

Folk and Popular Culture



Culture

What is culture?

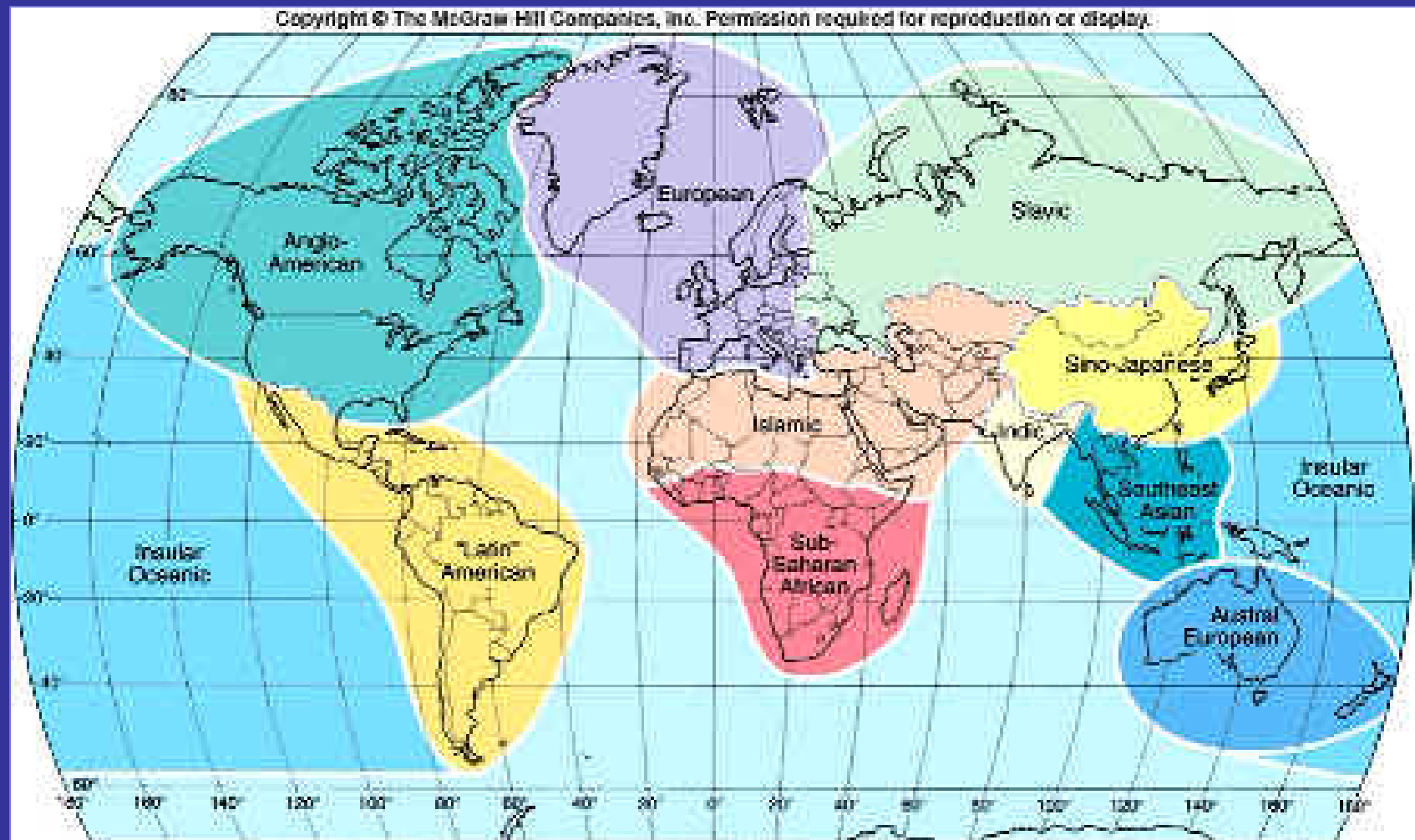
*The body of customary beliefs, social forms, and material traits that together constitute a group of people's distinct **traditions**.*

The combination of three things: values, material artifacts, political institutions. (this chapter deals with material artifacts.)

<https://www.youtube.com/watch?v=sWSoyCetG6A>



Broadly Defined Cultural Areas



Culture

Culture Regions

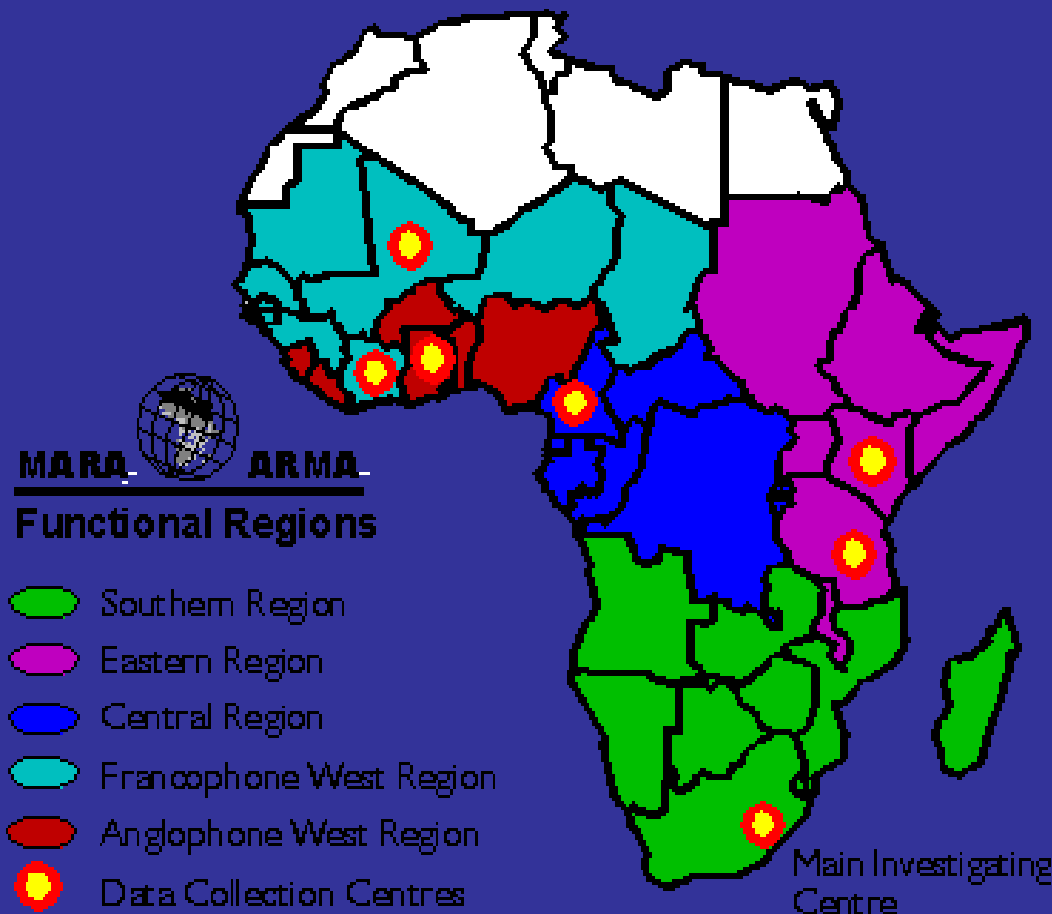
- **Formal** - an area within which everyone shares in **common one or more distinctive characteristics**. Usually official boundaries and for the most part are clearly indicated and publicly known.(ex. Cities, states, countries, wheat belt)
- **Functional Region** - An area **organized around a node or focal point**. Defined by their connections and have a core that extends outward in terms of influence. That influence will diminish with distance. Region is tied to the central point by transportation or communication systems or by economic associations. (ex. Circulation area of newspapers)
- **Vernacular** – (perceptual) region, **is a place that people believe exists as part of their culture identity**. They have no formal boundaries but are understood in our mental maps.(ex. The South)

Formal Regions



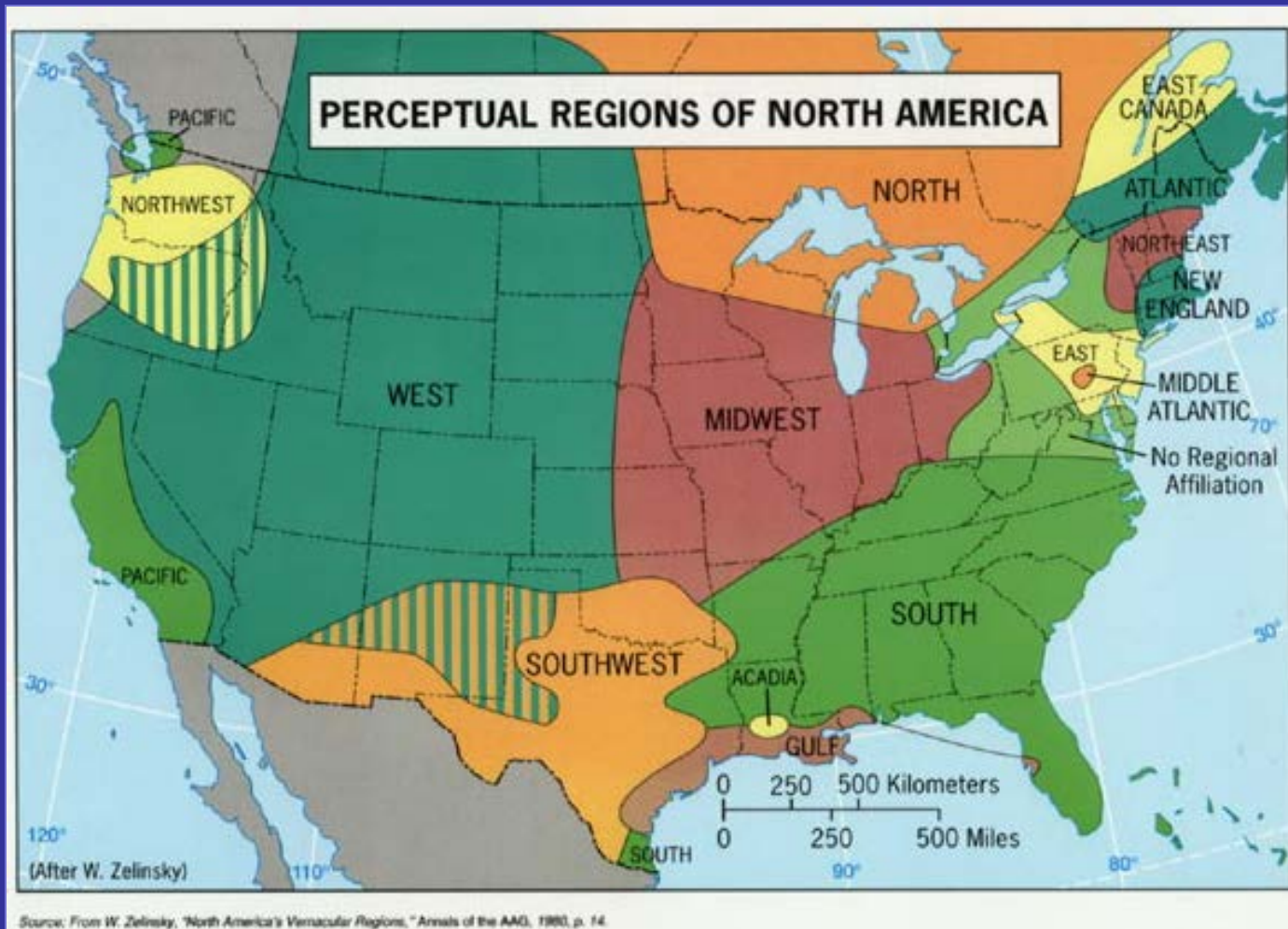
This type of region has its boundaries defined by a distinctive feature or features. Alaska has distinctive physiographic regions

Functional Regions



Five regional centers, at existing institutions, are responsible for gathering malaria data in their region.

Vernacular Regions



It is all about your perception and your mental map.

Material Culture

- Two basic categories: folk and popular culture
 - *Folk culture*
 - Traditionally practiced by small, isolated, **homogeneous** groups in rural areas
 - *Popular culture*
 - Characterized by large, **heterogeneous** groups of people who share common habits despite differences in other personal characteristics
 - *Geographers are interested in two aspects of culture:*
 - Where cultures are located in space
 - How cultures interact with the environment

Where Do Cultures Originate and Diffuse?

- Origin of folk and popular cultures
 - *Folk culture = hearth area; originators are usually unknown*
 - *Popular culture = hearth area comes from more developed countries (MDCs)*
 - People in MDCs have disposable income and leisure time that allow for these innovations

What is Cultural Diffusion?

