

## Cultural Administration in the Art Field

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**Abstract:** Art phenomenon always has been one of the most beautiful expressions of human life. Alternatively, art has its source in the soul, so always there has been regarded a high stand for an artist which this is a sign that human is beauty friendship intrinsically. Art for human life is like a soul in the body and has a wide connection with all human's vital symbols such as his beliefs, culture, civilization, technology and the other social areas such that it can't be separated from any of the human life areas. Of course, the development and growth of human's attitudes and thoughts have led to the conceptual and basic evolutions in all of the aspects of his life including culture. Today scientific and technological developments have sped up the cultural evolutions such that all underlying and superstructure arenas of native cultures have exposed to change. This concerns the cultural authorities in all societies. This study that is conducted by a theoretical survey aims to achieve an outline of social, cultural administration principles for art which can be regarded as a cultural-social law and is to criticize some existing cultural cases through sociological, psychological and administration principles to get a general analysis of the issue.

**Key words:** Art, administration, culture, cultural administration, technology, social areas

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### INTRODUCTION

Cultural evolution has sped up by the scientific and technological developments such that all the underlying and superstructure arena of native cultures have exposed to change which is a concern for the cultural authorities in the societies. So some scholars believe that social changes, especially in the art and culture arenas should be controlled in such a way that it be possible to control evolutions while directing them.

Now a days governments have resorted to the "cultural administration" to control these evolutions. Now we should ask about the role of cultural administration for guidance, fostering and preserving of a national art.

What effective methods are there for controlling of changes of artistic ideas? But this doesn't mean making art stereotype or public but offers a framework to conserve the art identity, especially in the national area which inevitably affects the cultural evolutions in the society. Today communicative means has spanned all over the world and connected people together which among so many positive achievements has changed or in some cases, destroyed micro-cultures and in turn the national and native art movements. This phenomenon also has had a destructive effect on the perception of national identity and value of national and native ideals among youths.

Today, governments have resorted to the cultural administration to control these evolutions. They try to

develop some principles and methods for administration of the cultural evolutions and apply them as social rules in the cultural activities that have a huge audience and lead people toward their national cultural identity.

This study aims to achieve an outline of social, cultural administration principles in the art field to be applied as the social-cultural law. In line with this, the author tries evaluating the sociological, psychological, administration principles, criticizes some cultural cases to get a general analysis of the issue.

### MATERIALS AND METHODS

This is a descriptive study in which we reviewed the literature and collected the related data about religion, art concept and the relationship between religion and art in different societies using databases and existing books and articles.

#### Culture concept

**Culture meaning in the Persian language:** There is a wide array of culture definition. In Moein encyclopedia culture (Farhang) is defined as having the two words of Far plus Hang which means politeness, good manner, knowledge, wisdom and custom (Moein, 1992).

"Culture" (Farhang) is a Persian word composed of the two parts of "Far" meaning "status and rank" and "Hang" meaning "weighty dignity". Some scholars know it as "Farhang" meaning science and knowledge.

Of course, the word of “culture” has had various meaning in Persian literature including the behavior of a righteous man, custom and collection of sciences and arts of a tribe (Moein, 1964).

**Culture in sociological terms:** Culture in sociological terms is defined as “a collection of scientific, moral, behavioral findings which have achieved during the history of a nation and are transferred among generations”. Because there are common columns of culture in a society, every generation inherits it from the previous one. So, culture is a collection of material and spiritual assets of a nation and from the sociological viewpoint, all societies have their respective culture (Fiske and Taylor, 2013).

**Definition of culture:** Culture concept first time was used in Europe in 18th and 19th for the process of plantation or promotion in agriculture and gardening. The word has root in Latin word of “Culture” derived from the word of “Coler” which means plantation, agriculture and promotion.

Culture is defined by UNESCO as “culture is a totality of material, spiritual, emotional and spiritual specifications which characterizes a social group. Culture not only includes art and literature but also life ethics, human rights, value system and traditions.

Another definition for culture says that “culture is a collection of beliefs, values and customs which are accepted among people in a society and they act according to it such that this acceptance is turned to the social norms and society is measured by those norms (Smith and Riley, 2011).

