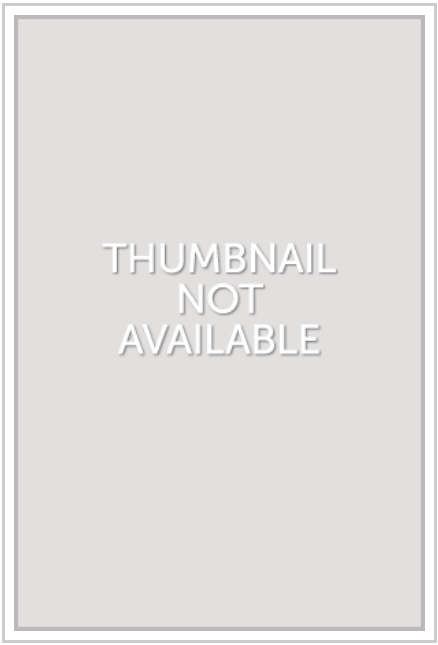


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Cultural Models: Genesis, Methods, and Experiences (Paperback)

By Giovanni Bennardo, Victor C. De Munck

Oxford University Press Inc, United States, 2014. Paperback. Book Condition: New. 234 x 156 mm. Language: English . Brand New Book. This book is about cultural models. Cultural models are defined as molar organizations of knowledge. Their internal structure consists of a core component and peripheral nodes that are filled by default values. These values are instantiated, i.e., changed to specific values or left at their default values, when the individual experiences events of any type. Thus, the possibility arises for recognizing and categorizing events as representative of the same cultural model even if they slightly differ in each of their specific occurrences. Cultural models play an important role in the generation of one s behavior. They correlate well with those of others and the behaviors they help shape are usually interpreted by others as intended. A proposal is then advanced to consider cultural models as fundamental units of analysis for an approach to culture that goes beyond the dichotomy between the individual (culture only in mind) and the collective (culture only in the social realm). The genesis of the concept of cultural model is traced from Kant to contemporary scholars. The concept underwent a number of transformations (including label)...

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