

(de Blij p 114 – 116: What are Local and Popular Cultures?)

1. Define “culture” _____
 - a. How can one differentiate between a “folk” and a “popular” culture? _____

 - i. Why is the concept of “folk” culture limiting? _____

 - b. What concept does de Blij choose to substitute for “folk” culture? Define. _____

 - c. What is material culture? _____

 - d. What is nonmaterial culture? _____

(Rubenstein p 114)

2. Culture is the combination of what three things?
 - a. 1) _____ 2) _____ 3) _____
 - b. What are material traits? _____

 - c. Differentiate between
 - i. “habit” _____
 - ii. “custom” _____

 - iii. How extensively must a habit be accepted in order to be a custom? _____

3. (Rubenstein p 115 – 117, de Blij p 120 – 129) Complete the following chart comparing folk and popular culture.

	Folk	Popular
Size and diversity of group (p 115)		
Where is it primarily found and distribution? (p 115)		What three factors facilitate the rapid global connections that is the basis for popular culture?
Over what dimension is it likely to change or vary (p 115)?		
Interaction (p 115)	How does the spread of popular culture affects folk culture? How does this affect the world as a whole?	
Physical Environment & Sustainability (p 115)		

Origins (p 116)		
Diffusion (p 117)	What two forces combine to affect the distribution of folk culture?	What is the key factor influencing the distribution of popular culture? What is the principal obstacle limiting this distribution?
Music (p 120)	How do folk songs originate and how are they transmitted? On what events are they based and what is their purpose?	What is its purpose? Around what year did popular music (as we know it today) originate? Where? How did American music diffuse? How has its clustering changed? (lecture) What concept is the current clustering of musicians an example of?
Sports (p 122 – 123)	How do organized sports reflect elements of folk culture? What is the most popular sport in the world? Despite their diversity and anonymous origins, why are organized spectator sports part of popular culture? What can sports be a strong force for?	
Clothing (p 124 – 125)	What two factors are reflected in folk clothing? What cultural factor can influence clothing preferences? Provide an example. What have France and Belgium done in response to the wearing of these clothes? Why might people continue to use folk customs despite the spread of popular culture?	What do popular clothing preferences express? Give examples. Why might men in some folk cultures adopt Western-style suits (p 124)? What has permitted the rapid diffusion of clothing styles? What cities are considered the hearths of original fashion designs?

	Folk	Popular
Food (p 126 – 127)	<p>What are strongly embedded in folk food customs?</p> <p>What is terroir?</p> <p>What food item (p 114) is reflective of this concept? How does the environment affect whether rice or wheat is the preferred grain?</p> <p>What is a taboo?</p> <p>In what ways do food taboos reflect concern of folk cultures for the natural environment?</p> <p>a. Judaism What taboos do they have?</p> <p> What laws are these called? Why?</p> <p>b. Muslims</p> <p>c. Hindus</p>	<p>What influences popular food preferences?</p> <p>Describe examples as to why some areas would prefer Pepsi over Coke or vice versa?</p>
Housing (p 128 – 129)	<p>What factors affect folk housing styles?</p> <p>1. _____ (incl. examples):</p> <p>2. _____ (incl. one example):</p> <p>What are the 3 major hearths of U.S. house styles?</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p>	<p>How are current US homes produced?</p> <p>What are trends in popular American housing styles (lecture)?</p>

	Folk	Popular
Family & Pop. Growth (lecture)		
Religion (lecture)		
Standards/values (de Blij p 121 – 126)	<p>What value or quality do local or folk cultures try to achieve?</p> <p>What does this word mean (look it up)?</p>	<p>What is the process by which something that was previously regarded as “not for sale” becomes something that is bought and sold?</p> <p>So what is most important in popular culture?</p>

4. (Rubenstein p 118 – 119, 130 – 137) The Effects of Electronic Media on Culture.

- a. The diffusion of what two communication devices has increased rapidly in the 21st century?

- b. (skip to p 130) For what two reasons is television an especially significant popular custom?
 - i. _____
 - ii. _____
- c. Explain how the diffusion of the internet has been similar to and different from that of TV?

- d. What social media network became the world’s most popular in the early 21st century? _____
- e. How has the origin of other social media networks similar to that of Facebook? _____
 - i. How might the diffusion of Facebook and Twitter indicate a different path then that experienced by TV and the internet (see below)? _____

- f. Of the 65 countries rated by Freedom House, how many were ranked in each of the three categories for the level of freedom of the Internet and digital media?