By 19th century, the word of culture was based on purification of the soul and then it implied of providing national ideas. In the middle of 19<sup>th</sup> century, it was used by some scientists to refer to the universal capacity of a human. In the 20<sup>th</sup> century, the culture was used as a key concept for anthropology consisting of all human phenomena and not a result of genetic issues alone.

Alfred Kroeber and Clyde Kluckhohn define culture as “a word about the life’s method of people which means the method by which people do their work”.

Edward Taylor in the book of Preliminary Culture writes that culture is a collection of knowledge, beliefs, art, regulations and moralities, habits and all things that a person as a member of society learns. Culture term, especially in American anthropology, have two following meanings:

- Evolved capability of human for categorization of experiences through symbols and innovative, imaginary action

- The specified ways by which people around the world live and express their experiences by different methods and act creatively (Boyd and Richerson, 2005)

The word of “Cultural” in old Europe means “culturing” or “nurturing”. The word in its today meaning has been in used from the 18<sup>th</sup> century. Perhaps a person called Daniel Felsky in 1871 stated a clear definition of culture in relation to human history and different society’s life. Later this word has been paid more attention and was described in 250 definitions which most of them are criticized by the others. One of the most famous definitions was developed by Taylor. He said that “culture or civilization is a mixed totality of religion, art, law, morals, customs and an ability which a person achieves”.

“Mayris” offers a historical definition of culture and says that “culture is what has left from the past and now people execute it and shape their future”. “Herskovits,” says that “culture basically is a building which explains all beliefs, behaviors, knowledge, values and destination of every nation, or as a whole, it is everything a nation has, thinks and does (Herskovits, 1948).

“Sutherland” says that: “culture is everything that can be conveyed from a generation into another one. The culture of a tribe is its social heritage. In the other words, it is a totality of knowledge, religion, art, moral, law, instrumentation and their usage and the method of conveying them” (Sutherland and Dennick, 2002).

It can be resulted from these set of definition that generally, culture in its wide meaning is: the systematic of beliefs, values, traditions and treatments which members of a society would apply so that they could adopt themselves with the world and with each other as well and they transfer it by learning from a generation to another one. Culture is both constructor and action basis, without culture, individual would not be committed any practice. Therefore, culture is the action basis which would affect people. Also, culture is the constructor of social human behavior and has the main effect on the society management as well. The political system of any society is also based on the culture of that society.

**Spiritual and material culture:** Sociologists in the first analysis have divided culture into the two material and immaterial sections. Of course, this division is subjective and its discrimination is almost impossible because in the material culture traces the spiritual culture also manifest. These two cultures can be explained as material culture: This culture type is applied to its visual and sensible phenomena that have caused to appear cultural

phenomena with the special manner in society and is measurable with practical and quantity equilibriums. It consists of some phenomena like instruments, industry and its productions, cloth, book, sculpture, painting and etc. In other words, they formed all material achievements for society, territory and history and material culture. By more exact statement, material culture includes all technological or material achievements which it would remain after itself for the later social period. Linton believes, in the beginning, that anthropology studies were formed, the term of material culture was made so used tools of human can be recognized. Of course, among anthropologists, the current trend is that they accept objects from culture concept and try to identify the patterns of objects instead of it. So, the material culture changed gradually and it was applied to the assets of culture instead of its direct implication on objects and instrument that are effective in produce and usage of instruments. In fact, it includes all material and technological achievements of every society.

Mumford (2010) state about technology and culture arguments: technology doesn't stay out of culture but it is a part of that. Since all technology elements don't have similar improvement, some material culture elements are more advanced form the others. For example, some means of media such as TV and newspapers progress quickly or equipment used in medical sciences is developing daily. Because, communities are divided by economic measure into the developed, developing and non developed countries, sociologists pay their attention to the material aspect of culture which is called by some as civilization. While material culture is useful for one of several under study aspects of culture, it is a concept which has a paradox in itself. According to a scientific approach, culture is an abstract relation which there is mutual action between its material and spiritual aspects and a change to one leads to change to another one. So, spiritual and material cultures are two aspects of one unit.