- **Culture Diffusion**

- *From their sources, cultural innovations and ideas spread to other areas.*

- Does culture diffusion take place faster than ever before?*

Two types of diffusion –

1. **Expansion** – *innovation or idea develops in a source area and remains strong while also spreading outward.(ex. Islam)*

2. **Relocation** – *involves the actual movement of individuals who have already adopted the idea or innovation, and who carry it to a new, perhaps distant, local, where they proceed to disseminate it.*

3 Types of Expansion Diffusion

➤ **Contagious Diffusion** – Form of expansion diffusion in which ideas are spread through physical movement where nearly all adjacent individuals are affected. (Ex. Islam, some diseases)

➤ **Hierarchical Diffusion** – The spread of an idea from persons or nodes of authority/power to others.

In which the main channel of diffusion is some segment of those who are susceptible to what is being diffused. (ex. AIDS, fax machines, farm machinery)

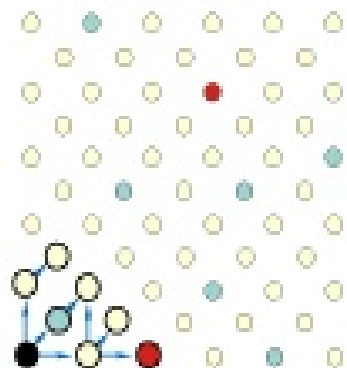
➤ **Stimulus Diffusion** – When a trend spreads to a new location and changes in its new location

Example: the diffusion of mass produced food items in the late 20th century pushed by multinational retailers – led to the introduction of the McDonald's to India.

Models of Diffusion

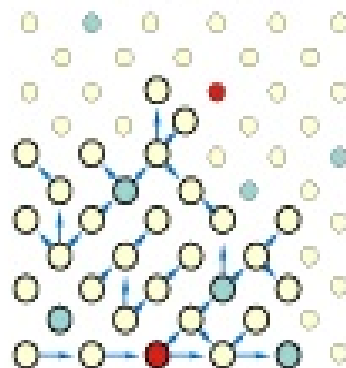
CONTAGIOUS EXPANSION DIFFUSION

Early Stage



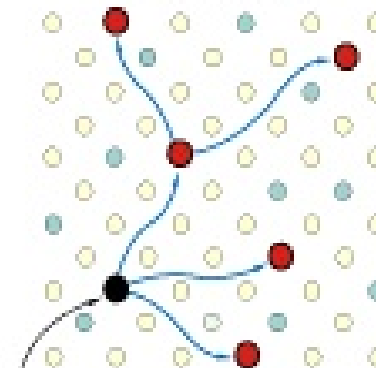
Original knower

Later Stage



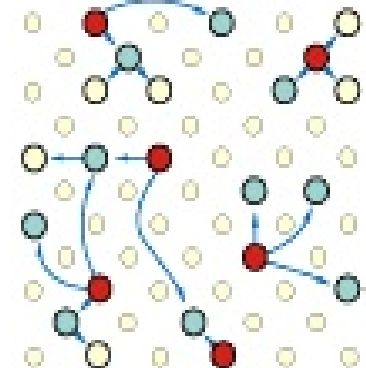
HIERARCHICAL EXPANSION DIFFUSION

Early Stage



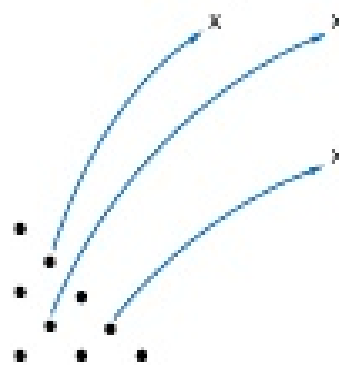
Original knower

Later Stage

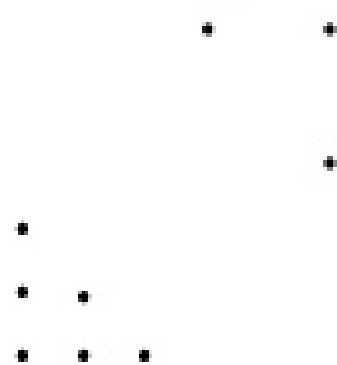


RELOCATION DIFFUSION

Before Migration



After Migration



Each circle or dot is one person or place.

● Nonknower

● "Very important" person or place

○ Knower

● "Important" person or place

— Path of diffusion

○ Person or place low in social-economic hierarchy

Relocation Diffusion

Acculturation –

A less dominate culture adopts elements of the culture practices and ideas of the dominate culture.

Assimilation –

The adoption of cultural elements from the dominate culture can be so complete that the two cultures become indistinguishable.

Example: Spanish invaders overthrew the Aztec kingdom, Spanish culture began to prevail (religion, new crops were planted, etc.) Acculturation proceeded, but most people maintained elements of their own culture, so assimilation did not occur. Aztec culture in Spain too.

Folk vs. Popular Culture

- low level technology
- **Local** materials
- Transmitted interpersonally
- Stable, conservative, traditionalist
- Based on idea of community (shared experience and mutual obligations)
- Clear-cut social roles, M/F division of labor
- Adapted to a particular environment.
- Mass produced
- High level of technology
- **Global** environment
- Transmitted by media such as books and TV
- Constantly changing and innovating
- Based on idea of society (specialized roles and interdependence, impersonal coordination)
- Flexible and vague social roles
- Not adapted to any particular environment.

Folk vs. Popular Culture

- **Folk**

http://www.youtube.com/watch?v=9ieWrWLjii0&feature=player_embedded

http://www.youtube.com/watch?v=5Wo_VSc9iyc&feature=related

<https://youtu.be/IOfZLb33uCg>

- **Popular**

<http://www.youtube.com/watch?v=9bZkp7q19f0&sns=em>

<http://www.youtube.com/watch?v=0A7tLVlsuNw>

<http://www.youtube.com/watch?v=otCpCn0l4Wo>

https://www.youtube.com/watch?v=tojicre_Qe8

https://www.youtube.com/watch?v=dljX7UbY8_g

Origins and Diffusion of Folk and Popular Cultures

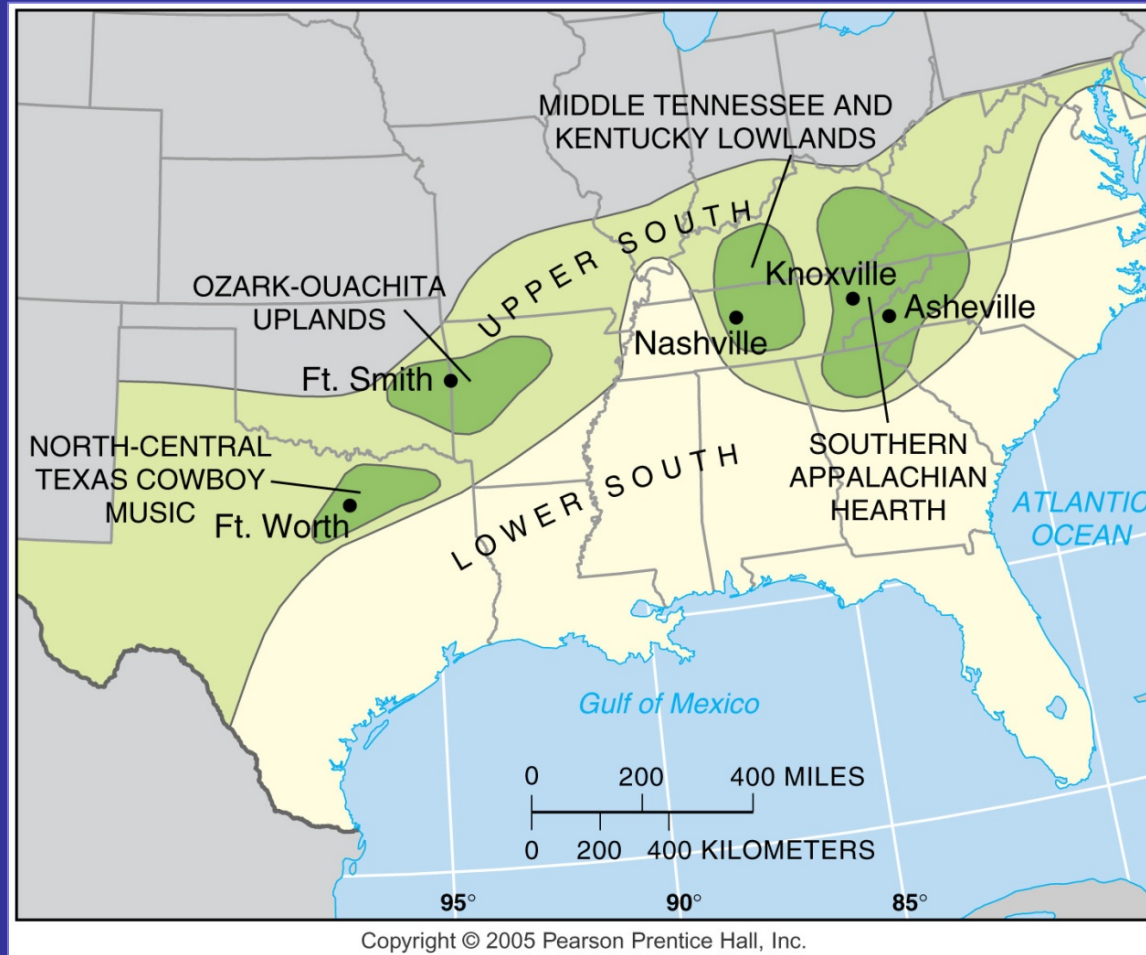
– *Folk music characteristics*

- Tells a story or recounts important life events or activities
- Is personal in nature

– *Popular music characteristics*

- Written by individuals for the purpose of selling to a large audience
- Highly technical

Origin of Country Music

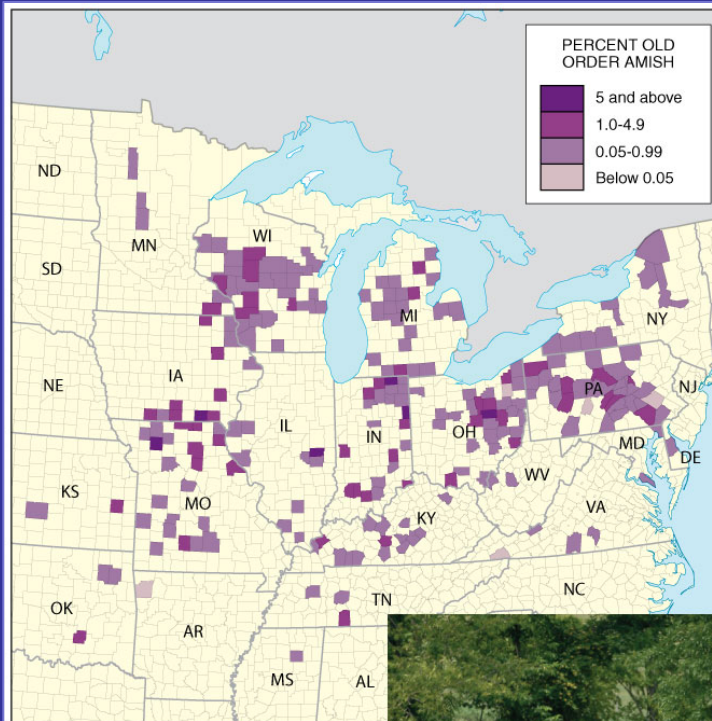


U.S. country music has four main hearths, or regions of origin: southern Appalachia, central Tennessee and Kentucky, the Ozark-Ouachita uplands, and north-central Texas.

Where Do Cultures Originate and Diffuse?

- **Diffusion of folk and popular culture**
 - *Folk culture diffuses slowly, primarily through migration, and at a small scale*
 - Example: Diffusion of Amish culture
 - *Popular culture diffuses rapidly, via hierarchical diffusion, and over a large scale*
 - Example: Sports

Distribution of Amish



Iroquois Lacrosse



© 2011 Pearson Education, Inc.

Sports: Hierarchical diffusion of popular culture

Why Is Folk Culture Clustered?

- **Influence of the physical environment**
 - *Folk culture = close connection to the environment*
 - Most folk cultures are rural and agricultural
 - Clothing is often tied to environmental conditions
 - » Example: Wooden clogs in the Netherlands
 - Folk cultures can ignore environmental conditions

Why Is Folk Culture Clustered

- *Food Preferences and the environment*
 - Food preferences are adapted to the environment.
 - Example: In Asia, rice is grown in milder, wetter, environments whereas wheat is grown in colder, drier environments.
 - Food Taboos may be especially strong
 - People avoid certain foods because of negative associations with that food.
 - *Terroir* = the sum effects of the local environment on a particular food item.

Food Culture

- **Influence of the physical environment**
 - *Distinctive food preferences*
 - *Rice (mild, wet climates) – wheat (colder, drier climates)*
 - *People adapt their food preferences to **environmental** conditions*

Examples:

Soybeans – raw state are toxic and indigestible

Asia – fuel is scarce, derived foods from soybeans that do not require extensive cooking.

Europe – quick – frying foods in Italy resulted in part from fuel shortages

Northern Europe – abundant wood – slow stewing of foods over fires, which also provide home heat in the colder climates.

