

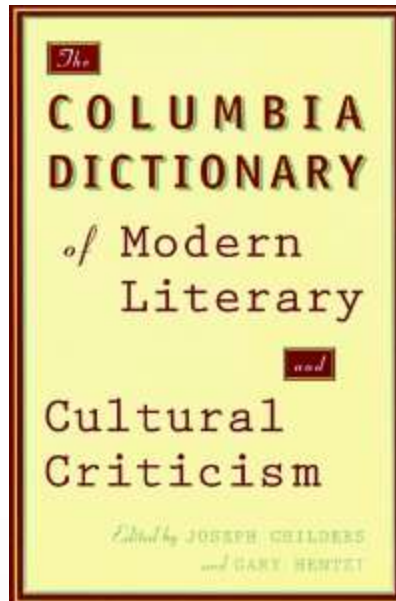


Culture

What Defines Us?

Andrew Rusnak

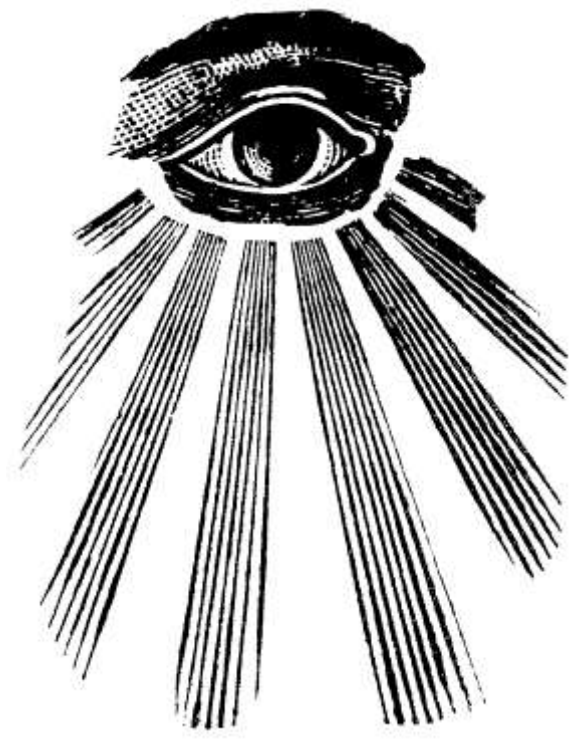
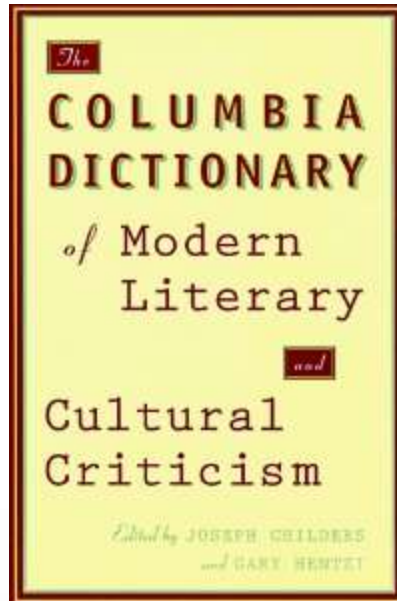
Definition I: In social sciences, culture usually refers to material production of society, materials produced.



HTC | Apple | Palm



Definition II: In history, literary studies, culture refers to systems of signification and the production of meaning.



Mememes

... an element of a culture or system of behavior that may be considered to be passed from one individual to another, even like a virus, by nongenetic means, esp. imitation.

MEME = an idea, behavior, style, or usage that spreads from person to person within a culture.

CULTURAL INFORMATION
PRACTICE OR **IDEA** OR CONCEPT
THEORIES PRACTICES HABITS SONGS
NATURAL SELECTION
EXAMPLES MIGHT INCLUDE THOUGHTS IDEAS
CHARLES DARWIN'S IDEAS
SELF-PROPAGATING
SURVIVAL AND COMPETITION INFLUENCE THEM
MEME

<http://www.youtube.com/watch?v=xCzb6SuyriU> Richard Dawkins on memes - Cannes Lions 2013, 3:30 min.

<http://www.youtube.com/watch?v=KzGjEkp772s> Dan Dennett: Dangerous memes, 17 min.