Alfred Weber, German sociologists believed that it isn't easy to separate material and immaterial aspects of culture from each other because they are interrelated; like mosque which is a material phenomenon in appearance but it is a symbol of spiritual culture of Islam.

**Spiritual culture:** Unperceived and immaterial findings and achievements of a nation during their historical experiences is called spiritual culture. Spiritual assets of one nation is a collection of thoughts, ideas, religion, sciences, values, philosophy, law, literature, social customs and traditions of a nation or society that while isn't measurable, they are completely understandable. Spiritual culture is the main body of national culture which

exhibits the mental power and vital forces of a nation and we should attempt in its maintenance profoundly because the spiritual culture is the gravity and ascendance point for national life. The spiritual culture of any nation includes definitions of the truth of world existence that forms its people's wisdom. These concepts consist of religious beliefs, political beliefs, myths and scientific theories and so on. For instance, in Islamic culture, there are some beliefs about human creation, humanity future, existence nature and relation between creators with the creature and so on (Elkins *et al.*, 1988).

**Difference between civilization and culture:** Some sociologists and anthropologists in their division have known spiritual aspect as culture and they called material culture as civilization and discriminate them:

We can compare civilizations with each other, for example, we can compare the industrial production of Iran with Malaysia in that which one is better but this comparison isn't possible for the spiritual culture. We can't say if Iranian painter is better or French one because here the elements of special national preference and taste are determiners unless we look at it from the viewpoints of quantity and materiality that whether painters of this country are more popular than other ones and their works have more sell or not.

Transmission of civilization elements is easy. For example, we can transport a car from one country to other one but we can't transfer the elements of the spiritual culture. However, we can benefit from promotion by a kind of long-term cultural transaction.

Civilization has always had a revolutionary process, for example, instruments, buildings, clothes and so on, are permanently changing and developing while cultural elements seldom undergone change and most are still. This fact can be demonstrated in west but the movement of values and norms are slow and in some cases, it is even reactionary.

**Types of culture:** Sociologists have categorized culture into various aspects according to the various cultures arenas. They separate it into the three cultural divisions in terms of its range-wide:

**Public culture:** Public culture can be regarded as social human inheritance and for this reason, the set of basic features of the human culture which discriminates the human society from the animal communities can be accounted as public culture elements. Language and thinking, instrumentation and especially social life which are specified with social entities, organizations or economic, cultural and political organization are the main

elements of human culture that exist in all societies both developed and undeveloped ones. In all of the human communities, we can observe marriage, family and government, a specific style of production, religious beliefs and the other components of human culture.

Animal communities are a lack of culture and their actions and behavior are instinctive while the actions and behavior of human are most cultural not instinctive. As if, instincts also have a share in the human's behavior. According to Islamic idea, behavior and human actions also arise from "nature" in addition to culture and instinct.

Some semi-cultural observations in the world of animals are instinctive not cultural, for instance, bird nesting is an instinctive action which has been static during ages, while human culture is continuously changing. On the other hand, its group of birds flying or some animal groups can't be regarded as social life or their desire for social grouping because social life has some features which we don't see its signs among animals. Animals migrate in groups and have physical presence beside each other in valleys, rivers and seas but it would not have a social result. In other words, social life in its real meaning is only observed among human and is manifested as organizations, entities and cultural, political, economic and social organizations. The social life of bees and ants just can be explained by instinctive actions that have not changed during millennium (Appadurai and Breckenridge, 1988). There are some features for human culture which are common in all humanity societies:

- Culture is the uniting factor of social values
- Culture is a regulator of human behavior and instincts controller
- Culture is discriminator of societies from each other
- Culture is teachable
- Culture transmission is performed first by family and relatives network and then by other sources such as organizations and assemblies out of the home, educational institutions, media and social groups from the society to person
- Culture is the result of human experiences during centuries and consecutive generations and it has to get more complex

So, all human societies have had culture and the so-called uncultured or uncivilized tribes have no scientific basis because culture is a kind of human knowledge which is common in all societies, for example:

- Trend toward worship and religiosity
- Scientism

- Dedication, humanism
- Trend toward family entity
- Economy, government
- Rules, regulations, social traditions and so on are among public human culture

## RESULTS AND DISCUSSION

**Specific culture:** A specific culture is known as the social inheritance of a specific society within a definite geographical area or certain ideology. For example, we can name Iranian or Islamic culture. The former is related to special geographic area (Iranian plateau) and has a domain beyond certain territories and includes all Islamic lands. While Shia culture is mainly related to the special geographic area (Iranian Plateau) but it has been expanded beyond this area and includes other areas.

