

Unit 4: Folk & Popular Culture

- Where are folk and popular leisure activities distributed?
- Where are folk and popular culture material culture distributed?
- Why is access to folk and popular culture unequal?
- Why do folk and popular culture face sustainability challenges?

Folk and Popular Culture

- Pop culture quiz:
 - T or F: “Make it rain” means to throw money in the air
 - T or F: Britney Spears was once married to Kevin Federline
 - T or F: The New York Giants won the superbowl in 2008
 - T or F: On the MTV reality show “Jersey Shore” Snooki likes to eat pickles.





Folk and Popular Culture

- Folk Culture Quiz
 - T or F: Woody Guthrie exemplified American folk music
 - [This land is your land](#)
 - T or F: Muslims don't eat pork
 - T or F: Buddhists do not drink alcohol

Folk vs. Popular

- Popular Culture:
 - Large societies
 - Heterogeneous
- Folk Culture:
 - Small societies
 - isolated

Folk Culture – rapidly changing and/or disappearing throughout much of the world.



Portuguese Fishing Boat



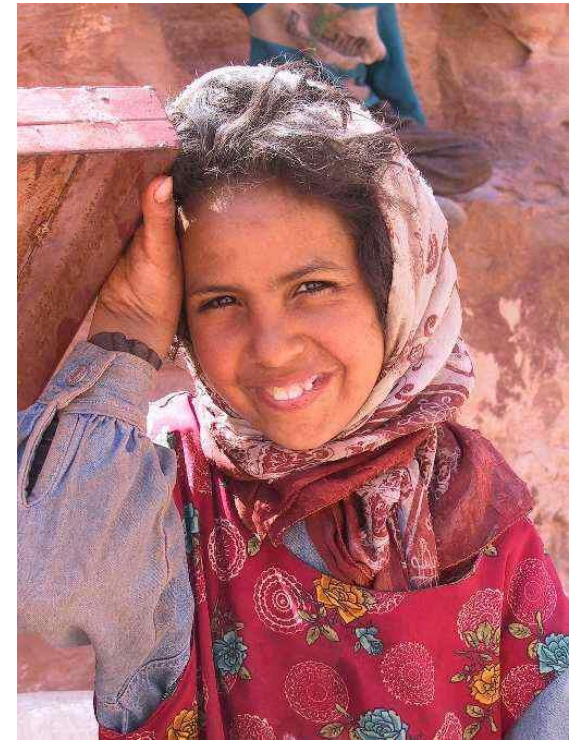
Guatemalan Market



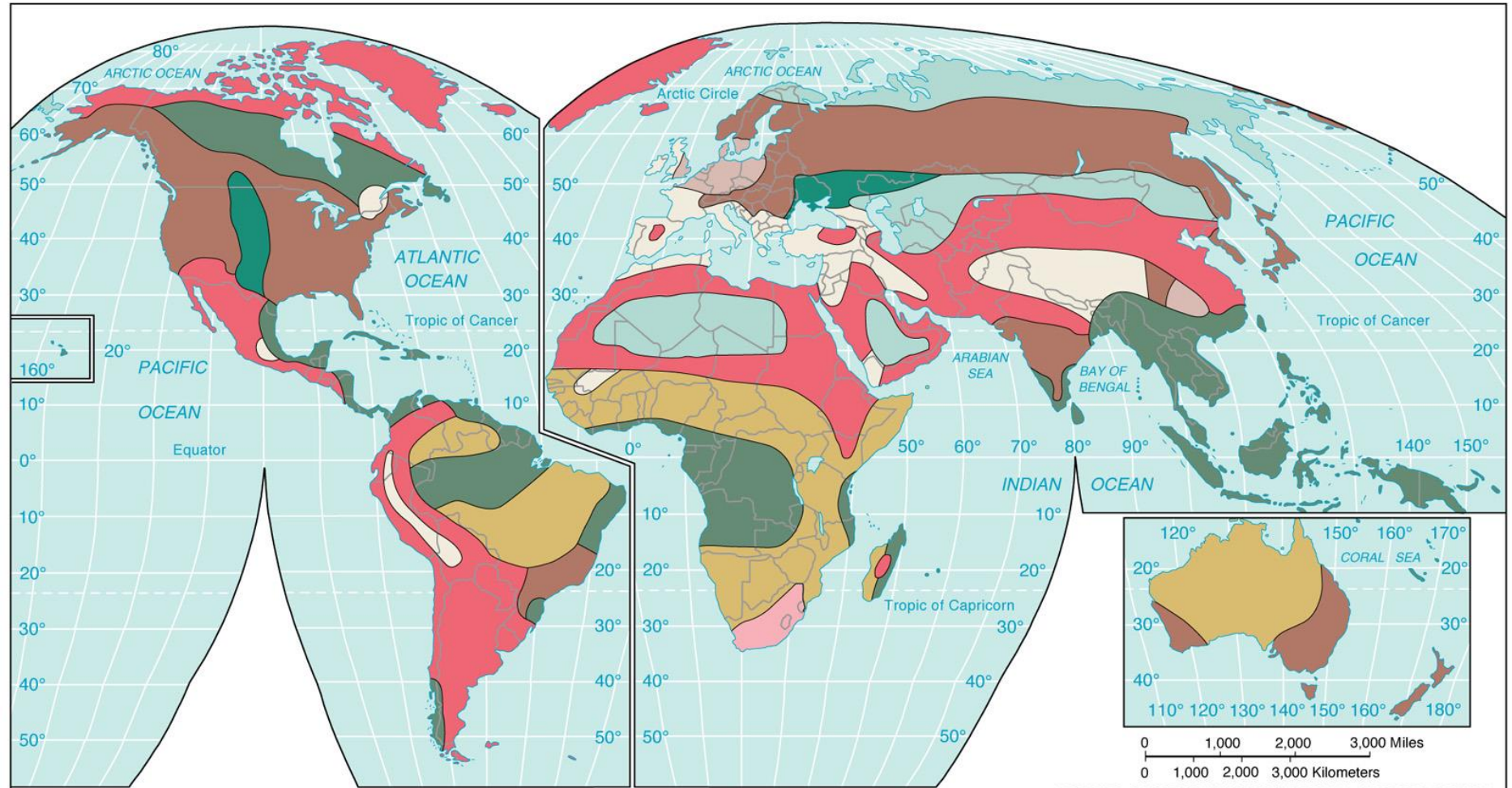
Turkish Camel Market

Folk Culture










- Stable and close knit
- Usually a rural community
- Tradition controls
- Resistance to change
- Buildings erected without architect or blueprint using locally available building materials
- anonymous origins, diffuses slowly through migration. Develops over time.
- Clustered distributions: isolation/lack of interaction breed uniqueness and ties to physical environment.



