Culture is social: it does not exist in isolation. Neither is it an individual phenomenon. It is the product of society. It originates and develops through social interactions. It is shared by the members of society. No man can acquire culture without association with other human beings.

Culture is shared: Because we share culture with other members of our group, we are able to act in socially appropriate ways as well as predict how others will act. Despite the shared nature of culture, that doesn’t mean that culture is homogenous (the same). The multiple cultural worlds that exist in any society are discussed in detail below.

Culture is transmissive: it is capable of being transmitted from one generation to the next. Parents pass on culture traits to their children. Culture is transmitted not through genes but by means of language. Language is the main vehicle of culture.