

# THE UNIVERSITY OF ZAMBIA

SCHOOL OF HUMANITIES & SOCIAL SCIENCES

DEPARTMENT OF DEVELOPMENT STUDIES

*DEV 1150: INTRODUCTION TO DEVELOPMENT STUDIES*


LECTURE HANDOUT  
TOPIC: *CULTURE & DEVELOPMENT*

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# OUTLINE

- 1.Intro
  - 2.What culture is
  - 3.Types of culture
  - 4.Culture and Development Nexus
  - 5.Conclusion
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# 1. INTRO

- ❑ The concept of culture is quite complex to dichotomise
  - ❑ It is not only ancient but also means different things to different people/regions
  - ❑ Influences the way people think and act
  - ❑ It is a product of socialization
  - ❑ It is dynamic and transferrable
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## CONT..

- ❑ Culture and Development gained prominence in the 1960s
- ❑ Newly decolonised countries began to challenge the notion that ‘Modernization should mean Westernization of cultures’.
- ❑ Nations began to defend their cultures and cultural heritage



# CONT...

- ❑ UNESCO [United Nations Educational, Scientific and Cultural Organization], a United Nations Agency, supported the role of national culture in development
- ❑ To date, UNESCO promotes and strengthens cultures of all its member countries using a Development lens.
- ❑ In this lecture, we shall define what culture is, major types of culture and how culture relates to development



## 2. WHAT IS CULTURE?

- ❑ The word culture has many definitions
- ❑ The simplest one is that,
- ❑ Culture is a way of life of people in a particular society



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- ❑ The University of Minnesota's Centre for Advanced Research on Language Acquisition (CARLA) define culture as
- ❑ Shared pattern of behaviours and interactions, cognitive constructs and affective understanding that are learned through a process of socialization.

# CONT...

- ❑ Culture defines people, it identifies them and influences the way they think/reason or relate with others
- ❑ Culture is also defined and demonstrated in the following ways;
- ❑ our religious practices, the food we eat, our clothing and how we wear them, language we speak, marriage practices, music, how we greet, how we seat etc

### 3. TYPES OF CULTURE

There are a number of types of culture but commonly held ones are as follows;

- ❑ **Mass culture (Popular culture)** – culture associated with a larger section of the society especially the less educated and lower class stratum.
  - ❑ **Elite Culture (High culture)** – cultural practices shared mostly by a high class of people in society including the educated people.
  - ❑ **Folk culture** – practiced by a small homogeneous rural isolated community that makes it distinct from others and transferable through oral tradition.
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- ❑ **Hybrid culture (cross culture)**– culture which combines two or more elements of other cultures
- ❑ **Subculture** - practiced by a small group that sets itself apart from the larger cultural group in such things as language, lifestyle, dress code etc. It may not be as permanent as folk culture.




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## Other terms related to culture:


- ❑ **Cultural relativism** - happens when you consider other cultures as important as your own.
- ❑ **Cultural ethnocentrism** - happens when you consider your own culture as superior to others
- ❑ **Cultural diffusion** – the movement of cultures (through people) from one place/region to another
- ❑ **Acculturation** – incorporating other people’s cultures into your own usually through cultural diffusion. Wars in Angola and DRC have led to cultural diffusion and in Zambia, we have acculturated other people’s cultures from war torn countries. Such include music, food , dressing, language etc

# 4. CULTURE AND DEVELOPMENT NEXUS

- ❑ Many studies have shown that culture is both directly and indirectly related to development
  
  - ❑ UNESCO sees Culture as important for development and earmarked four key objectives:
    - (i) Acknowledging the cultural dimension of development;
    - (ii) Affirming and enriching cultural identities
    - (iii) Broadening participation in cultural life; and
    - (iv) Promoting international cultural cooperation.
  
  - ❑ The relationship between culture and development can be both positive and negative
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## Positive side


- ❑ Various forms of cultural expression such as music, dance, literature, sport and theatre provide employment as well as enjoyment for many people. Infact, Nigeria's cultural industry (music and art) contributed much to its GDP to surpass South Africa in 2015.
  - ❑ Employment is generated through the restoration and presentation of cultural heritage centres and sites - both for education and tourism
  - ❑ Ethnobotanical gains - use of nature (vegetation) for various economic and health reasons
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## Negative side

- ❑ **Cultural lag** – this happens when people still want to cling to their cultural practices even if such cultural practices are deemed to cause health or development concerns inline with modern scientific norms. Such may include use of the bush as toilet even when a modern toilet has been built for the people. Common in rural places.
- ❑ Ethnobotanical knowledge has made some people in some cultures put aside modern medical care in favour of herbal treatment

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- ❑ Time management – some cultures respect time while others do not. Most societies that respect time are also civilised and developed societies thus time can be linked to development.
  - ❑ Work culture – some cultures have a negative attitude towards work. In some cultures, only white colour jobs are considered to be jobs. In other cultures, work is work regardless of its nature provided it brings income.
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# CONCLUSION

- ❑ Culture is the way of life of people
  - ❑ It has influenced development both positively and negatively
  - ❑ Cultural heritage has contributed to revenue in tourism
  - ❑ Some cultural practices however have also retarded development efforts
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**END**

## **Discussion question**

Bearing in mind the concept of cultural relativism, Analyse Zambia's cultural practices and identify which elements are crucial for its economic development and which ones may have retarded development. Support your answer with practical examples.