Food Taboos

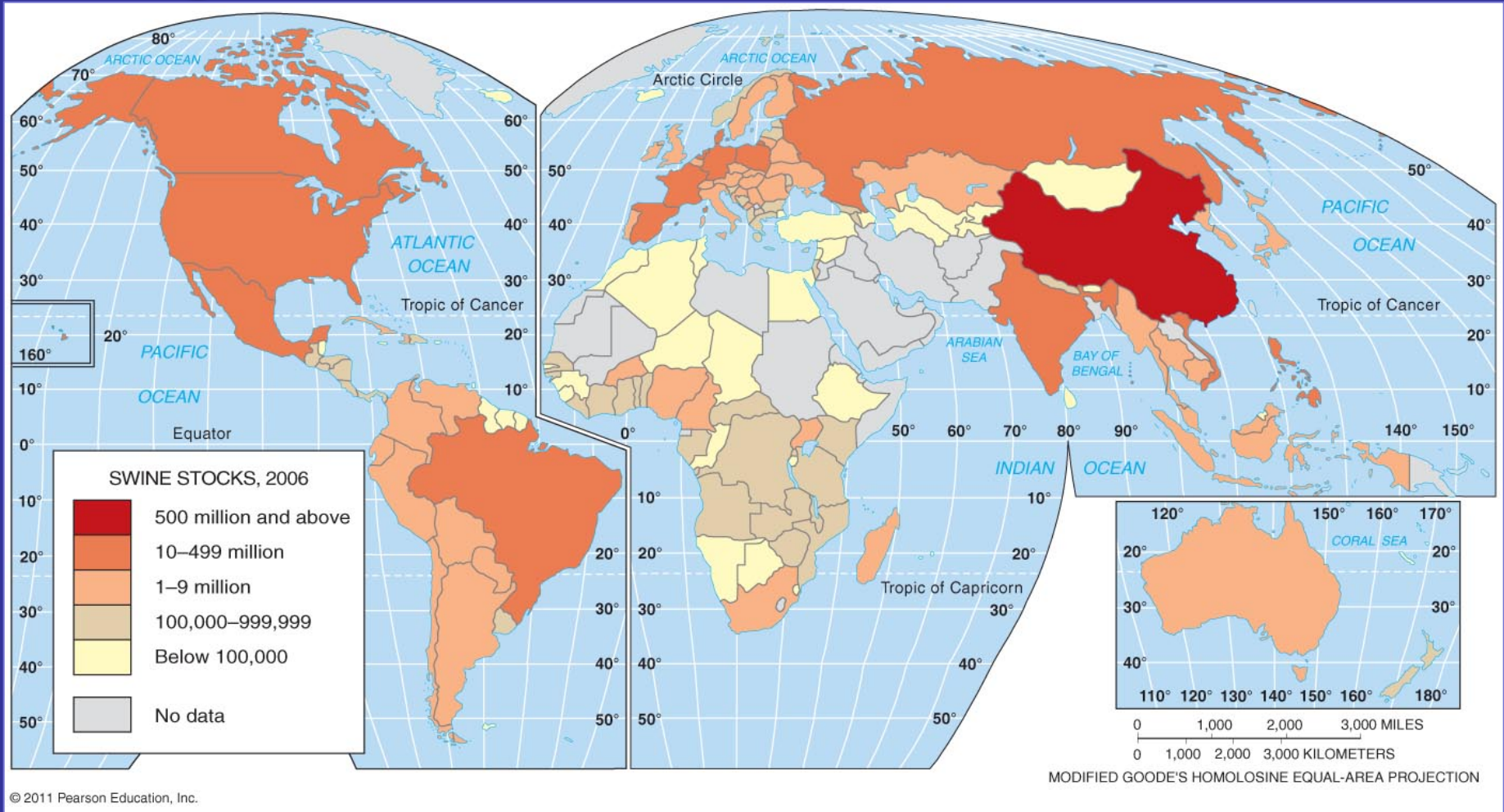
- Certain foods are eaten because their natural properties are perceived to enhance qualities considered desirable by the society, such as strength or fierceness.
- People refuse to eat plants or animals that are thought to embody negative forces in the environment.

Examples:

Shark

Consumption of meat – pork, etc.

Hog Production and Food Cultures



Annual hog production is influenced by religious taboos against pork consumption in Islam and other religions. The highest production is in China, which is largely Buddhist.

Why is Folk Culture Clustered?

- **Influence of the physical environment**
 - *Folk Housing and the environment*
 - Housing = a reflection of cultural heritage, current fashion, function, and the physical environment.
 - Two most common building materials = wood and brick. Building materials are associated with what is available from the environment.
 - Minor differences in the environment can produce very different house styles.

U.S. Folk House Forms

- Older houses in the United States display local folk – culture traditions. The style of pioneer homes reflected whatever upscale style was prevailing at the place on the East Coast from which they migrated. In contrast, house built in the United States during the past half century display popular culture influences.
- Three major hearths of **folk houses** in the United States:
 1. New England
 2. Middle Atlantic
 3. Lower Chesapeake

Popular culture: Communication and transportation systems provide people with alternative styles. Many houses today are usually mass produced by construction companies.

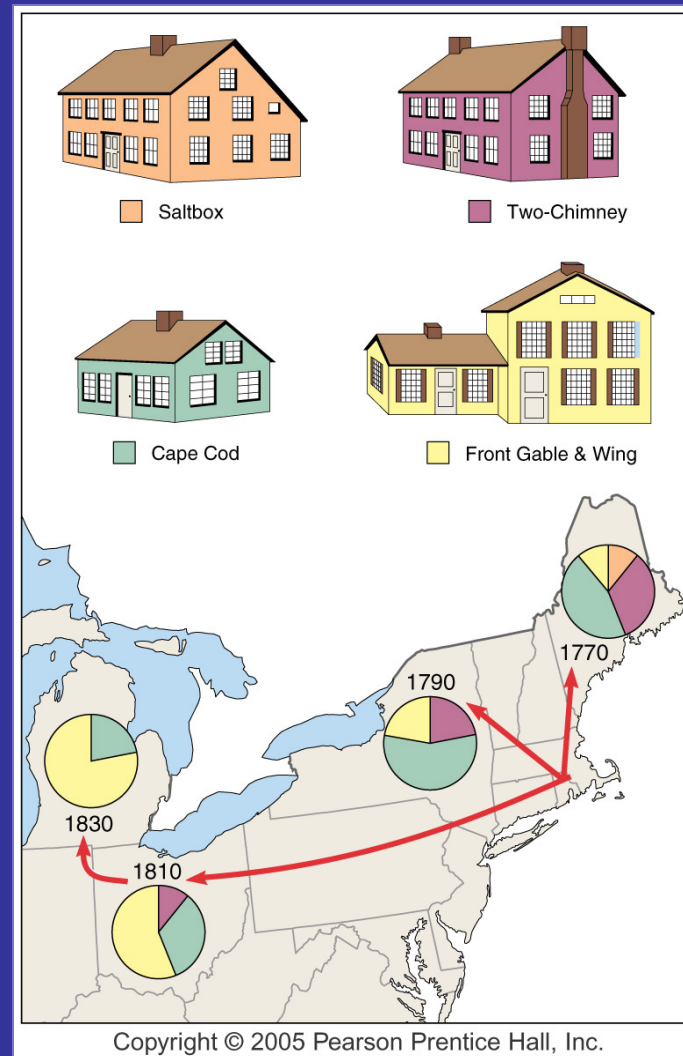
Hearths of House Types

Hearth – A point of origin



Distinct house types originated in three main source areas in the U.S. and then diffused into the interior as migrants moved west.

Diffusion of New England House Types



Four main New England house types of the eighteenth and nineteenth centuries diffused westward as settlers migrated.



Yankee "upright and wing"



Yankee "Cape Cod"



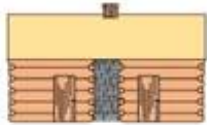
Yankee New England
"Large"



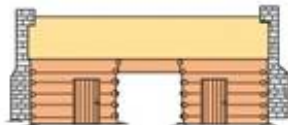
African-American
"shotgun" house



Acadian "Creole"
cottage



Upland Southern
log "saddlebag" house,
front view



Upland Southern
log "dogtrot" house



Québec French farmhouse



Upper Canadian
"Ontario" farmhouse

the “dogtrot”



What kinds of environmental adaptation can you identify?



How else could you build a house to do the same thing?



What elements of the Quebec farmhouse respond to climate?



Do any elements seem to respond more to social factors?



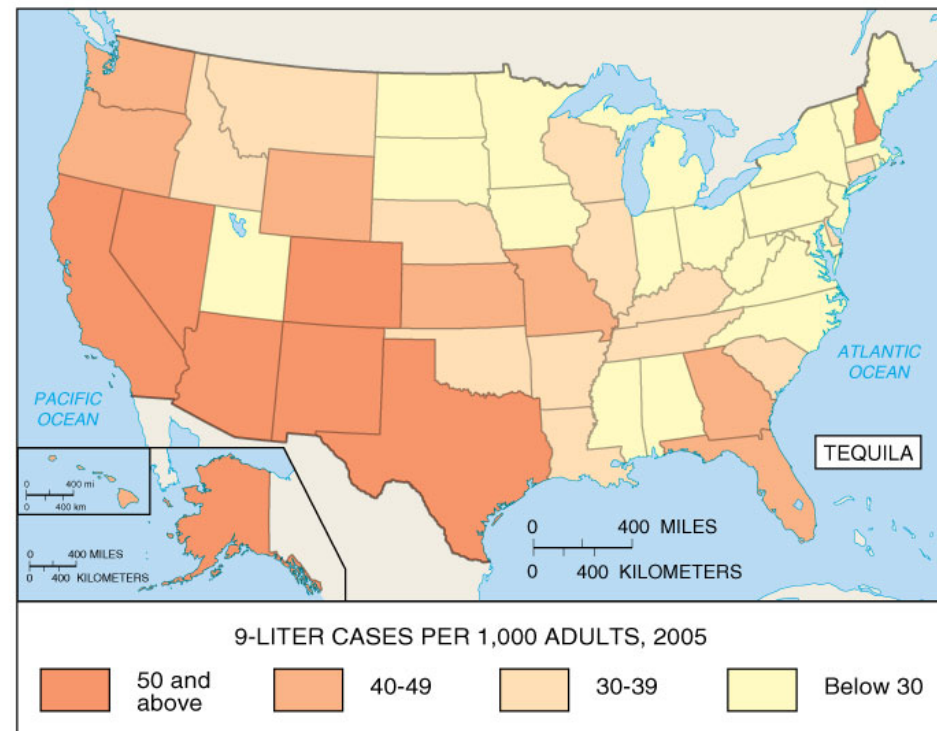
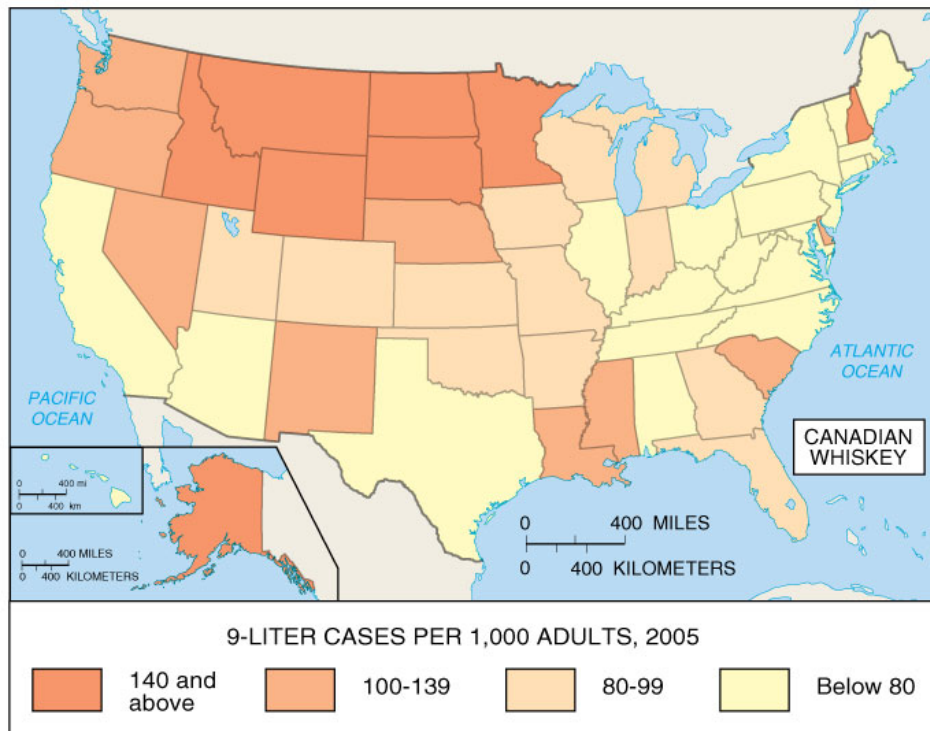
Why Is Popular Culture Widely Distributed?