FOLK ARCHITECTURE



MODIFIED GOODE'S HOMOLOGINE EQUAL-AREA PROJECTION

- | | | | | | |
|--|---|---|---------------------|---|--------------------------------|
|  | Stone construction |  | Sod construction |  | Half timbering |
|  | Fired brick |  | Tent housing |  | Poles, bamboo, leaves and bark |
|  | Earthen construction
(including sun-dried brick) |  | Logs or sawn lumber |  | Brush-thatch |

FOLK ARCHITECTURE

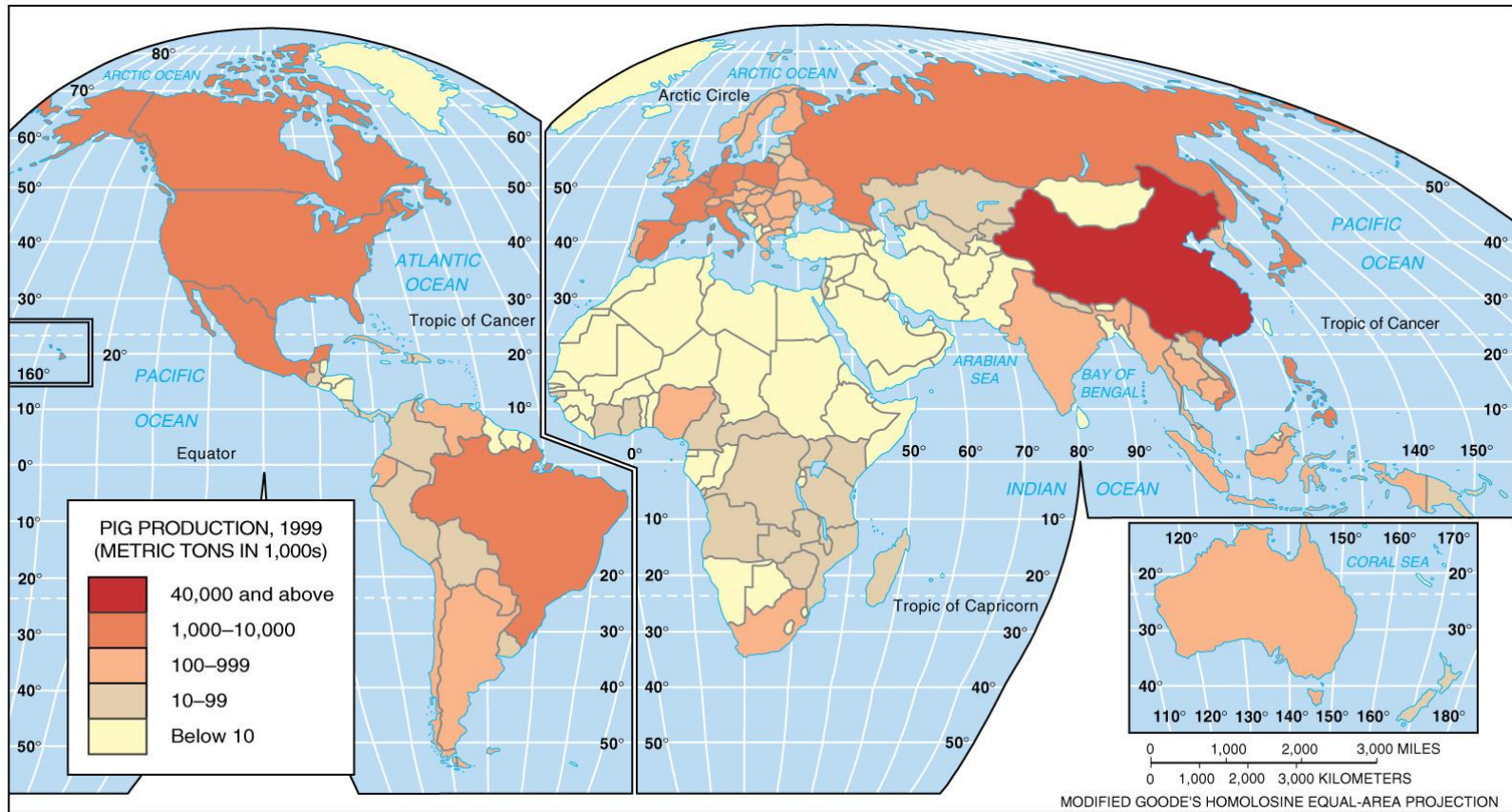
Effects on Landscape: usually of limited scale and scope.

Agricultural: fields, terraces, grain storage

Dwellings: historically created from local materials: wood, brick, stone, skins; often uniquely and traditionally arranged always functionally tied to physical environment.



Hog Production and Food Cultures



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Fig. 4-6: 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.

Food Taboos: Jews – can't eat animals that chew cud, that have cloven feet; can't mix meat and milk, or eat fish lacking fins or scales; Muslims – no pork; Hindus – no cows (seen as a sacred animal)



Washing Cow in Ganges



- Québec French
- Acadian French
- Yankee
- Upper Canadian
- Pennsylvanian
- Upland southern
- Mexican
- Highland Hispanic
- Mormon
- Mountain western
- African-American
- Northern Forest Native American
- Southwestern Native American
- Plains ranch
- Ukrainian

North American Folk Culture Regions

Popular Culture

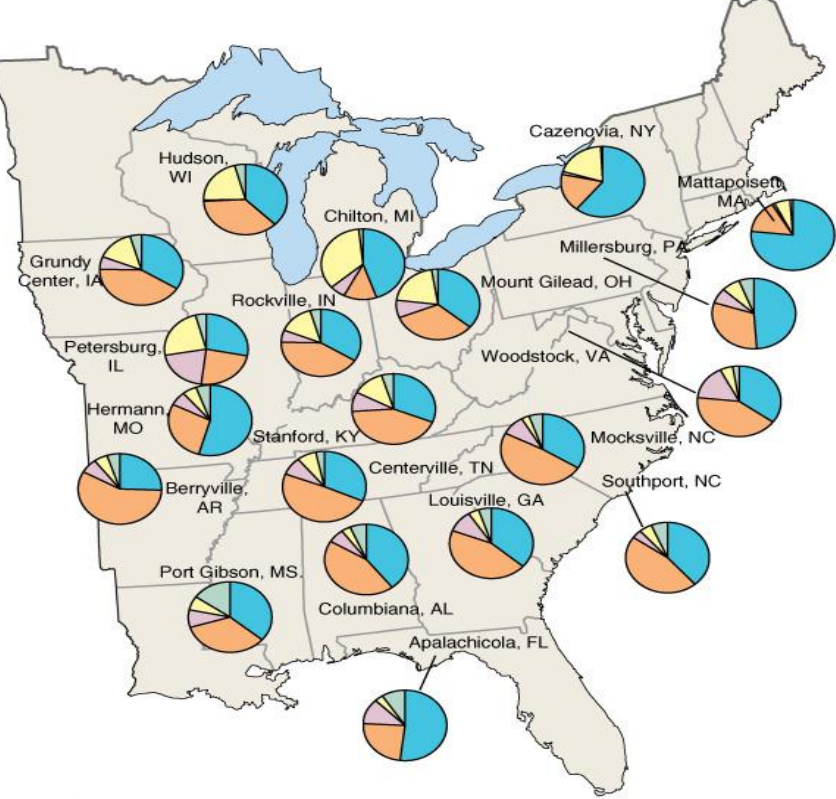
Wide Distribution: differences from place to place uncommon, more likely differences at one place over time.

