Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**The American Value System**

**Chapter 3- Section 1: Page 44-49**

1. **List the 8 Traditional American Values that Robin M. Williams analyzed in his study, *American Society.***

1.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

5.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

6.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

7.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

8.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Which of these values do you personally think is the MOST important? The LEAST? Explain.**
2. **Under the passage: *Other Core Values*, the textbook names 6 more values that Robin M. Williams included in his study. Explain your understanding of each of them:**

9. Nationalism and Patriotism:

10. Science and Rationality

11. Racial and Group Superiority:

1. **List and explain the contribution of James M. Henslin to this list**
2. **Brainstorm an example of how adhering to strongly to one of the traditional American Values can cause an individual to weaken his/her commitment to another American Value. (the example on 46 involves Personal Achievement vs Morality; Now you come up with your own!)**
3. **Summarize the argument made by Christopher Lasch concerning *self-fulfillment:***
4. **What does the textbook say about Changing American values concerning the environment? What are some more current statistics? (use your phones to research)**
5. **Brainstorm at least 3 different commercials/advertisements you’ve seen recently. Use the Chart below to record your observations. (what are they selling? What values are they appealing to? What does the advertisement make you do?)**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Commercial 1 | Commercial 2 | Commercial 3 |
| **Product** |  |  |  |
| **American Values Shown** |  |  |  |
| **Perceptions, Attitudes, Behaviors the ad influences** |  |  |  |

1. **What values do you see as important today that you do not see listed in 3-1? Explain.**