- **Diffusion of popular housing, clothing, and food**
 - *Popular culture varies more in time than place*
 - Food customs: consumption of large quantities of snack foods and alcohol
 - Clothing styles: reflect occupation rather than environment
 - Housing: reflects fashion trends since the 1940s in the United States

Why Is Popular Culture Widely Distributed?

- **Diffusion of popular clothing and food**
 - *Rapid diffusion of clothing styles*
 - *Inexpensive reproductions*
 - *American Jeans vs. Soviet Union Communism (Jeans were a symbol of Western Popular Culture)*
 - *Popular food customs*
 - *Consumption of large amounts of alcoholic beverages and snack foods are characteristics of popular societies.*
 - *Wine Production – The distribution of wine production shows that the diffusion of popular customs depends less on the environment of a location than on the presence of beliefs, institution, and material traits conducive to accepting customs*

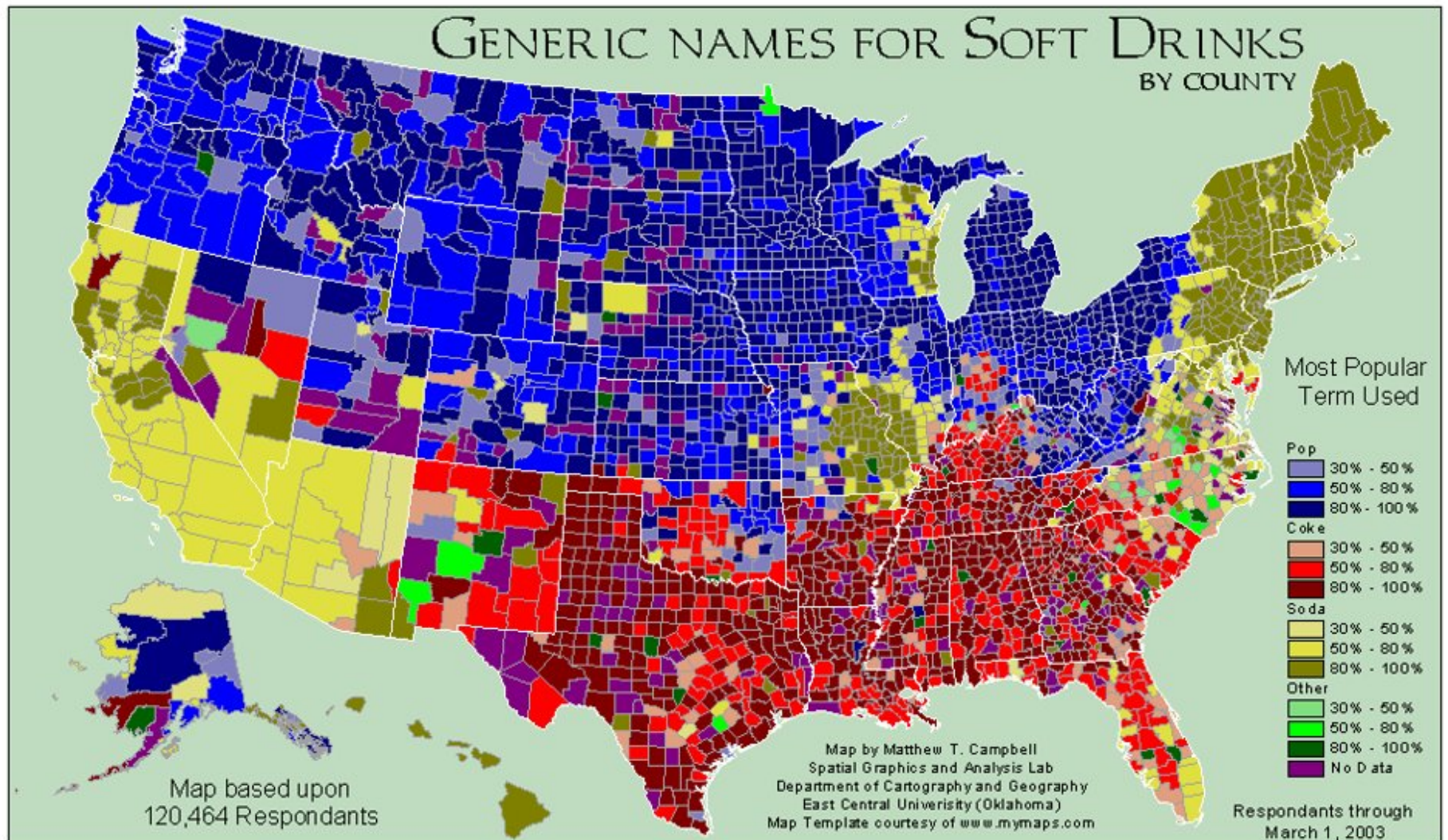
Consumption of Canadian Whiskey and Tequila



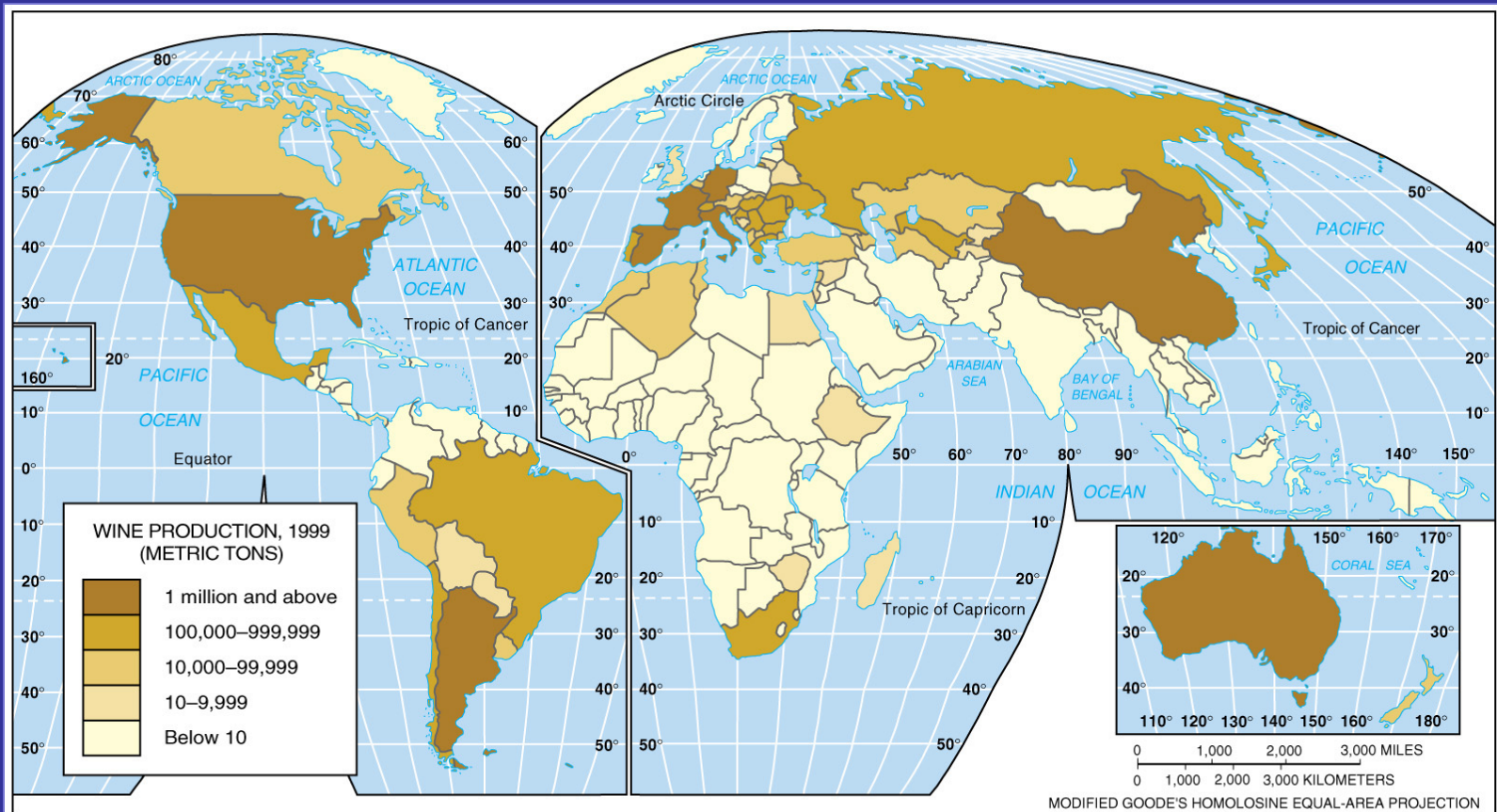
© 2011 Pearson Education, Inc.

Per capita consumption of Tequila (R) and Canadian whiskey (L) show different distributions and histories of diffusion.

Soft Drinks



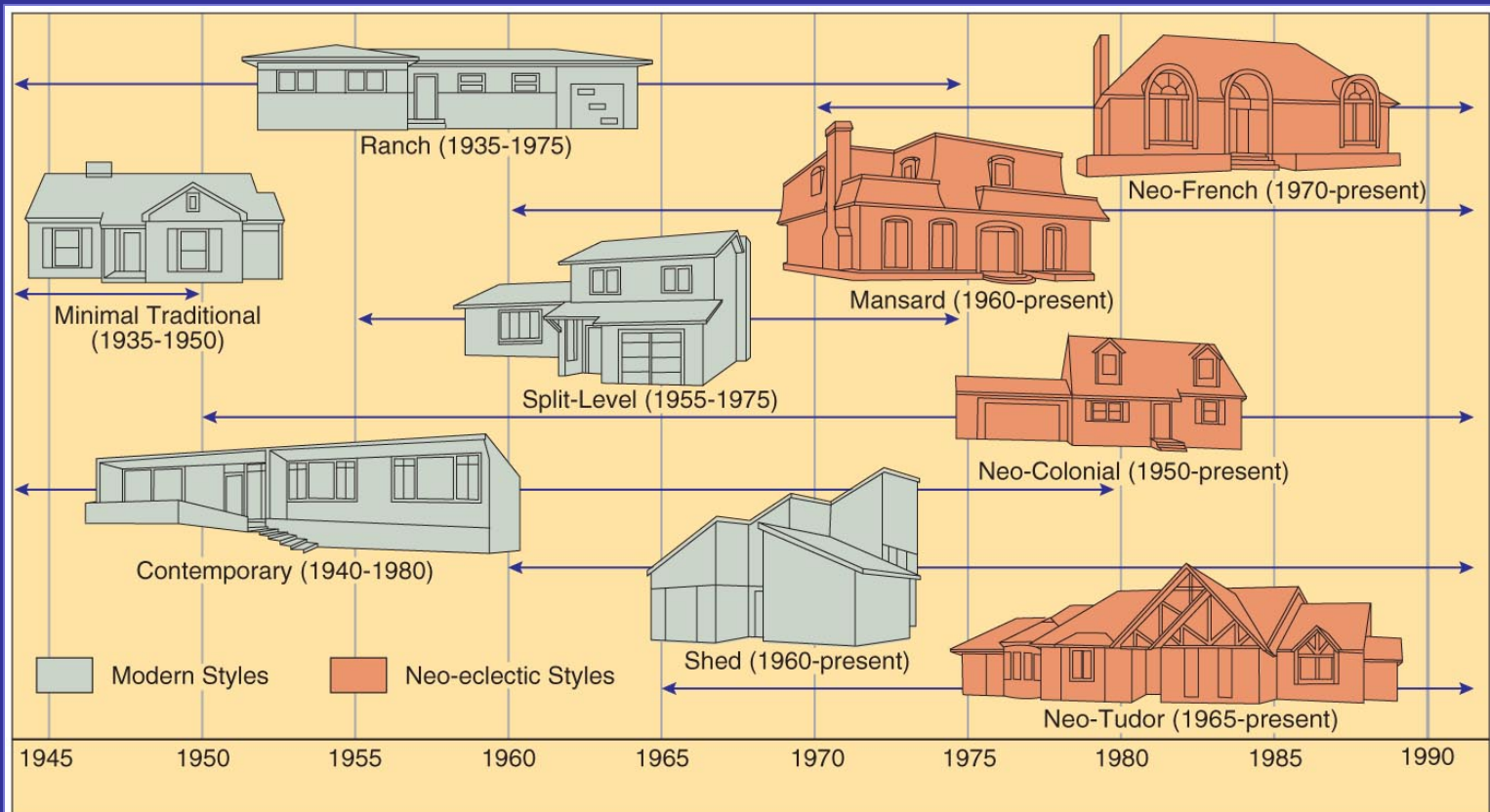
Wine Production per Year



Copyright © 2005 Pearson Prentice Hall, Inc.

The distribution of wine production shows the joint impact of the physical environment and social customs.