Housing: only small regional variations, more generally there are trends over time

Food: franchises, cargo planes, superhighways and freezer trucks have eliminated much local variation. Limited variations in choice regionally, esp. with alcohol and snacks. Substantial variations by ethnicity.

U.S. House Types by Region

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



Green Bungalow



Yellow Irregular Massed



Blue Double Pile



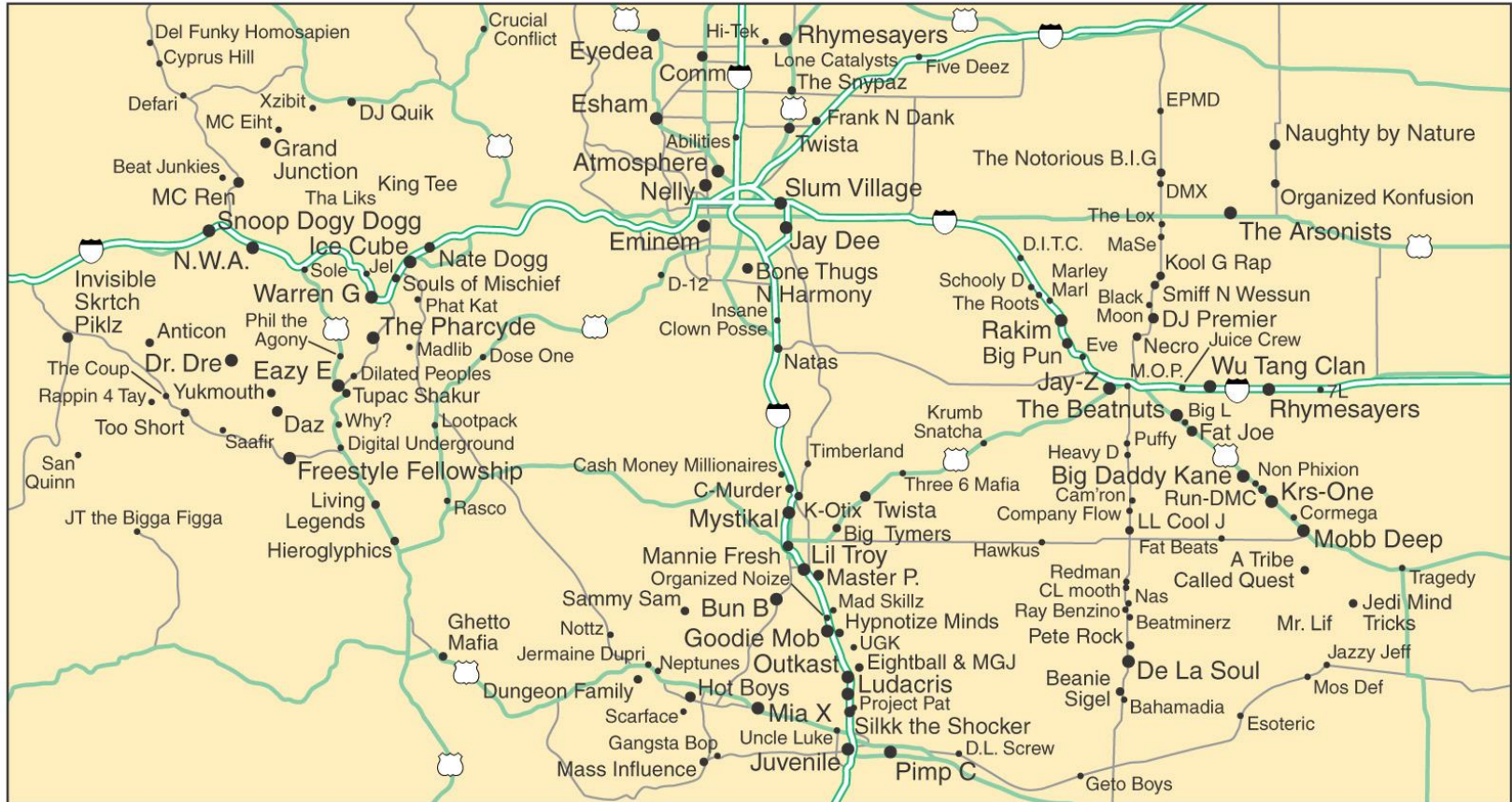
Pink Single Pile



Orange Ranch



A Mental Map of Hip Hop



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Fig. 4-3: This mental map places major hip hop performers near other similar performers and in the portion of the country where they performed.

Internet Connections

Internet Map
Connection Density

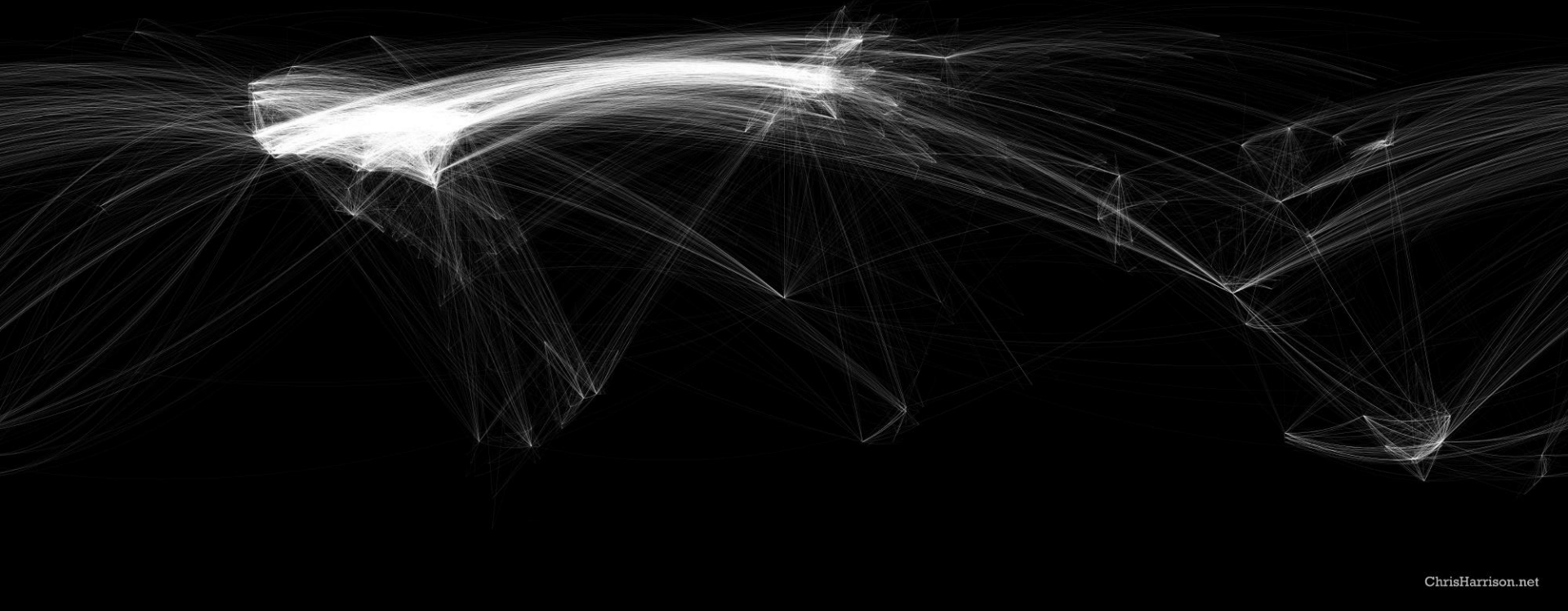


ChrisHarrison.net

The Internet is diffusing today, but access varies widely.