- g. In what three ways are the internet and digital media restricted?
 - i. _____
 - ii.
 - What three countries have dominated TV programming? _____
 - What have many leaders accused the United States of engaging in due to its dominance of TV programming? _____
 - What American beliefs and social forms values are part of this programming and seen as possible threats to folk cultures? _____
 - What three areas of internet content are routinely censored in other countries?
 - _____
 - _____
 - _____

iii.

- What are the three worst offending countries under this category? _____
- What two countries have seen the worst decline in recent years? _____

h. In what ways are cyberattacks a threat? _____

5. (Rubenstein p 138 – 143, de Blij 116 – 117, 120 (Little Sweden) - 126, 131 (reterritorialization), 133 (“Stemming”) – 140) Complete the following chart about how globalization of popular culture can cause problems

Discussion details:	
Threats to Folk Culture	<p>(Rubenstein p 125 – 126) In general how is popular culture a threat to folk cultures?</p> <p>(Example) In what two ways has the Amish culture become threatened by popular culture in Lancaster County, PA?</p> <p>Based on the map, what are the three main states of Amish settlement?</p> <p>(p 139) What viewpoint embedded in folk customs has been especially threatened by the diffusion of popular culture? In India, what phenomenon has resulted from the inability of a bride’s family to pay a promised dowry?</p> <p>(de Blij p 116 – 117, begin and follow for answers below) What policy did the US government (as well as Canada, Russia and Australia) follow with regards to local indigenous cultures in the 1800s and 1900s? Describe what these groups were forced to do. (This is the “forced” version of this concept, it can also be voluntarily)</p> <p>What two goals does Simon Harrison claim are typically shared by local cultures?</p> <p>What is cultural appropriation?</p> <p>Why have local cultures in rural areas had an easier time maintaining their cultures? (de Blij p 120) What is neolocalism?</p> <p>In general, what does de Blij use as an example of a form of urban local culture?</p> <p>What is the greatest challenge to these cultures?</p> <p>(lecture) What is another threat to these local cultures?</p> <p>(de Blij p 131) By what process have local cultures taken popular culture and made it unique to their community?</p>

	Foreign Media Imperialism (de Blij p 134, R p 140)	<p>(this is also related to #4g above) What term refers to the threat felt by many people by the influence of global culture produced in Europe, the U.S., Japan and South Korea? Define using Rubenstein.</p> <p>Identify the particular cultural areas dominated by the following areas:</p> <ul style="list-style-type: none"> North America Japan Western Europe South Korea India 						
Environmental Impacts	Negative Environmental Impact (Rubenstein p 140 – 141)	<p>Thinking back to Unit #1 and the Five Themes of Geography, popular culture is much more likely to interact with the environment in this way? (Rubenstein p 141) What popular culture leisure activity exemplifies this? How does this activity remake the environment?</p> <p>(Rubenstein p 140) What are three ways that the diffusion of popular culture can adversely impact environmental quality and cultural diversity?</p> <ol style="list-style-type: none"> 1. 2. 3. 						
	Uniform Landscapes/Cultural Convergence (Rubenstein p 141, de Blij p 136 – 137)	<p>(Rubenstein p 141) Explain why some entities would want uniform landscapes?</p> <p>What is a franchise and how would it promote a uniform landscape?</p> <p>What is the cultural landscape (de Blij p 136)?</p> <p>What does geographer E. Relph call the loss of uniqueness of a location (de Blij p 136)?</p> <p>Across what three dimensions do cultural landscapes converge (de Blij p 136)? List and include one example from the reading for each dimension as a way to understand that dimension.</p> <table border="1" data-bbox="240 1430 1521 1612"> <tr> <td data-bbox="240 1430 1062 1493">1.</td> <td data-bbox="1062 1430 1521 1493"></td> </tr> <tr> <td data-bbox="240 1493 1062 1556">2.</td> <td data-bbox="1062 1493 1521 1556"></td> </tr> <tr> <td data-bbox="240 1556 1062 1612">3.</td> <td data-bbox="1062 1556 1521 1612"></td> </tr> </table>	1.		2.		3.	
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Cultural Divergence	<p>(Rubenstein p 142 – 143) Across what three scales do we see cultural differences? Describe.</p> <ol style="list-style-type: none"> 1. 2. 3. 							