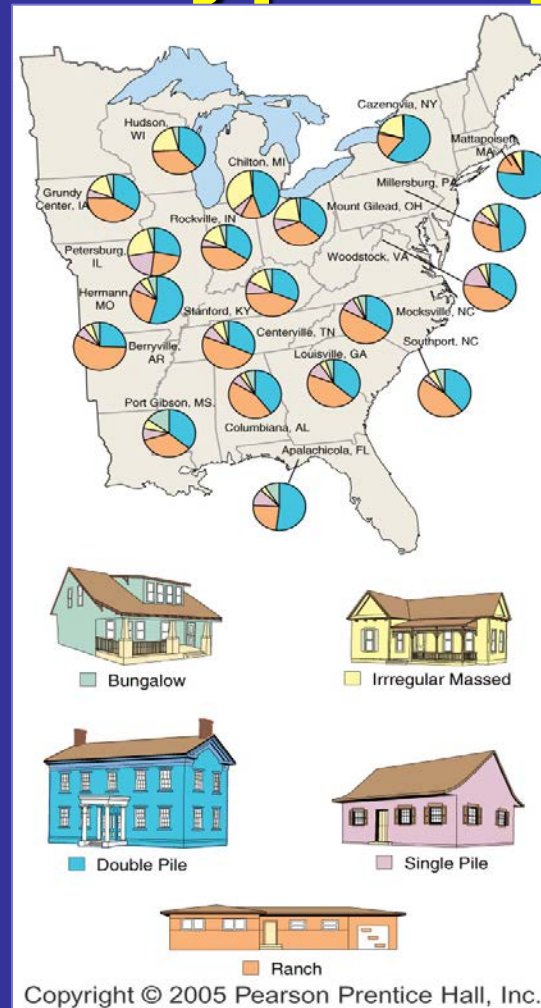
U.S. House Types, 1945–1990



© 2011 Pearson Education, Inc.

Several variations of the “modern style” were dominant from the 1940s into the 1970s. Since then, “neo-eclectic” styles have become the dominant type of house construction in the U.S.

U.S. House Types by Region



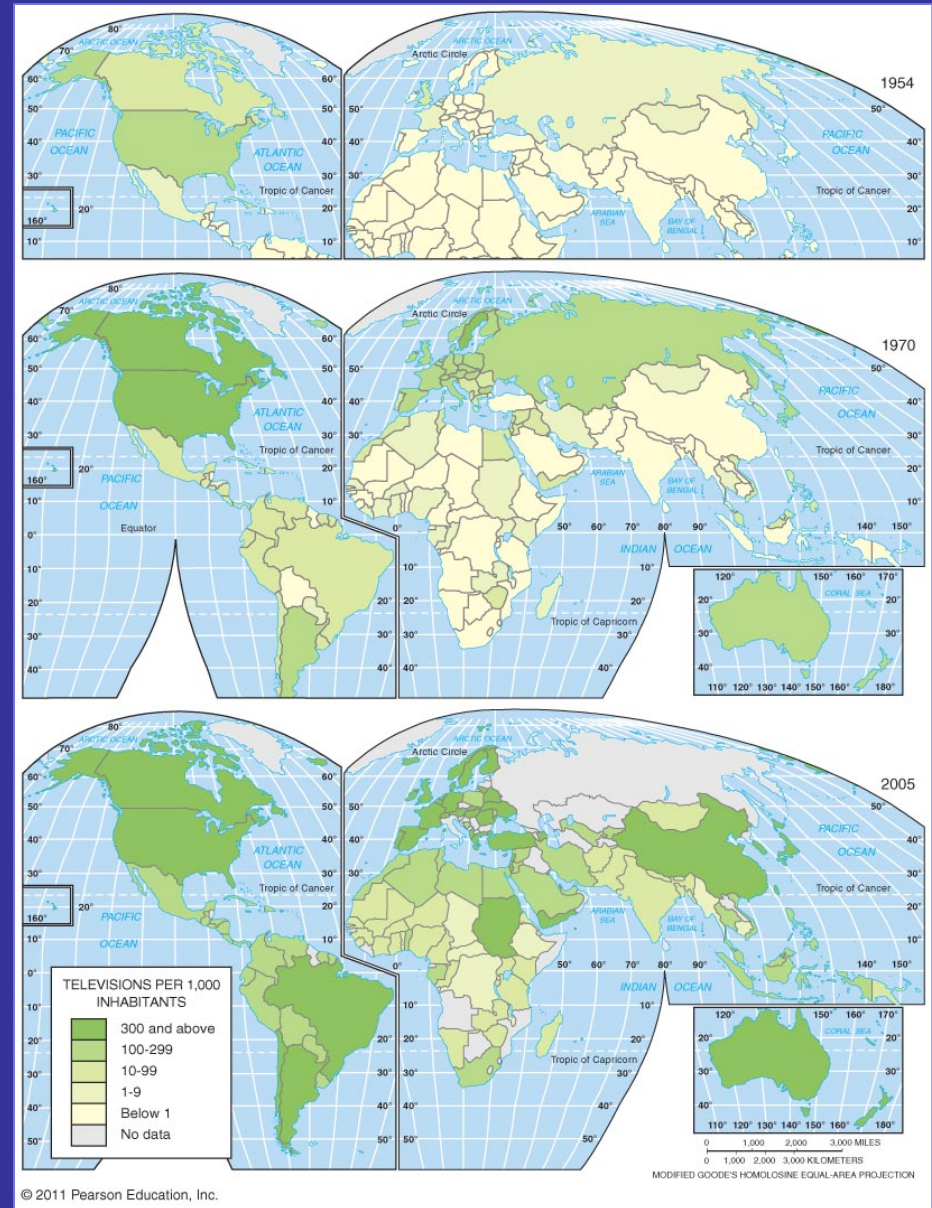
Small towns in different regions of the eastern U.S. have different combinations of five main house types.

Why Is Popular Culture Widely Distributed?

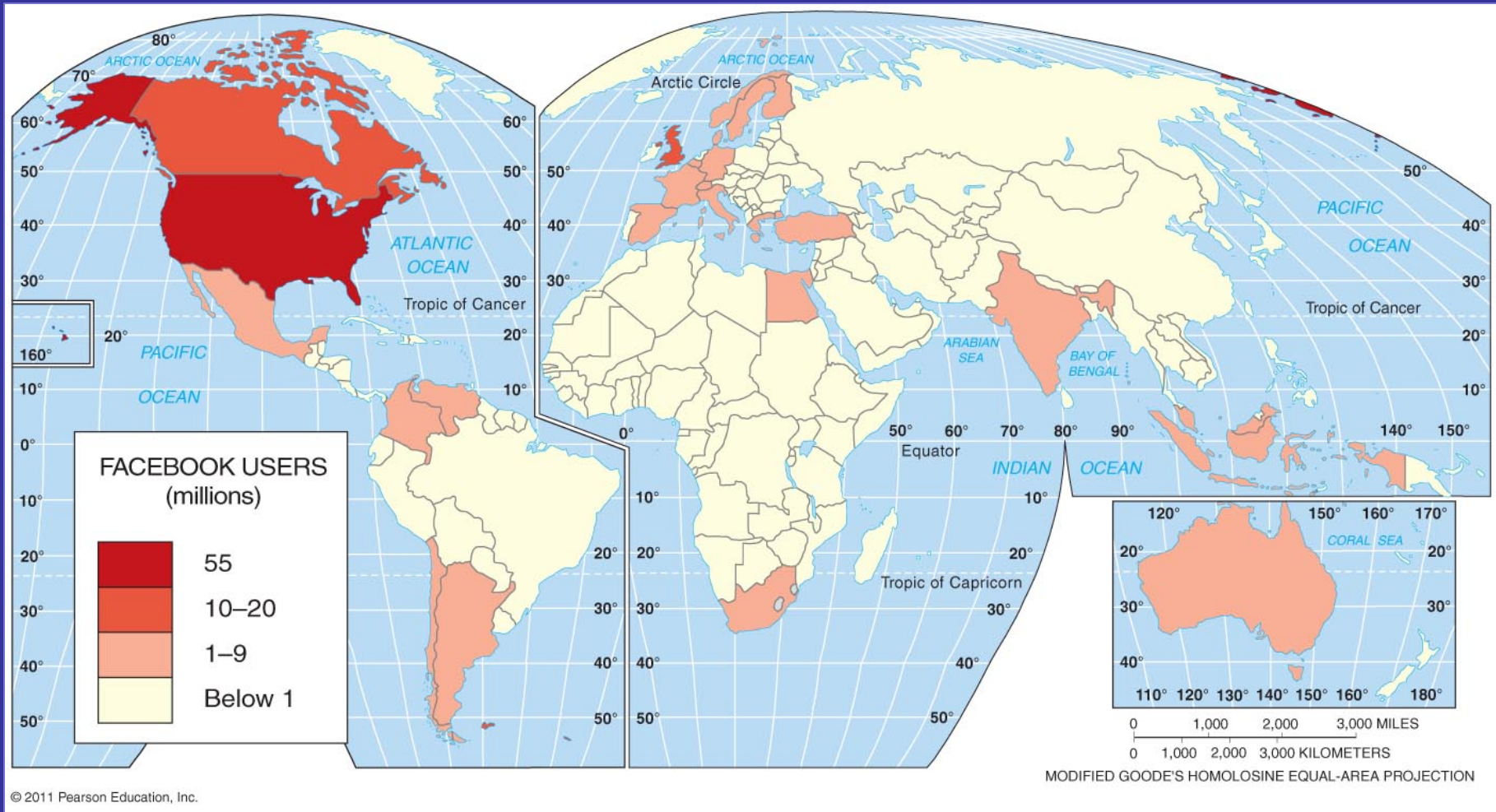
- **Electronic diffusion of popular culture**
 - *Watching television*
 - The most popular leisure activity in MDCs
 - Diffusion from the United States to the rest of the world = 50 years
 - Television is the most important mechanism by which knowledge of popular culture, such as professional sports, is diffused across the Earth.
 - *The Internet*
 - Diffusion from the United States to the rest of the world = 10 years

Diffusion of TV

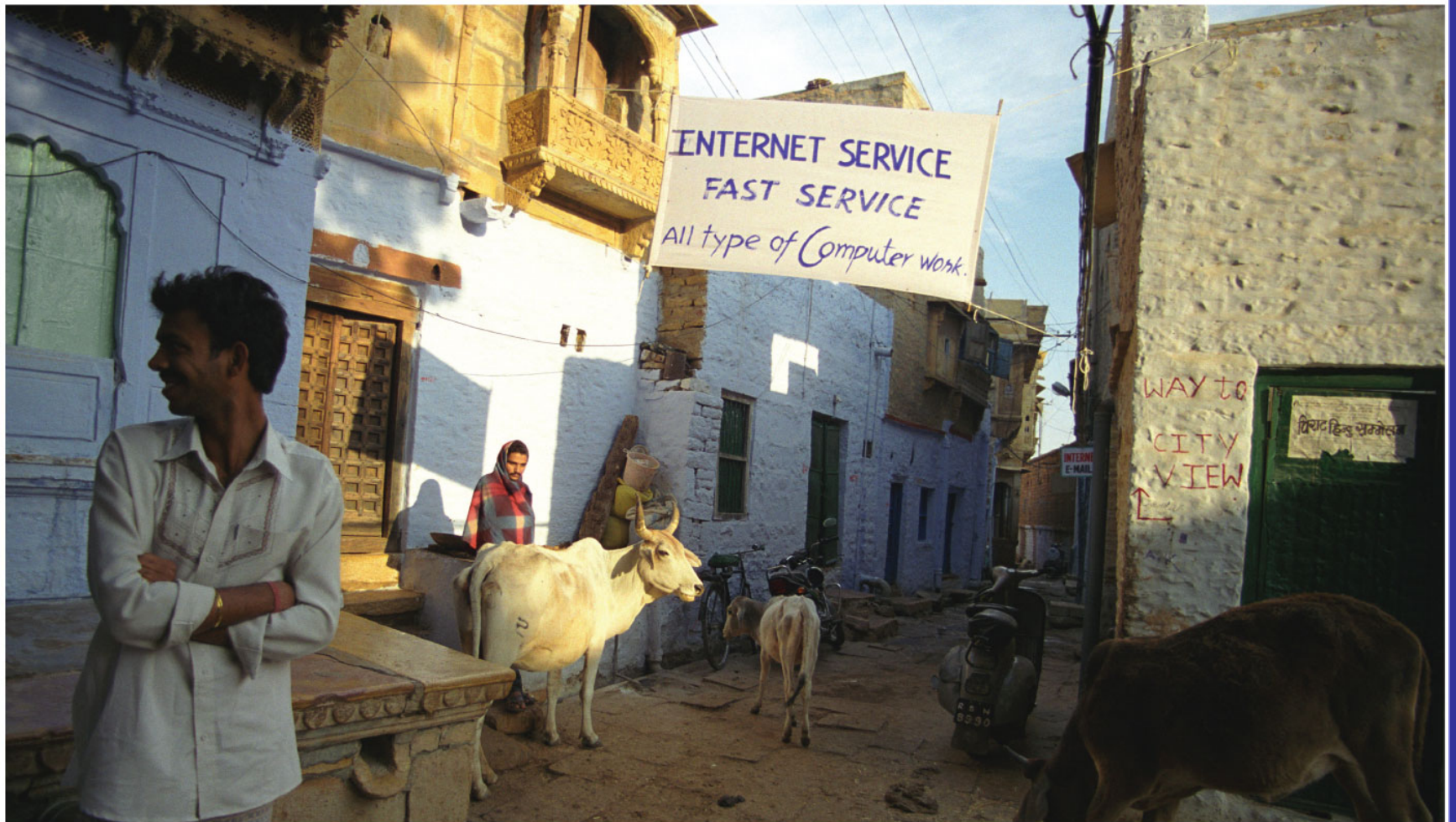
Television has diffused widely since the 1950s, but some areas still have low numbers of TVs per population.



