 1. TIME [OV. 1.6.1 Arab/American]**
- 2. SPACE (Proxemics) [OV. 1.6.2
North America/Latin America]**
- 3. DIFFERENCES:**
 - **Same trait but different meaning**
 - **Ethnocentrism**
 - **"Generation Gap" = Cross-cultural
Differences**
 - **Culture Shock: Period of psychological
disorientation caused by lack of
familiar cues in one's own culture**
 - **Acculturation**

4. SUMMARY