Internet Connections

Internet Map
city-to-city connections



ChrisHarrison.net

The Internet is diffusing today, but access varies widely. Some countries censor the Internet, but this is much harder to do.

Origin of folk and pop cultures

- Folk music:
 - unknown/multiple hearths
 - Composed anonymously/transmitted orally
 - Purpose is to tell a story or disseminate information
 - [House of Rising Sun](#)

Origin of folk and pop cultures

- MDC's
- part of the market for recreation (leisure) and the disposable income to purchase these material goods
- Purpose is leisure/entertainment (commercial-money)



culture is.....

- Learned, not biological
- Transmitted within a society to next generations by imitation, tradition, instruction

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culture provides....

- a “general framework”
- each individual learns & adheres to general rules
- also to specific sub-groups:
 - age, sex, status, occupation, nationality

And creates the Cultural Landscape:

- Interactions of a group
- cultural practices
- Values of a society
- artifacts and architecture

- Artifact/Material Culture-physical objects, resources, and spaces
 - Food, clothing, shelter
 - Arts & recreation
 - technology



- Nonmaterial Culture-nonphysical ideas

- Values
- political institutions
- Religion
- Language



감사합니다 Natick
Grazie Danke Ευχαριστίες Dalu Obrigado
Thank You Köszönöm
Спасибо Dank Gracias
谢谢 Merci Seé ありがとう



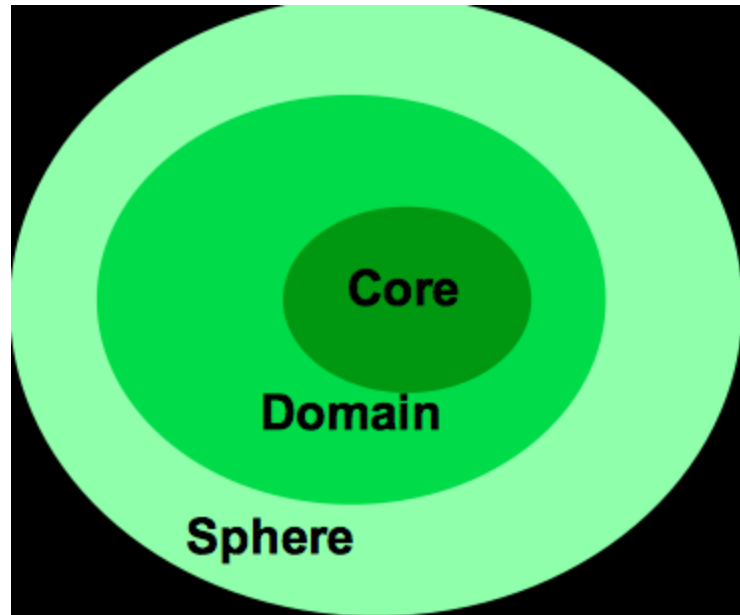
Nonmaterial Culture can be further divided into Sociofacts and Mentifacts

- Sociofact-the way in which a culture organizes itself; the social structures of a culture that dictate social behavior
 - Ex. Families, tribes, states, government structure, schools, social classes, corporations, etc.
- Mentifact-the ideas, values, and beliefs of a culture. (**Things in the head** as opposed to artifacts (things in your hands))
 - Ex. Religion, language, lifestyle choices, traditions, practices, etc.

Identify each of the following pictures as artifact, sociofact, or mentifact (some can represent multiple categories)



Remember the Core-Domain-Sphere Model?

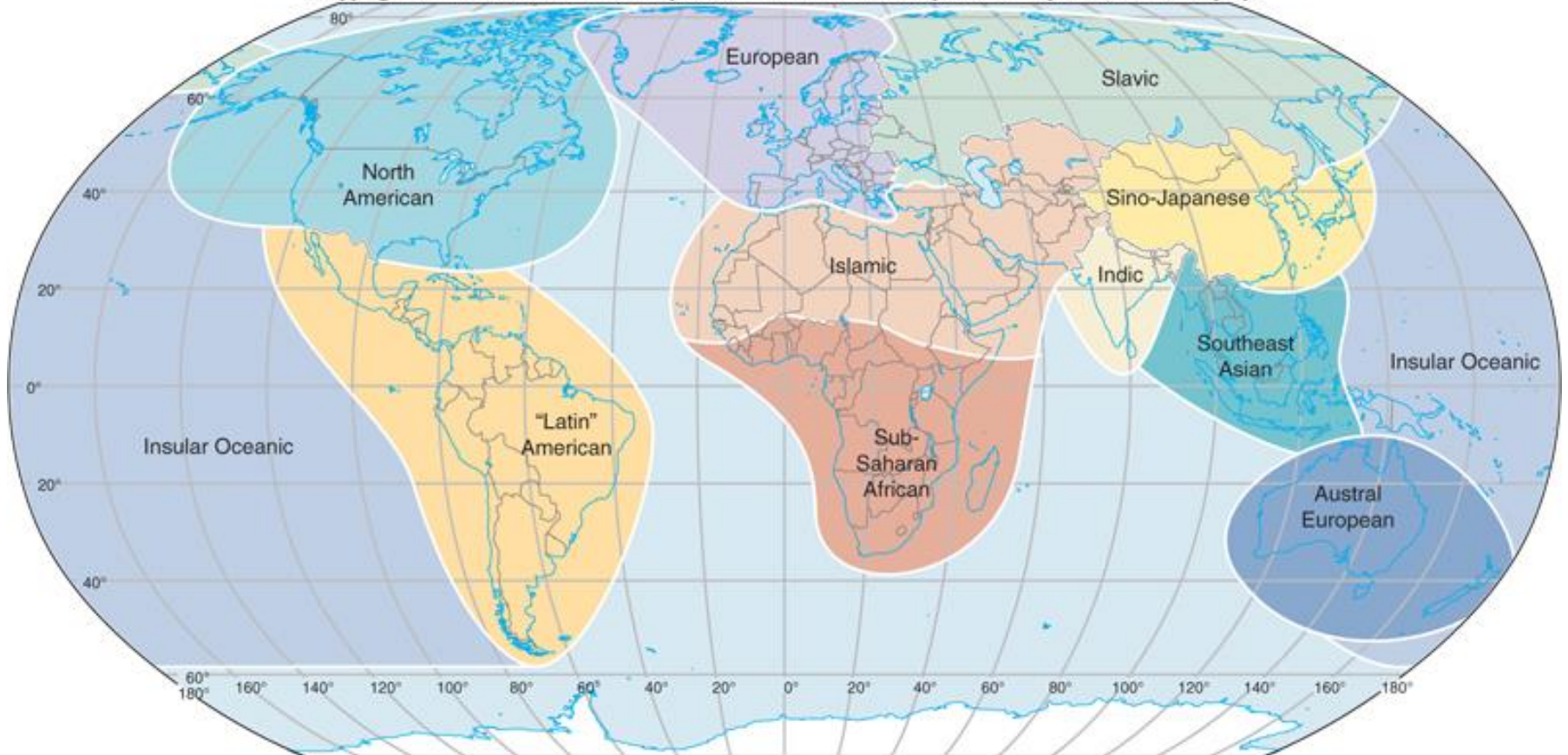


Core-Domain-Sphere Model

- Core: has all characteristics of culture, almost 100% adherence to characteristics (often the hearth of the culture)
- Domain: A little distance from the core –has dominant cultural characteristics, but they are not exclusive to this area
- Sphere: Attributes of culture are present, but not dominant.
- Outliers: strong examples of cultural phenomena show up far from the core and not connected to the sphere or domain

