

HUMAN AND PUBLIC RELATIONS

(CLASS LECTURES)

Preview from Notesale.co.uk
Page 1 of 17

Other determinants are found in a society's occupational structure. Teachers, for example, often have high levels of education but receive relatively low pay. Many believe that teaching is a noble profession, so teachers should do their jobs for love of their profession and the good of their students—not for money. Yet no successful executive or entrepreneur would embrace that attitude in the business world, where profits are valued as a driving force. Cultural attitudes and beliefs like these support and perpetuate social inequalities.

Basic Components of Social Stratification

Social Class – refers to a stratum or category of persons who have similar socio-economic privileges in a society.

Social Status – is the social standing of a person or group within a social class or in the entire social stratification system.

Types of Social Classes

- **Upper Class** – consists of the elite families who are the most productive and successful in their respective areas like agriculture, industry, business or government. The Elite are of two types:
 - **New Rich** – are those who have within their lifetime amassed enough wealth to enable them to afford the lifestyle of traditional upper class.
 - **Traditional Upper Class** – is composed of the descendants of elite members.
- **Middle Class** – small business and industry owners and manager professional office workers and farm owners with income that provide a comfortable lifestyle class belongs to this class.