While different countries have different cultures and each one has its special features, we can observe the characteristic of human public culture everywhere and they are the common human inheritance. Elaborating this subject, it should be added that human communities in addition to the common cultural elements, has also special cultural features which it is called national and specific culture. For example, in all of the human societies, religiosity is a principal but its type is different (Christian, Jewish and etc.) or in all societies, there is a family entity but each one has a different way of formation, the relation between, man, woman and children and so on. Also, the issue of nutrition and cloth are for all cultures but as what kind of cloth should be dressed, what kind of food should be eaten and so on, there are different specialties (Bhawuk, 1998).

**Sub-culture:** There is a different culture with various patterns within any national culture referred as sub-culture such as regional, ethnic cultures, language groups or religious minority in a country while each one has its own specific features, it also has common bases with the general society's culture (Gelder, 2007). For instance, some properties of Luristan people (a city of Iran) in terms of accent, traditions, cloth style, hospitality, marriage are distinctive from the other cultures in Iran (Luri-subculture) while these features are a part of Iranian culture but with its own special properties.

Sub-cultures consist of ideas, specific lifestyles of groups and different population groups in the society, like the culture of men and, youth and elders, turbans and murals, workers, militaries, academics, clergies and so on. Each one of these groups belongs to a special range of culture with different usage of expressions, metaphors and manner of speaking, dressing and their attitudes

which can be easily discriminated from each other. For this, businessmen, stateservants, army officers, medicines, taxi drivers, each one has a special sub-culture which is manifested in their social interactions. Of course a person could be related with different sub-cultures, for example, an Azari student may belong to three sub-cultures of youth, Azerilanguages and academics.

Attention to sub-cultures of a country has a special importance in sociology and in fact it is one way to get familiar with one country because a necessary and major condition for exact knowing of a country is awareness about its history. But history just says about wholeness and we need search about the sub-cultures and elements of a culture to be able to understand about spirit and modes of a nation and function of its customs and traditions.

**Concept of art:** Art is a universal social phenomenon in the human communities. Review of human cultural history shows that art always has been a basic category in human life as if it has a direct relation with its spirit and can explain his spiritual hidden aspects. Artistic manifestations such as symbols and mystical shapes have acted as contractual signs of supernatural facts and have had a fixed existence in human life.

Among nations literature especially in Persian language, art has been used in different meanings such as science, knowledge, virtue, righteous, insight. "Art, in fact, refers to that level of cleverness and knowledge of a man which its growth gives a high standing to the owner" (Dehkhoda, 1998). Art can make every area of life and every different social, industrial show of human life mature and elegant. But about the term of art, there are different views and definitions which may be confusing about what is art.

Tolstoy (1994) in his famous book of "What is art?" writes that "By the way what is art that from the time of Aristotle and Plato has made so much discussion about itself? Whether it comes from human inside? Whether it reincarnate into soul from beyond of clouds? Or it is a blend of all of this or according to "Freud" is a projection of the suppressed wishes?"

According to Tolstoy "art is a human kind activity and its object is the transmission of the best emotions a human can experience it" (Tolstoy, 1994). Art is an attempt at creating delightful images which can satisfy our sense of beauty friendship by giving us a perception of unity or conformity.