culture realms

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People and Environment

- Cultural ecology – study of the relationship between a culture group and the natural environment it occupies
 - Arid regions versus humid regions

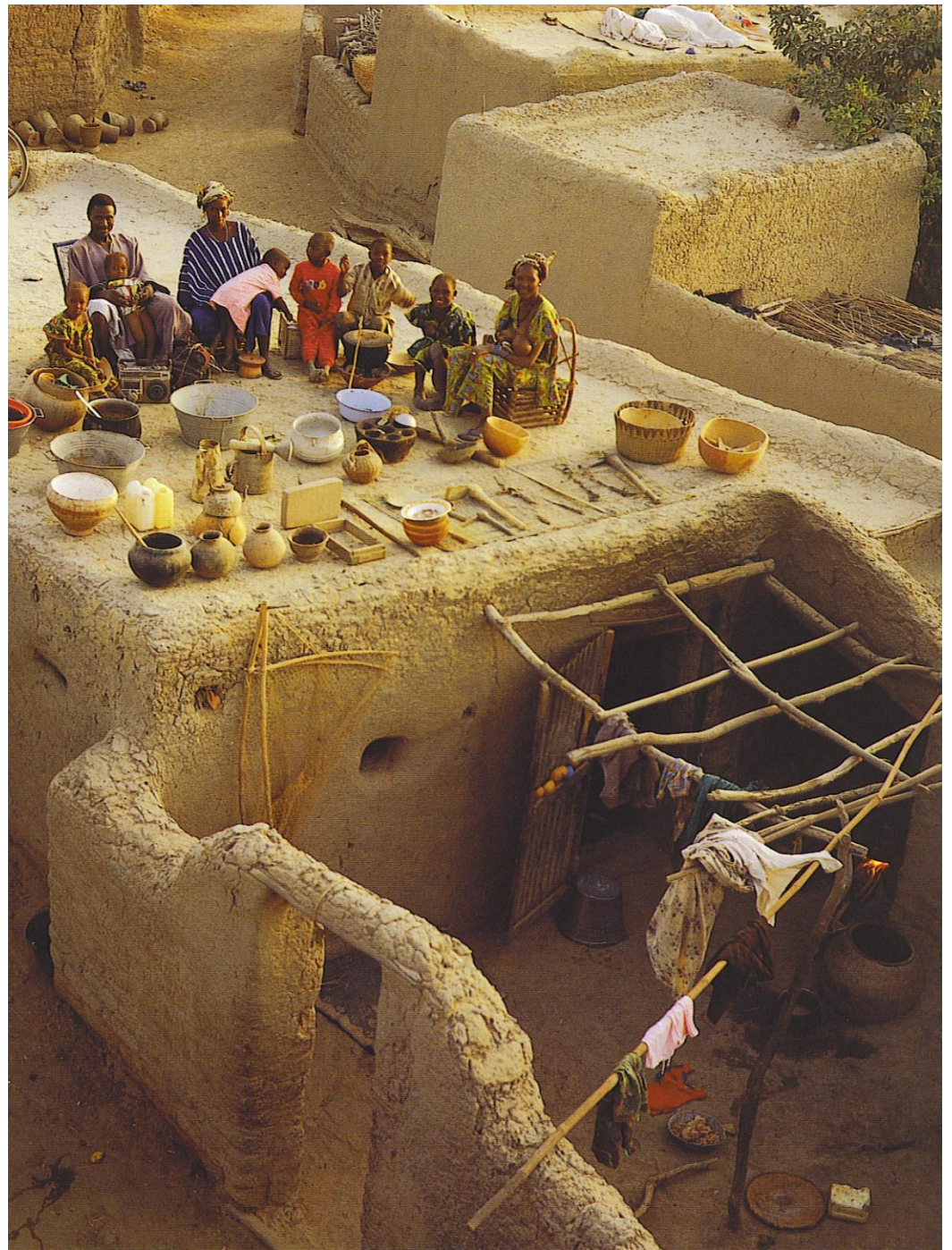
People and Environment

- Environments as Controls
 - Environmental Determinism
 - The belief that the physical environment exclusively shapes humans, their actions, and thoughts
 - Possibilism
 - A reaction against environmental determinism; people are dynamic forces of development (the environment is not as dynamic like human beings)
- Human Impacts
 - Cultural Landscape-the built environment.

- Every cultural landscape is an accumulation of human artifacts.
- It contains valuable evidence about the origin, spread and development of cultures.
- Cultures use, alter and manipulate landscapes to reflect their identity.



- Each culture creates a distinctive cultural landscape.

