

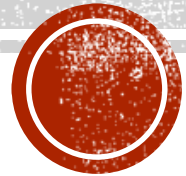
CASE STUDY:

CULTURAL CAPITAL'S INFLUENCE IN HUMAN BEHAVIOUR

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CULTURAL CAPITAL — ITS INFLUENCE IN HUMAN BEHAVIOUR

“Bourdieu’s own work, being sociological in nature, did highlight and prioritise the inequalities inherent in social classes, but his work also makes it abundantly clear that irrespective of social debates, the social classes have starkly different attitudes and behaviours, underpinned by the observation that they appear to value different things.”



OBJECTIFIED CULTURAL CAPITAL — HUMAN BEHAVIOUR

“Objectified cultural capital can be purchased” (Barrat, 2010)



VIDEO CLIP

RISKYROBOTV



EMBODIED CULTURAL CAPITAL- HUMAN BEHAVIOUR

“In the vocational view, the type of embodied capital is concentrated on knowledge and skills with short-term economic value” (Barrat, 2010)





INSTITUTIONALISED CULTURAL CAPITAL

“Certificates of cultural competence, like diplomas, are the currency of institutionalized cultural capital. U.S. businessmen and businesswomen display their first dollar, and academics display their diplomas, evidence of institutionalized cultural capital, as evidence of success” (Barrat, 2010)



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