Diffusion of Facebook



In 2009, most Facebook users were located in the U.S. In future years Facebook may diffuse around the world in a similar pattern to TV and Internet, or it may be overtaken by other electronic communications.



© 2010 Pearson Education, Inc.

India

Why Does Globalization of Popular Culture Cause Problems?

- **Threats to folk culture**

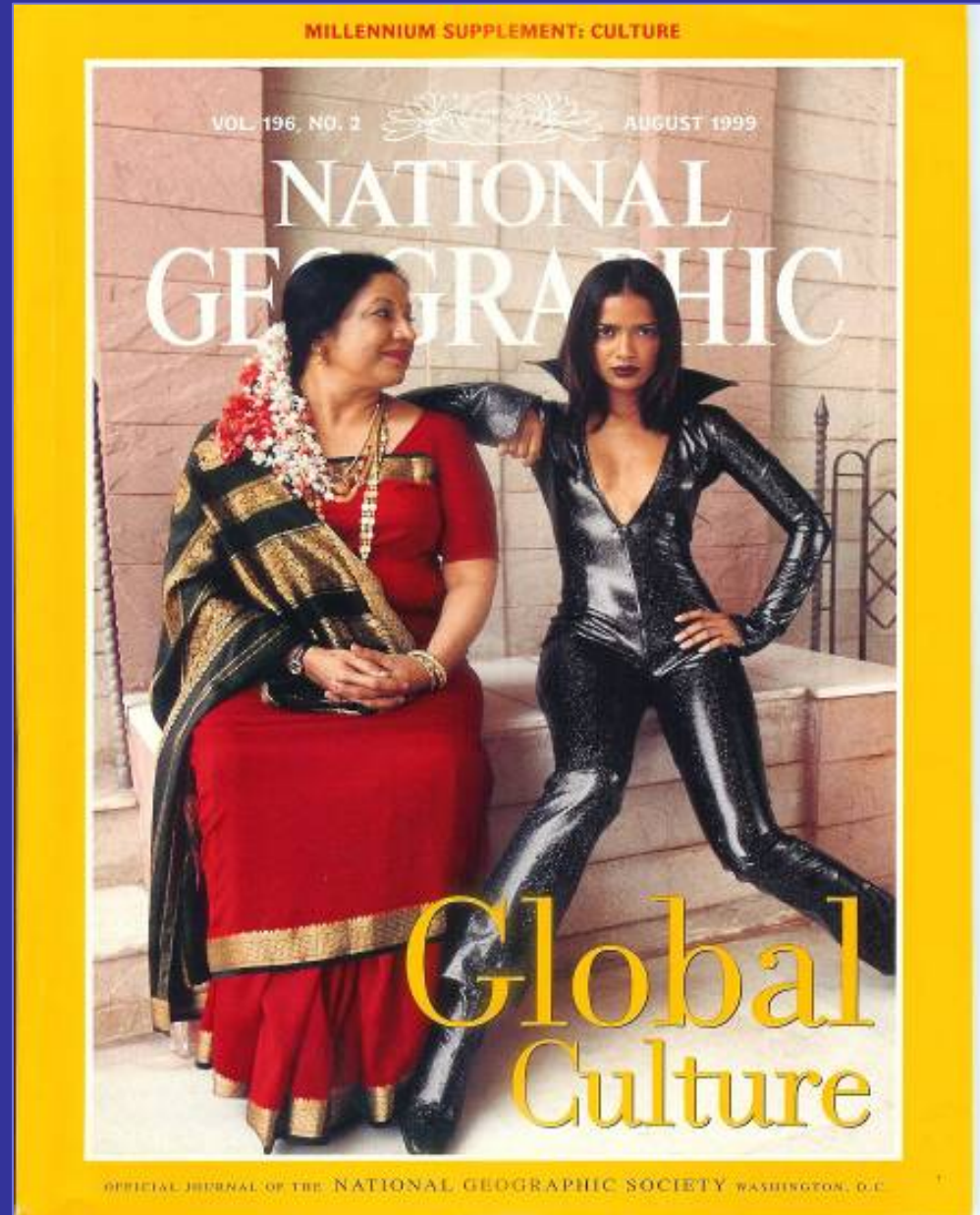
- *Loss of traditional values*
- *Foreign media dominance*
 - Leaders of many LDCs view the spread of television as a new method of economic and cultural imperialism on the part of the MDCs, especially the United States. What do you think?

- **Environmental impacts of popular culture**

- *Modifying nature*
- *Uniform landscapes*
- *Negative environmental impact*

The Generational and Cultural Divide

- They're well-off, well educated, widely traveled, fluent in several languages.
- The elder woman, mother of the younger, is a biochemist, married to a prosperous businessman in Mumbai.
- Her daughter (in a PVC cat suit of her own design) is a model and former host on the music video channel VTV.







Popular Culture Landscape: McDonalds in Moscow & Tokyo







© 2010

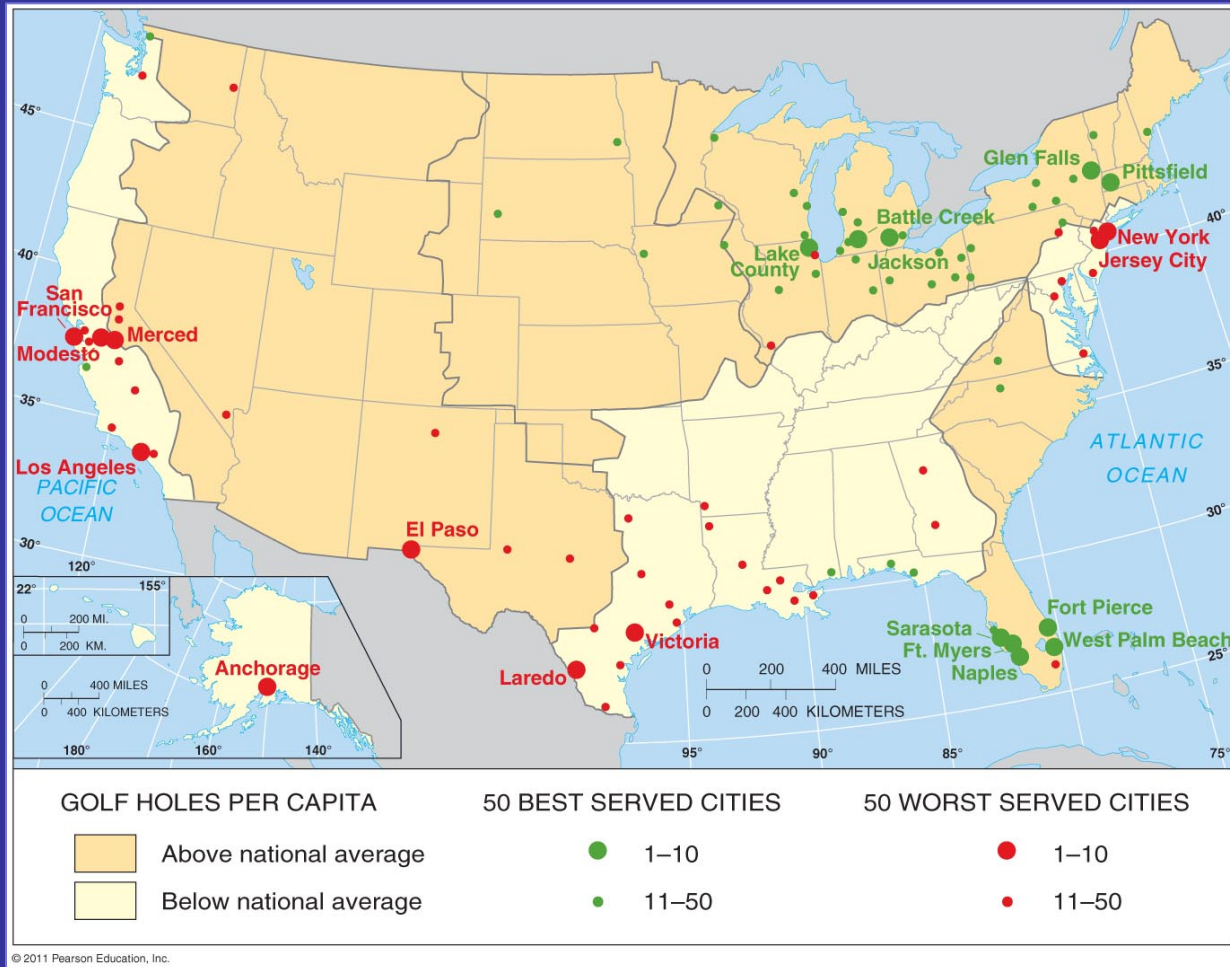


استخرج من النص الجملتين الصحيحتين

Why Does Globalization of Popular Culture Cause Problems?

- **Environmental impact of popular culture**
 - *Modifying nature*
 - Golf courses
 - Uniform landscapes
 - *Negative impacts*
 - Increased demand for natural resources
 - Pollution

Golf Courses



The 50 best-served and worst-served metropolitan areas in terms of golf holes per capita, and areas that are above and below average.

Why Does Globalization of Popular Culture Cause Problems?

- **Uniform landscapes**

- promoters of popular culture want a uniform appearance to generate “product recognition.” ex. McDonalds, KFC
(placelessness)