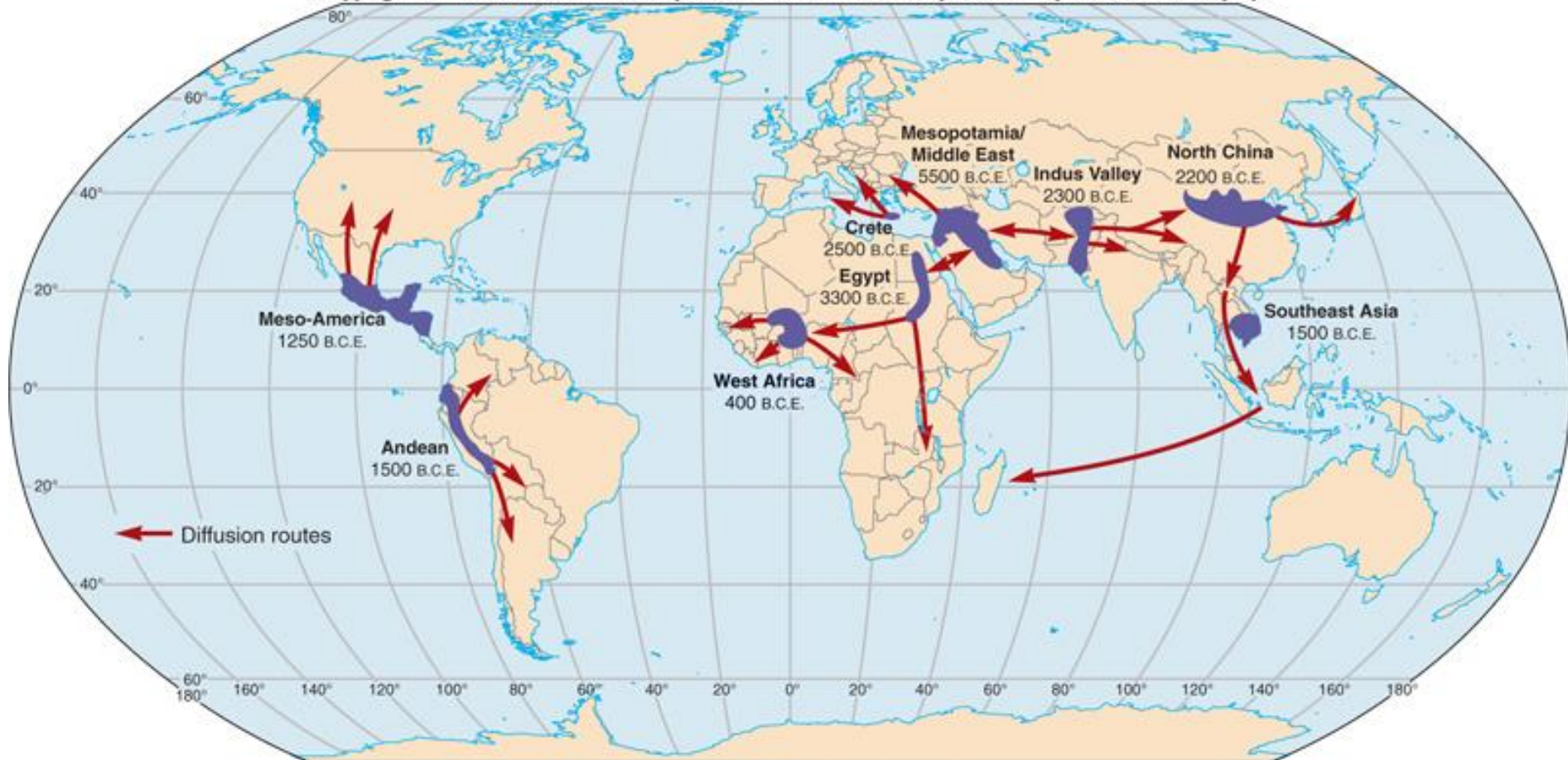


Culture Hearth

- The place of origin of any culture group whose developed systems of livelihood and life created a distinctive cultural landscape.

cultural hearths

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How Culture Changes?

- Innovation
 - Introduction of new ideas, practices, or objects; usually, an alteration of custom or culture that originates within the social group itself
 - For example an invention:
 - Material: bow & arrow, gun, steam engine
 - Non-material: Christianity, capitalism

- Diffusion

- The process by which an idea or innovation is transmitted from one individual or group to another across space

– Expansion Diffusion

- Contagious diffusion affects nearly uniformly all individuals and areas outward from the source region
- Hierarchical Diffusion involves processes of transferring ideas first between larger places or prominent people, and later to smaller or less important points or people
- During stimulus diffusion, a fundamental idea, not the trait itself, stimulates imitative behavior
 - Spread of the concept but not the specific system

– Relocation Diffusion

- The idea is physically carried to new areas by migrating individuals

– Acculturation

- A culture is modified
- Adoption of traits of another dominant group
- Immigrant populations take on the values, attitudes, customs, and speech of the receiving society, which itself undergoes change from absorption of the arriving group.

Diffusion of Pop Music

- SELL!
- Usually hierarchical diffusion through rapid electronic communications and transportation networks
- Hip hop – South Bronx
 - Diffused to Oakland, ATL, St. Louis
 - [California Love](#)



Diffusion of Folk Culture

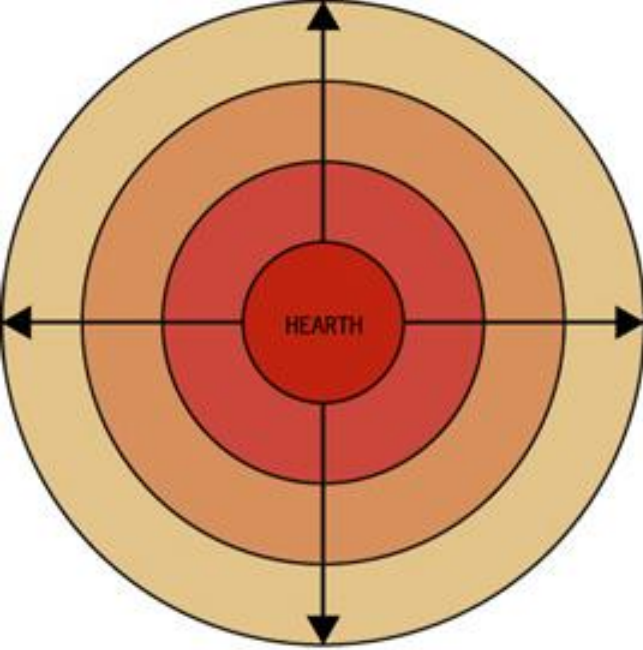
- Usually spread through relocation diffusion
 - Amish
 - Isolated, rural areas



Sports: Hierarchical Diffusion

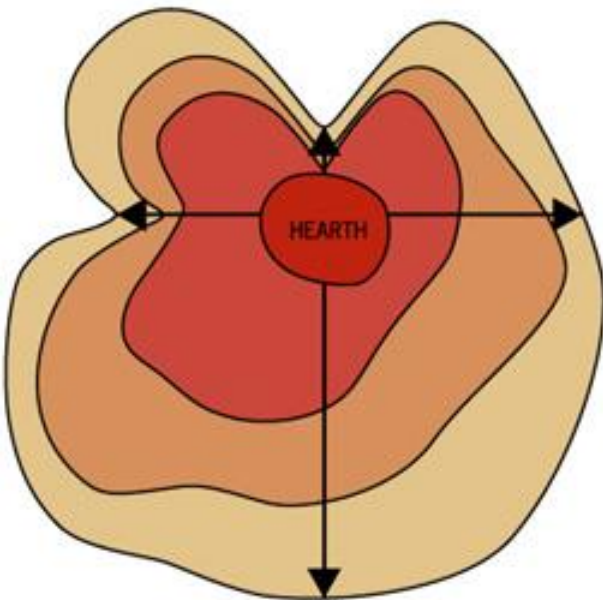
- Started as a folk culture but popularized then globalized through imperialism
- Folk Origin of Soccer:
 - 11th century England
 - Banned in 12th century
 - Legalized in 1603
 - Globalization of soccer
 - Willingness to pay/commercial appeal





A. DISTANCE DECAY

With **Distance Decay**, the likelihood of diffusion decreases as time and distance from the hearth increases.



B. TIME-SPACE COMPRESSION

With **Time-Space Compression**, the likelihood of diffusion depends upon the connectedness among places.

Which applies more to popular culture?

Where is Folk Culture Clustered?