Human has chosen art for relief. Artists and audiences are seeking peace and calm from an artistic work which can be gained through "beauty" aspect of an artistic work. Although it is difficult to explain the concept

of beauty but it is familiar to the human mind. The beauty of a work is related to its attractive source which attracts audiences toward itself. Of course, beauty perceived differently by people but all are dependent on it emotionally. Yet, the concept of beauty of art doesn't aid to explain it but we search it in the spiritual and human feelings. According to the function of art, we can say that "art is the transmission of feelings and emotions of artists to the other people". Master artists have been able to exhibit their emotions in their work in such a way that besides transferring of their emotions they can excite emotions of their audiences and develop a strong relation with them. Artists can make some complicated issues more apprehensible by creating original and elegant works. Today photography, painting, sculpturing, composing music, filmmaking, theater, architecture, design, caricature design are integrated parts of human life.

**Common aspects of art symbols:** Artistic symbols, despite their differences and varieties are common in their intrinsic which above them is:

**Imaginary aspect:** All artistic symbols come from the imagination of an artist. He creates his artistic design in his mind, nourishes it and then exhibits it by some means. So imagination is the most important factor of creation a work.

**Emotions:** All artistic works sources from the emotion of artists not from their logical thinking. This is the discriminating point of art and industry. Love, fellow friendship, spiritual needs, proud and sometimes negative feelings like hate, revenge, all can be a source of an artistic plan in the mind of the artist. Some believe that pure artistic works sources from inside emotions of an artist.

**Polysemy:** Artistic work intrinsically has the capacity to refract colorful and multidimensional concepts like a prism. Such that a painting, a deep poem, a surrealism sculpture and so can be perceived by different people in a different way. Interestingly, some conceptual understanding of an artistic work is contrary to the purpose of the researcher which this is a common aspect of all artistic symbols.

This aspect is derived from the two previous features meaning that every phenomenon which its main creator element is imagination and emotion doesn't have a unidirectional meaning. This is why everyone has a special understanding of artistic works.

**Conceptual division of artistic works:** Artistic works have a wide range of conceptual diversity. Various human emotions, different audiences, different expression, all are factors which determine concepts of artistic symbols. But some scholars from a holistic view and according to the historical records and common concepts of artistic works have divided them into five general categories:

**Epic art:** Includes every artistic work indicative of national ideas and values, historical courage and myth features.

**lyrical art:** A style of artistic works accompanied by rhythms and full of imagination and wishes, whether for happiness or for grief and sorrow dramatic art. Every kind of artistic expression being used for narration and visual drawing of stories didactic art: works with the scientific and philosophical concept, created for explaining of a truth and knowledge for human political art: some works which promote thoughts different from the normal of society or in contrary to it. This division has the capacity to put every one of these artistic works in each of theseptet fields and includes every work in every language and era. But it may be possible that an art workbe in one or more conceptual category of art.

**Concept of cultural management:** After the era of specialization and division of knowledge into various disciplines and branches, now it is atime of integrating sciences with each other and emergence of inter-disciplinary sciences. As we see everyday, various academic disciplines in the universities and world famous Academies being developed and their seats are being held. Such fields of science are the study majors which are integrated from two or more science fields and focuson the special issues of the origin science in large and in special such as the study major of “Human and Economic Geography” which is emerged from integration of three fields of science: geography, anthropology and economics and discussed about the special and common issues of these three sciences. Since, the emergence of this kind of sciences is motivated by social necessities and scientific gaps, it seems that they would be more interesting and effective that the autonomous majors (Holden, 2002).

Cultural management is one these types of sciences composing of management science and the one related to culture such as sociology, history, psychology, anthropology, politics and so on. This is a new scientific major and has come into existence as an important branch of administration sciences in some authentic universities. The goal of this discipline is the training of managers with

the ability for management and leadership of cultural environments. Organizations and institutions such as radio, television, universities, schools, cultural centers, houses of culture, Institute of culture and media, News, press, educational institution, art school, exhibition centers, museums, gallery management, cultural ministries organizations, publishing Institute, public libraries and etc. all are the potential job vacancies for graduate students in this field. This is indicative of high need of society which should be addressed by planners and alumni (Alder, 1983).

Because culture is one of theimportant pillars of social identity, its management requires specific such that cultural managers must also have knowledge of management, psychology, sociology, principles of education, philosophy, history, art and literature to have the ability to draw cultural totality of their and find an appropriate solution for steering the organization's culture.