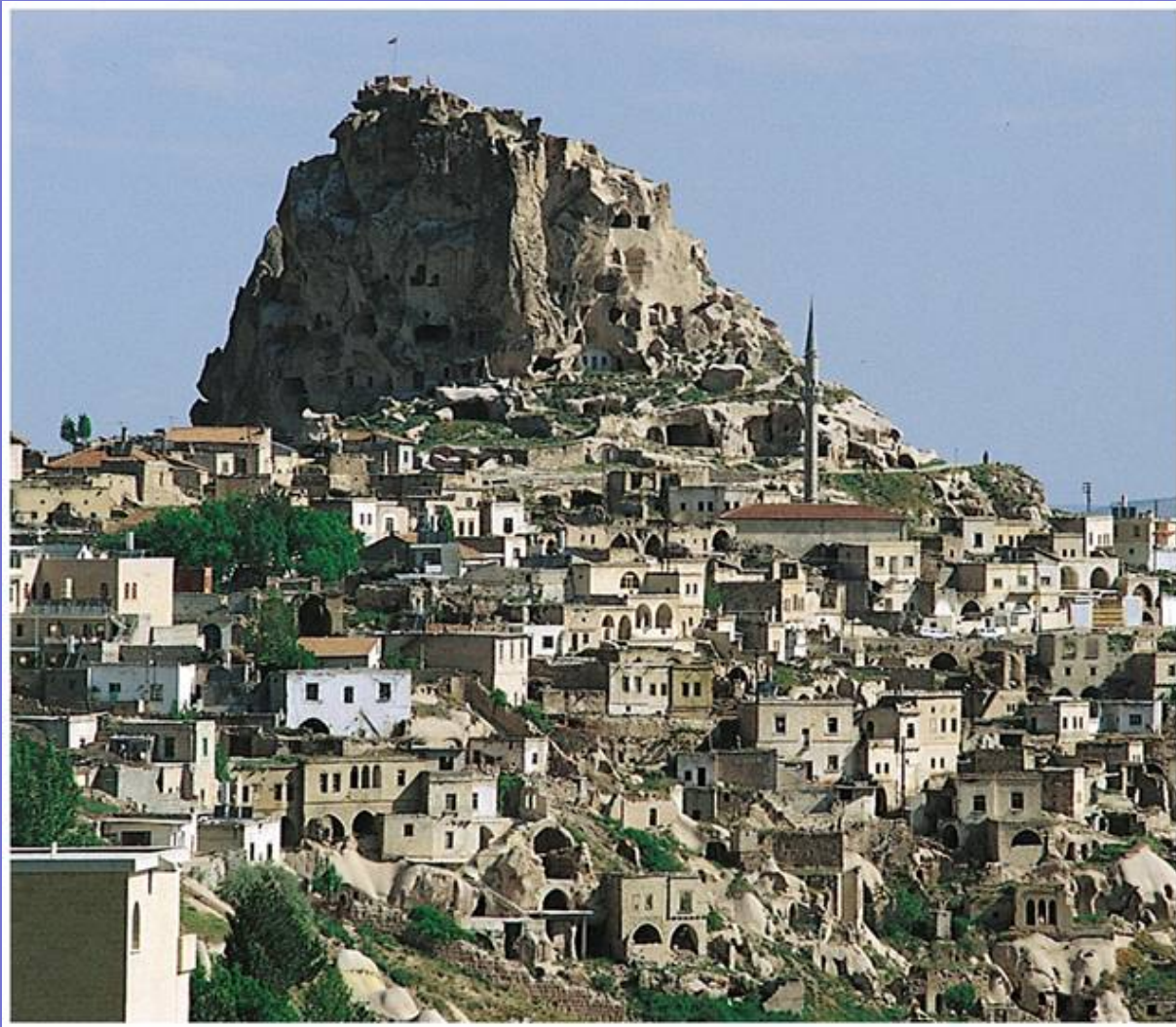
- **Negative environmental impact**

1. *Depletion of natural resources*
2. *Pollution of the landscape*

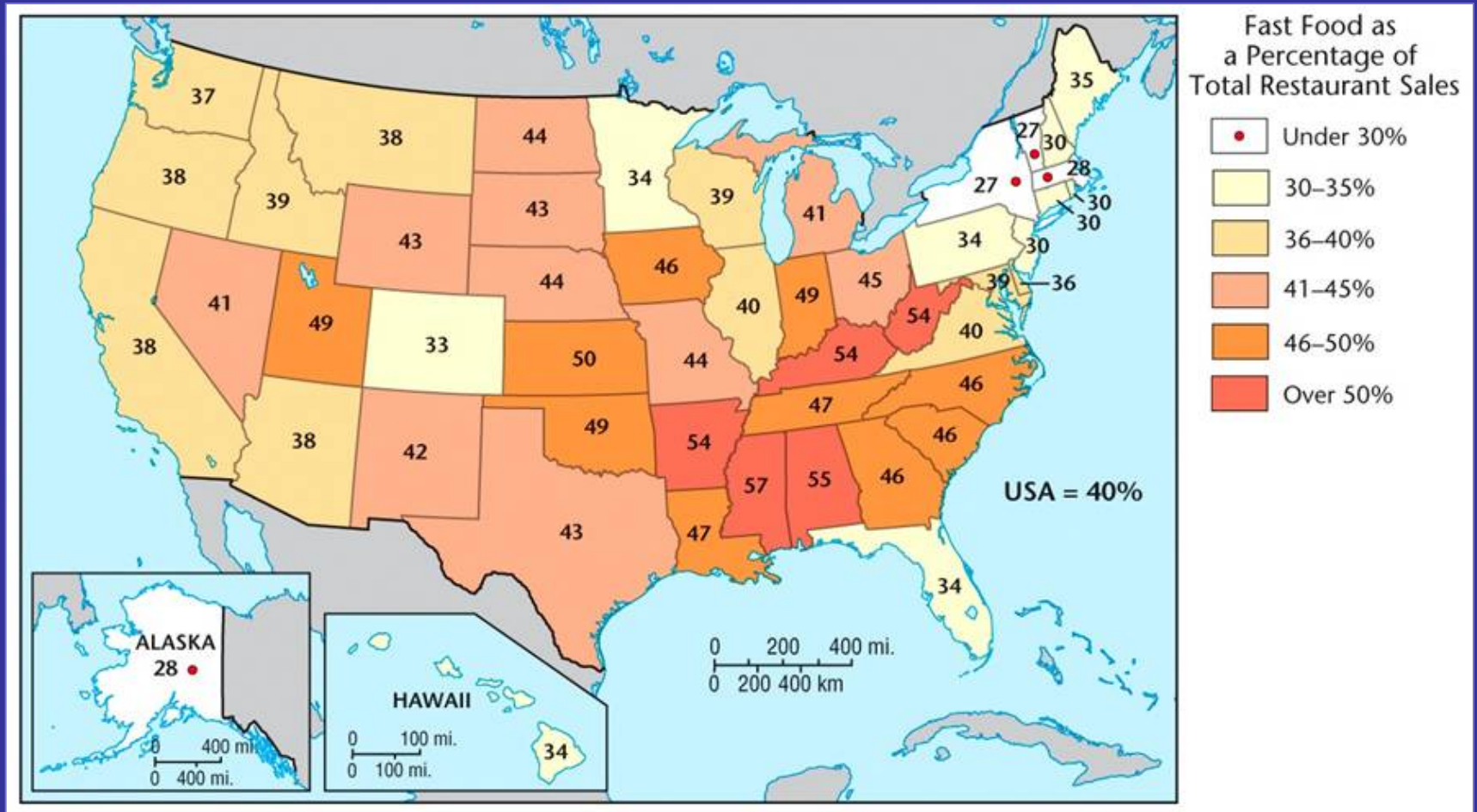
POPULAR CULTURE

- Transmitted by media such as books & TV
- Constantly changing and innovating
- Based on idea of society (specialized roles and interdependence, impersonal coordination)
- Flexible and vague social roles
- Not adapted to any particular environment

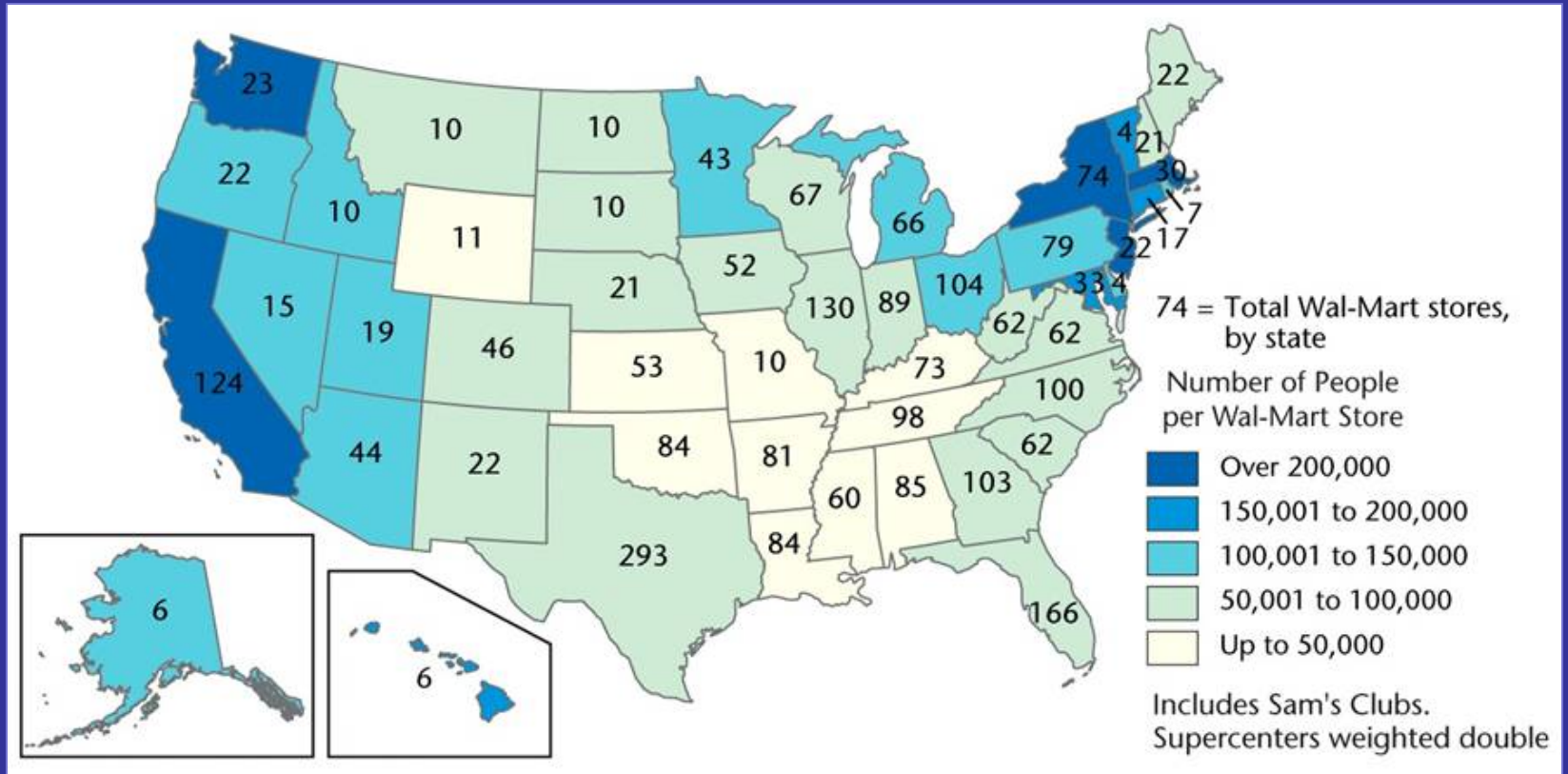
Not a popular culture landscape



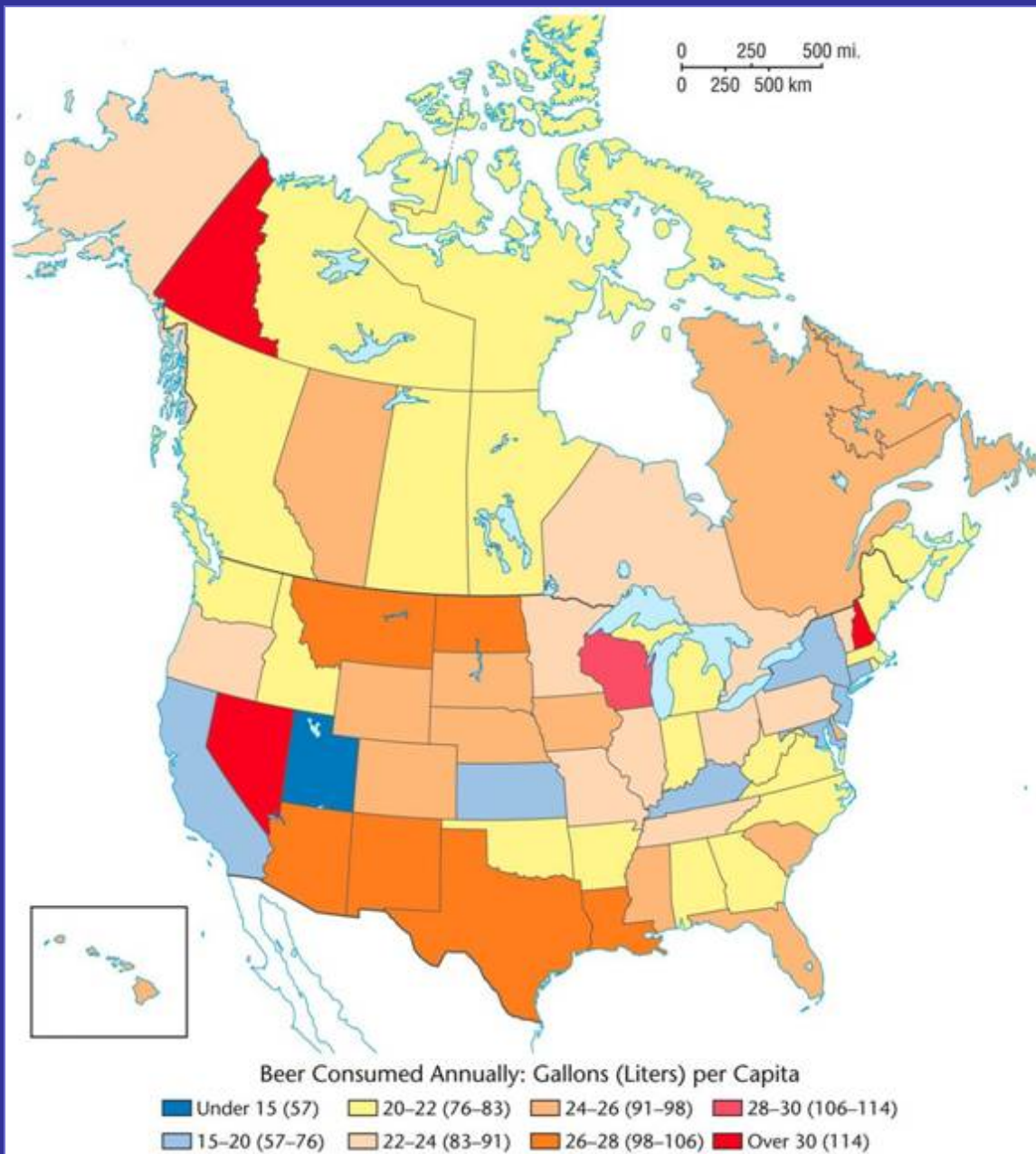
Popular culture is “culture of consumption”