- Isolation promotes cultural diversity
 - Himalayan religious art
 - U.S. housing styles from East Coast towards the Mississippi
- Often incorporate elements of the local environment
 - Food preferences
 - Folk housing styles



Food Patterns

- Food habits: environment
- Consider soil, climate, terrain, vegetation
- Terroir: distinctive physical feature to the way food tastes



Food Patterns

- World's diet depends upon agricultural products grown in that region



Food Taboos

- [Iceland food \(3 minute clip\)](#)
 - [Shark Meat](#)

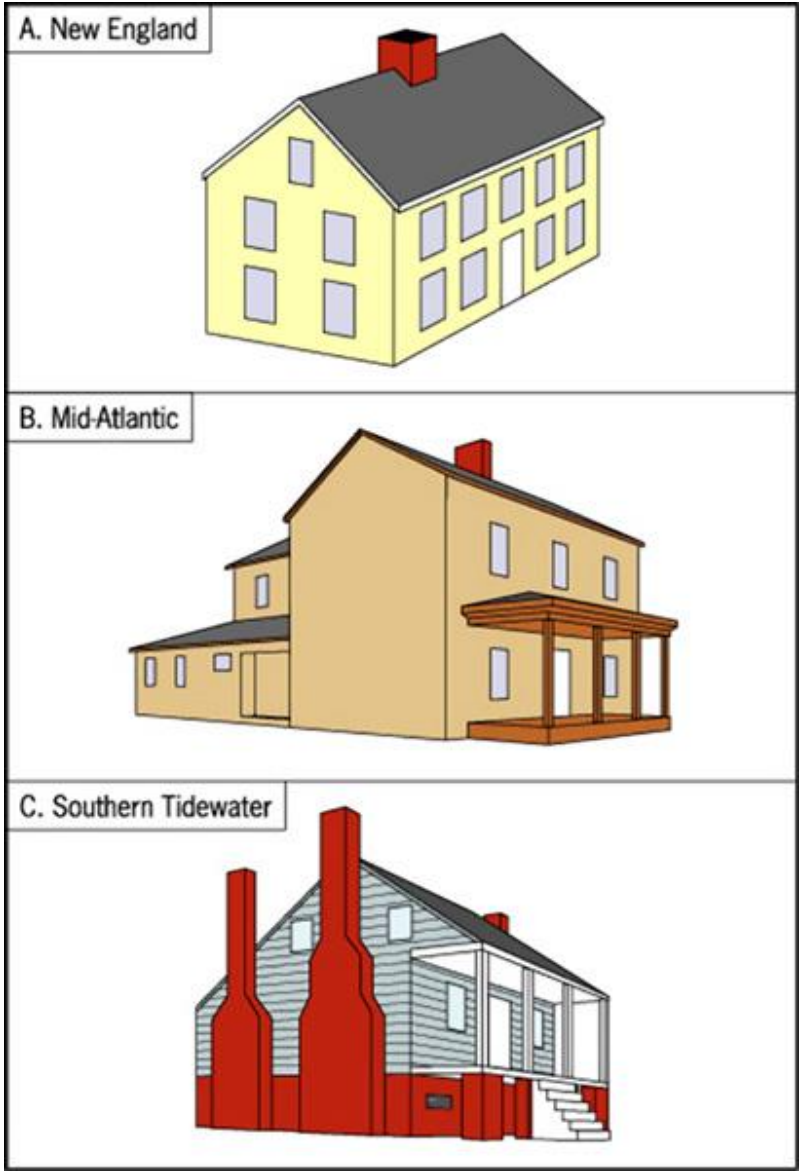
House Types

- Kniffen's traditional American house types:

New England

Mid-Atlantic

Southern Tidewater



SOURCE AREAS AND DIFFUSION ROUTES OF THREE HOUSE TYPES



Why is Popular Culture Widely Distributed

- Role of television
 - Most popular leisure activity



Diffusion of Internet

- Follows same pattern
- Highest in U.S., Europe, Japan
- Latin America and Asia: less
- Only a decade

Govt. Control of T.V.

- U.S.- private companies
- LDC's- controlled through govt. agency

Govt. control of T.V.

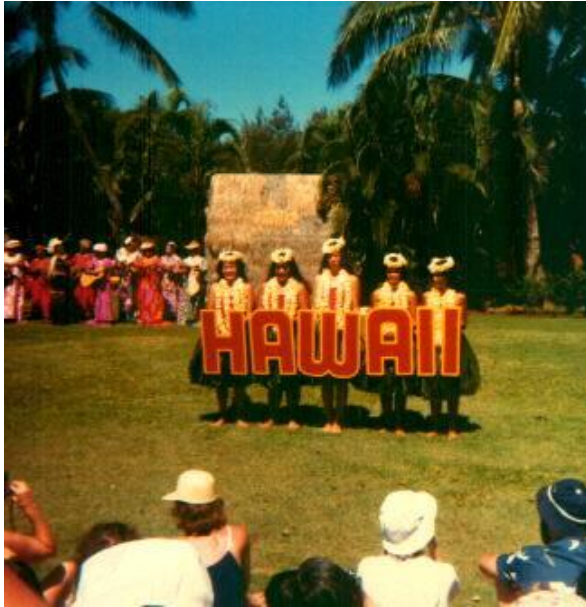
- T.V. – force of political change rather than stability
- Satellite dishes
- Asia: prevent satellite dishes

Why does globalization of popular culture cause problems?

- Threat to folk culture



Problems with the Globalization of Culture



Often Destroys Folk Culture – or preserves traditions as museum pieces or tourism gimmicks.

- Mexican Mariachis; Polynesian Navigators; Cruise Line Simulations
- Change in Traditional Roles and Values; Polynesian weight problems



Satellite Television, Baja California

Problems with the Globalization of Popular Culture

Western Media Imperialism?

- U.S., Britain, and Japan dominate worldwide media.
- Glorified consumerism, violence, sexuality, and militarism?
- U.S. (Networks and cable) and British (BBC) news media provide/control the dissemination of information worldwide.
- These networks are unlikely to focus or provide third world perspective on issues important in the LDCs.

Environmental impact of pop. culture

- Modifies or controls environment



Environmental Problems with Cultural Globalization

Accelerated Resource Use through Accelerated Consumption

- Furs: minx, lynx, jaguar, kangaroo, whale, sea otters (18th Century Russians) fed early fashion trends.
- Consumerism evident in most Western Media fashions, including hip hop and rock and roll.
- Inefficient over-consumption of Meats (10:1), Poultry (3:1), even Fish (fed other fish and chicken) by meat-eating pop cultures
- Mineral Extraction for Machines, Plastics and Fuel
- New larger housing desires and associated energy and water use.
- Golf courses use valuable water and destroy habitat worldwide.

Pollution: waste from fuel generation and discarded products, plastics, marketing and packaging materials





Fiji

Loss of traditional values

- * Clothing
 - Adoption of MDC's style
 - imitation and replication
- * MDC's clothing controversial in Middle East

Changing Role of WOMEN

- Threatens of subservience of women to men
- LDC's also had negative impact
 - Increase in prostitution

Uniform Landscapes

- Produces product recognition and greater consumption
- Fast food restaurants- franchise



McDonald's in Germany



McDonald's in Italy



What is normal?