It should be noted that the realm of cultural organizations and their managers `activities are far more extensive and sensitive than the otherorganization in the community. Because the intended audience is from all stages of society and their diversity are more than expected. This has raised three important issues for managers as their most important workconcern.

First, because his activities have a varied audience, cultural programs and activities should be designed and implemented according to the taste of all classes of societyincluding children, adolescents, young adults, middle-aged and elderly. The issue is more important todaybecause of increased cultural distance between generations.

Second, a successful manager must have a clear understanding of cultural changes in society and try to manage these changes and make a perfect harmony between cultural activities of his institution, to handle the changes and maintain and even increase the audience.

Thirdly, because of some cultural sensitivenessin relation to culture, there is wide environmental and political-socialpressure for managers who are working in this area, so they should be cautious about theleadership of cultural organizations.

However, in some cases, this issue may lead to the dullness of execution of affairs, escape from serious responsibilities, deny of risky attempts and some managerial weaknesses which should be avoided by wisdom. So, according to some experts in this field in a society with constant changes and instabilities, cultural management is like performing acrobatics at the height of 200 m which success in it is admirable but a defeat may

lead to an end. So, in the present societies, especially in the developing countries with such rapid and uncontrolled evolutions, we need managers with wide vision and patient.

To obtain an understanding of cultural management sciences, we should explain its two parts “knowledge management” and the category of “culture” and recognize it.

**Strategic field of cultural management in the field of art:**

One of the important pillars of every culture is its “artistic symbols”. Because the structure of a culture has an origin in its pillars, art and its symbols have an important role in the identity of a culture. So, cultural scholars in every society try to maintain their national identities through a strategic and systematic management for directing the septic art symbols. The structure of this management has been divided into five areas which are called “management pillar” or “management cycle”. These pillars of management include respectively. Planning means the creation of goals and standards, promotion of advanced rules and its practical methods, providence and prediction of future projects. Organization of facilities and man power means assigning of a special task to the employees. Creating different parts, empowering some agents to supervise employees, creating independent channels and communications, coordination of employees works hiring and organization means making decisions about hiring people, developing of execution standards, substituting employees, evaluation of their performance, education of employees and directing the system toward its goal. Leadership means assigning tasks to the others, keeping the good spirit of the work environment and motivating employees. Controlling and supervision: control means observing of standards and its conformity with the executed operation (Humanities management of International university of Florida). So, managers of art field should have some art related skills in addition to their managerial expertise to be able to utilize art related affairs uses in their collection. So, dominance over “art management” require a deep understanding of these political, economic and cultural relations to ensure a purposeful management in the macro and micro art-cultural levels.

Today, art management is in two different but related forms. Although in many cases, they are not known as cultural management but they are adaptable with the definition of cultural management. These two kinds of managements include: art management in the cultural sector. Art management in the non-cultural sector.

**CONCLUSION**

Art and art solutions always have been one of the effective ways for management of culture and belief of people. From the time of Chinese Khans to the Egyptian pharaohs, roman Kaisers and Persian kings, the method was used the effective cultural tool. However, in today circumstances the issue is more important, in such a way that no national movement in the area of religion and culture would be effective without the serious use of art and governments are inevitable to use art and its symbols in the cultural management.

This kind of management is present in the areas directly related to the general culture of society; it includes film directing, producing, edition, showing film and theater, music orchestra, cultural-art festivals. Of course, those people would be successful in the management who has related art skills and information in addition to some acceptable managerial abilities. This kind of management exhibits more in the cultural-art organizations. Art-cultural organization refers to a collective construction composed of artists and the product of this organization is art symbols. Like the group of “symphony orchestra” which is composed of some musicians and the result is music; or a show group that is a collection of actors playing theater. Of course, some art formations like a film making group have many actors in addition to the other guilds and agencies. The manager is responsible for coordination, planning and supervision of the group. Art management category expresses codified management principles for an artist with the decision of performing artwork. It uses different kinds of art for the manager in an art center or project, i.e., sometimes an artist wants to manage and sometimes a manager wants to lead an art project and the combination results in integration of the two sciences of management and art.

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