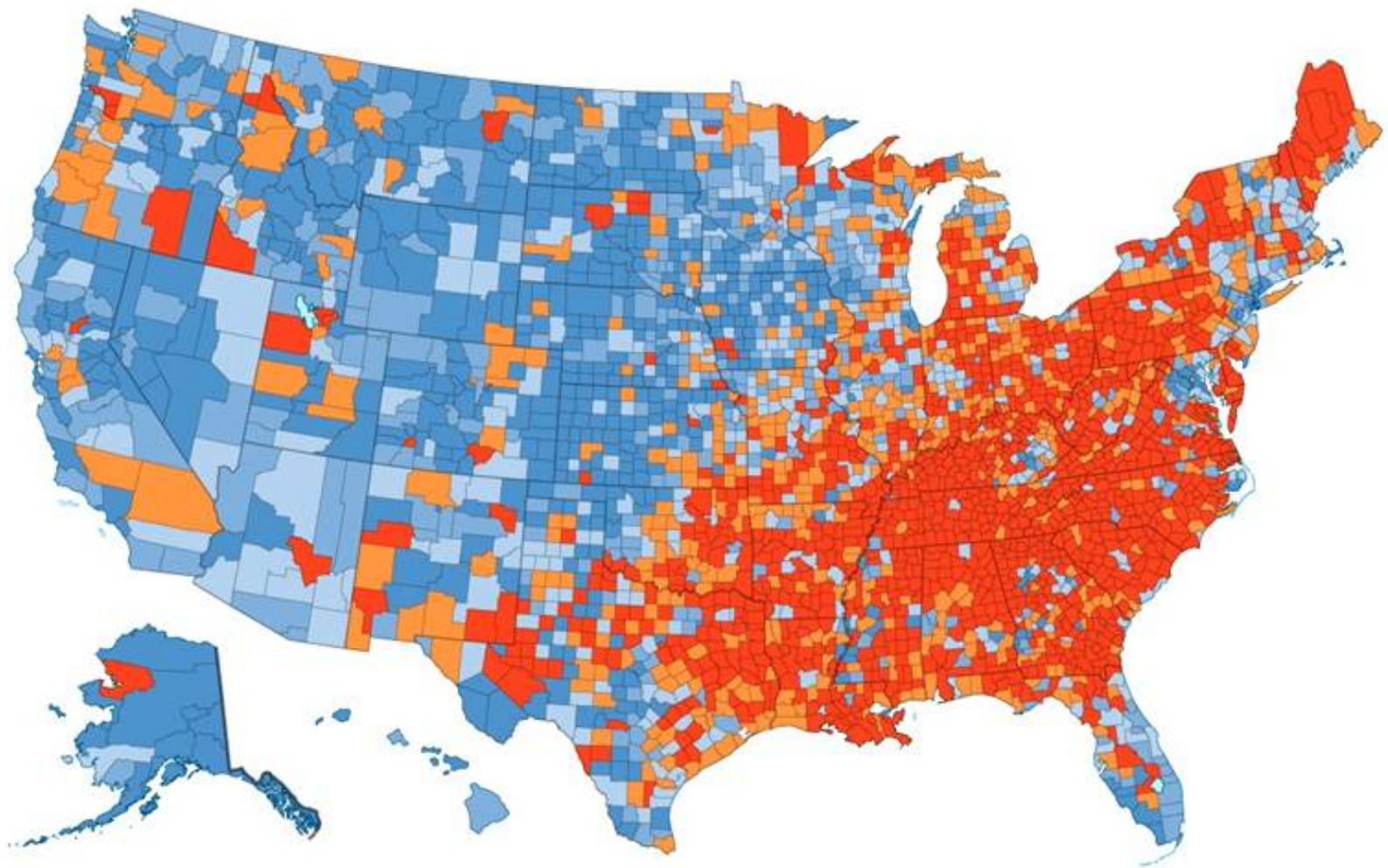


You are what you consume!



Aside from income and the need/desire to be “fashionable,” what else differs between the light and dark regions on this map?





Propensity of Households to Purchase
Elvis Memorabilia, Ranked in Quintiles



the most popular show on earth



- seen in 140 countries
- 32 languages
- part of \$60 billion export market
- understood as representative of Americans and American culture
- popular with teens

changing attitudes about women's bodies...



...also suggest changing attitudes about men's self-control...

... and about desire itself!

What's wrong with this picture?

- “We have allowed this thing which will mark the country with sin for a long time...”

(Phra Thep Dilok,
Head of National
Center for Buddhism
Promotion in
Thailand)



Morality in Thailand

- There are approximately 130,000 prostitutes in Thailand
- about 12,000 are children
- prostitution is legal
- prostitution in Thailand is described as early as the 16th century
- prostitution is part of the local culture (many brothels cater specifically to locals and Asians)

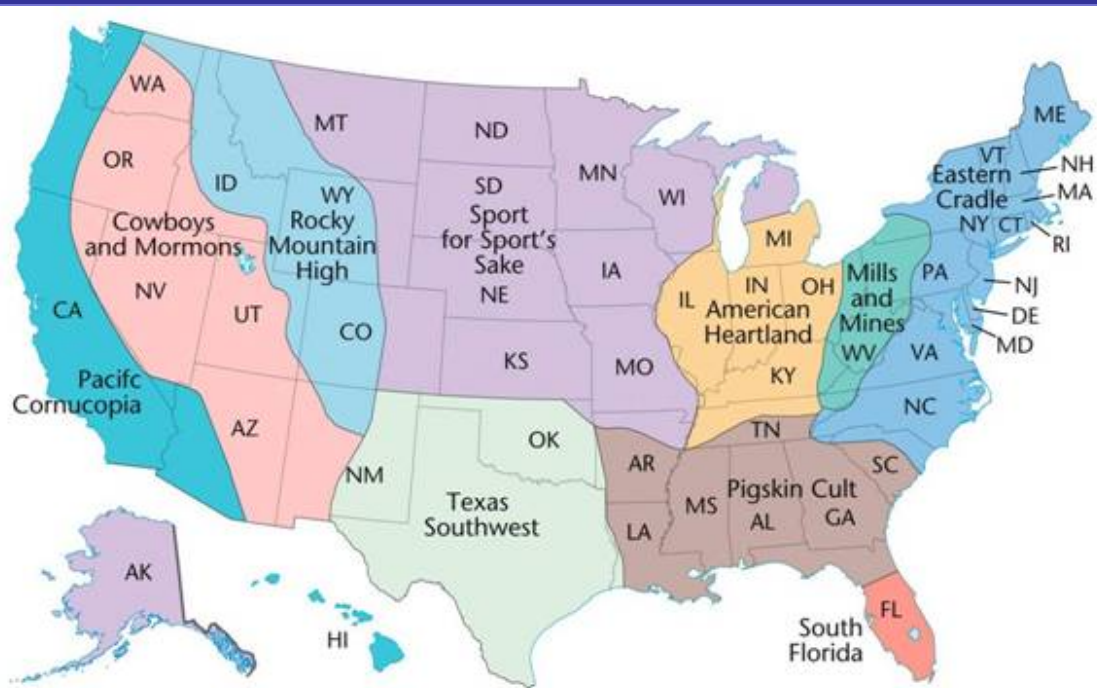


Religious Desecration



- What was the problem with the beauty pageant?
- The Buddhist **Temple of Dawn** is in the background
- Photographing of Miss Universe contestants in front of this **sacred place** was seen as a desecration of the site and a sign of disrespect to Buddhism

Don't forget sports!

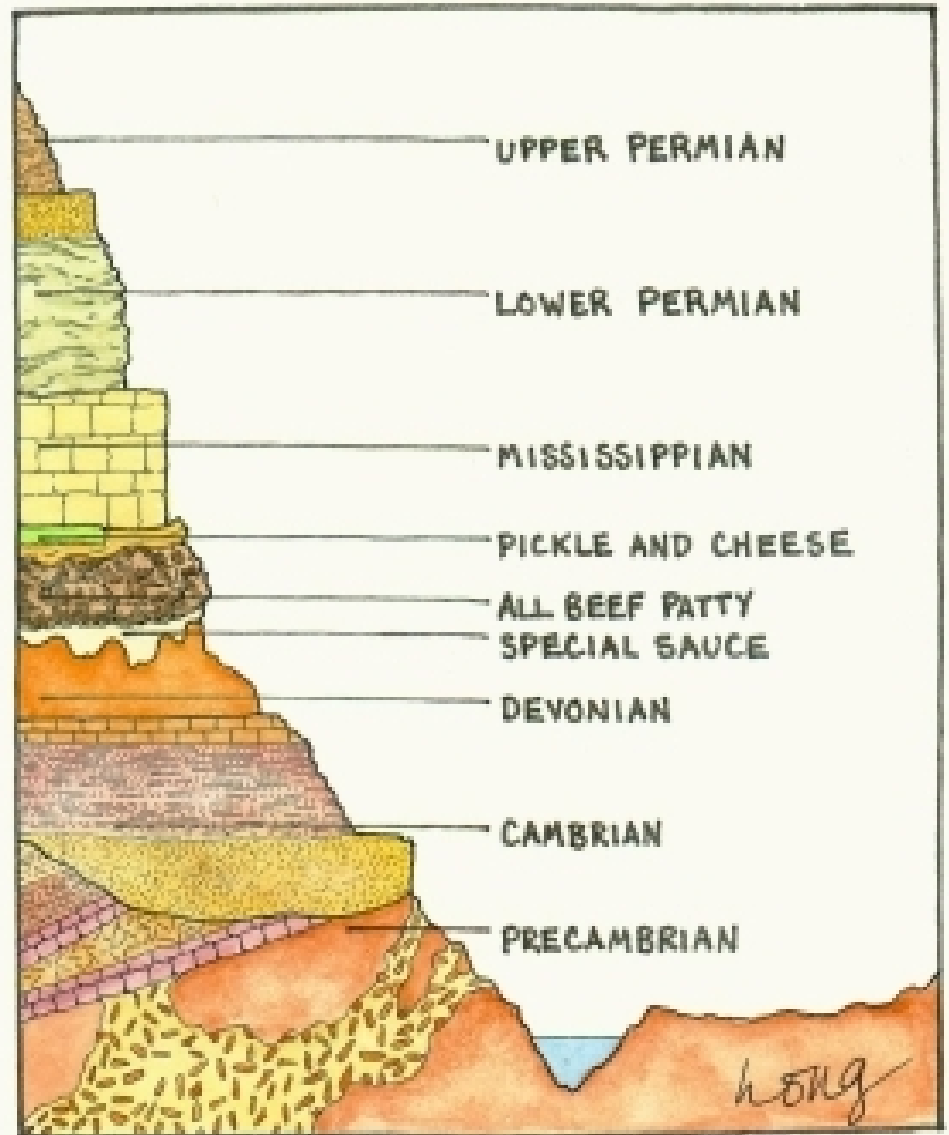


REGION	SPORTS PARTICIPATION RATE				PER CAPITA PRODUCTION OF ELITE ATHLETES	INNOVATION TENDENCY
	High-school "trinity" sports	Other high-school sports	Adults	Women		
Pigskin Cult	HIGH	VERY LOW	LOW	VERY LOW	VERY HIGH	LOW
Sports for Sport's Sake	HIGH	VERY HIGH	VERY HIGH	VERY HIGH	LOW	AVG.
Eastern Cradle	LOW	HIGH	AVG.	AVG.	AVG.	HIGH
Pacific Cornucopia	AVG.	HIGH	HIGH	HIGH	HIGH	VERY HIGH
Texas Southwest	HIGH	AVG.	AVG.	HIGH	HIGH	LOW
Cowboys and Mormons	AVG.	VERY LOW	AVG.	LOW	AVG.	VERY LOW
American Heartland	HIGH	AVG.	AVG.	AVG.	HIGH	AVG.
Mills and Mines	HIGH	AVG.	AVG.	AVG.	HIGH	LOW
Rocky Mountain High	AVG.	HIGH	HIGH	HIGH	LOW	AVG.
South Florida	AVG.	HIGH	HIGH	HIGH	HIGH	AVG.

which seems closer to folk culture:
participatory
or spectator
sports?

Pop Culture is infused into our political landscape shown many times through political cartoons.

What 'pop' culture item is being referenced?



© Original Artist
Reproduction rights obtainable from
www.CartoonStock.com

Physical Geography

Does the culture of consumption inevitably lead to this...



this ...



... and this?



Popular or folk culture?

- it's always a matter of degree
- a point on the continuum
- popular culture challenges folk culture
- popular culture undermines folk culture
- popular culture appropriates elements of folk culture
- popular culture markets elements of folk culture

Tour of the States:

http://www.youtube.com/watch?v=E2CNZIIVIg&feature=player_embedded

But, Everyone Has a Culture – Everyone is Different

1. What languages do you speak?
2. What music do you listen to?
3. What dances do you know?
4. What food do you eat at home?
5. In your family, what is considered polite and what is considered rude? (what manners have you been taught?)
6. What do you wear on special occasions?
7. How important is your extended family (e.g. grandparents, aunts, uncles, cousins)?
8. What holidays and ceremonies are important to your family?
9. What things are most important to you?
10. Based on your answers, how would you describe the characteristics of the culture of which you are a part?