- “A drug crop is grown in fields, where it is harvested and put into 100lb bags. These bags are sold by the farmer from anywhere between 70 and 100 dollars. The product is then brought into another country, often using a middleman, where it is processed, refined, and sometimes mixed with other substances before being sold on the street. The final market value of the original bag can now be as high as seven to ten thousand dollars. What are we talking about???

COFFEE!



Key Question:

Where are folk and popular material culture distributed?

What role does place play in maintaining customs?

By defining a **place** (a town or a neighborhood) or a **space** for a short amount of time (an annual festival) as representing a culture and its values, members of a local culture can maintain (or reestablish) its customs and reinforce its beliefs.

Cultural Landscape

The visible human imprint on the landscape.

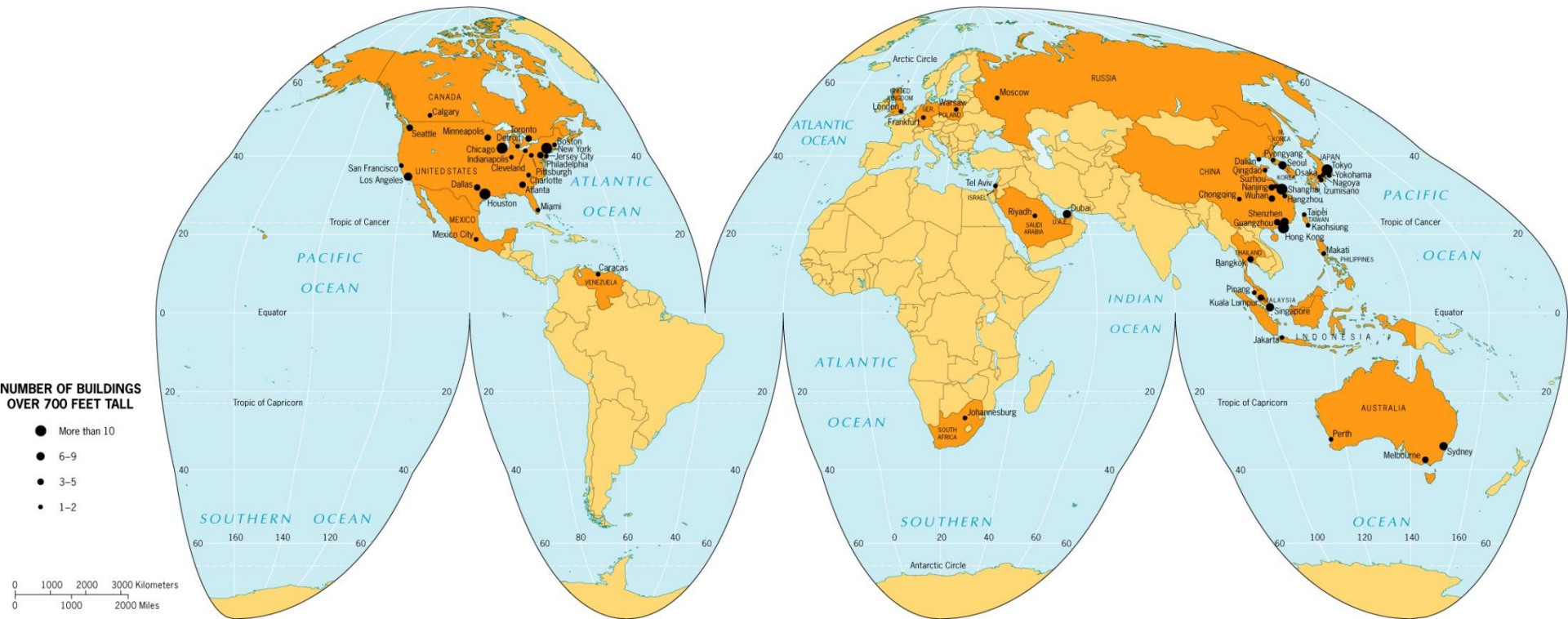
- How have people changed the landscape?
- What buildings, statues, and so forth have they erected?
- How do landscapes reflect the values of a culture?

Placelessness: the loss of uniqueness in a cultural landscape – one place looks like the



Convergence of Cultural Landscapes:

- Diffusion of architectural forms and planning ideas around the world.



Convergence of Cultural Landscapes:

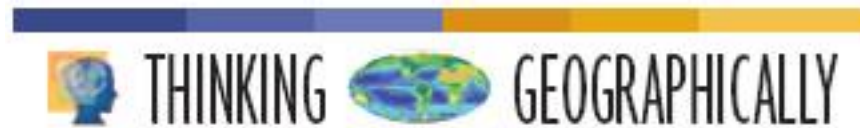
- The widespread distribution of businesses and products creates distinctive landscape stamps around the world.



Convergence of Cultural Landscapes:

- Borrowing of idealized landscape images blurs place distinctiveness.





Focus on the cultural landscape of your school campus. Think about the concept of placelessness. Determine whether your campus is a “placeless place” or if the cultural landscape of your school reflects the unique identity of the place. Imagine you are hired to build a new student union on your campus. How could you design the building to reflect the uniqueness of your college?

WPA In the Great Depression

- Works Progress Administration hired ethnographers to document American folk life-artists, songs, authors, etc.



- 1920 Thomas Hart Benton (American regionalist artist, 1889–1975) People of Chilmark



American Folklife Preservation Act, 1976

An Act

- To provide for the establishment of an American Folklife Center in the Library of Congress, and for other purposes.

DECLARATION OF FINDINGS AND PURPOSE

SEC. 2. (a) The Congress hereby finds and declares --

- (1) that the diversity inherent in American folklife has contributed greatly to the cultural richness of the Nation and has fostered a sense of individuality and identity among the American people;
- (2) that the history of the United States effectively demonstrates that building a strong nation does not require the sacrifice of cultural differences;
- (3) that American folklife has a fundamental influence on the desires, beliefs, values, and character of the American people;
- (4) that it is appropriate and necessary for the Federal Government to support research and scholarship in American folklife in order to contribute to an understanding of the complex problems of the basic desires, beliefs, and values of the American people in both rural and urban areas;
- (5) that the encouragement and support of American folklife, while primarily a matter for private and local initiative, is also an appropriate matter of concern to the Federal Government; and
- (6) that it is in the interest of the general welfare of the Nation to preserve, support, revitalize, and disseminate American folklife traditions and arts.
- (b) It is therefore the purpose of this Act to establish in the Library of Congress an American Folklife Center to preserve and present American folklife.

DEFINITIONS

SEC. 3. As used in this Act --

- (1) the term "American folklife" means the traditional expressive culture shared within the various groups in the United States: familial, ethnic, occupational, religious, regional; expressive culture includes a wide range of creative and symbolic forms such as custom, belief, technical skill, language, literature, art, architecture, music, play, dance, drama, ritual, pageantry, handicraft; these expressions are mainly learned orally, by imitation, or in performance, and are generally maintained without benefit of formal instruction or institutional direction;