

Unit 4 Local Culture, Popular Culture, & Cultural Landscapes

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pgs.110 -138 **Information contained in the worksheet, not just the blanks, is important, but the worksheet alone does not replace the need for a careful reading of the text.**

Field Note: Preserving Culture

Parsi is an ethnic group and a religion, followers of the _____ religion (a monotheistic religion from Persia, present day Iran). They are a small minority in India, which is 85% _____, but the Parsi control a large share of the Indian _____, which grew out of a relationship with the _____ when India was a _____.

- Parsi maintains its _____ though preservation of _____ & _____. The Parsi religion only recognizes the _____ who are born of _____ Parsi parents. This is significant because the Parsi have a high _____ and many Parsi women choose not to have children, have children late, or marry outside the Parsi community. Consequently, the Parsi population has _____.

What Are Local and Popular Cultures?

A culture is a group of belief systems, norms, and values practiced by a people. It can be recognized when:

- (1) _____ or (2) _____.
- _____ - a small, homogeneous(like) population, usually rural, cohesive in cultural traits & self-sufficient.
 - _____ - is a large, heterogeneous (different) population, usually urban, with rapidly changing cultural traits, Much, if not all, pop culture refers to leisure time and growing affluence.
 - _____ - used in place of folk culture, to designate a group of people in a particular place who view themselves as a community sharing _____, _____, & _____ and work to _____ those traits to claim _____ or distinguish themselves from others.
 - _____ - things that are made by a culture, such as art, architecture, clothing, food, etc.
 - _____ - beliefs, practices, aesthetics, and value of a people (intangible)
 - Pop (Popular) culture is _____ and can change in a very short period, as opposed to local culture that is found in relatively small areas.
 - Pop Culture is diffused by _____, _____, _____ to the world.
 - A new pop culture, like fashion, diffuses _____, beginning with the _____ in the hearth, the _____, followed by _____ and editors & writers of major magazines, _____ to the fashion magazines, to the masses who became a _____ of the new innovation.
 - _____ are sustained despite the effects of popular culture, _____ diffuses & is practiced in unique ways in different localities, and _____ & _____ cultures are imprinted on the _____



Figure 4.2 © David Murphy/Newscom/PhotoShot

Sarah Jessica Parker helps diffuse Dior sandals in Sex in the City: The Movie

How Are Local Cultures Sustained?

_____ the process (and sometimes the policy) of making indigenous or folk cultures like the dominant culture. Through language, religion, and government policies, indigenous and new immigrants were forced to give up their own cultural patterns to become like the dominant culture.

- Local cultures are sustained through _____. It can work to avoid _____, the process by which other cultures adopt customs and knowledge for their own benefit.

The **Hutterites** are a part of the _____ groups that also include the _____ and the _____. These local cultures live in isolated _____ areas to avoid _____ influences. They originally broke with both the _____ and the new _____. They migrated _____ to Moravia & Austria, then to _____ & the _____ and eventually migrated to _____.

- Hutterities live _____ in colonies of about 100 people primarily in _____, _____, _____ & _____ in the US and _____ & _____ in Canada.
- Unlike the _____, the Hutterites accept _____ for farming, but not things like televisions, cameras, and _____.
- Other than shopping, interactions with the _____ are uncommon.

Mennonites - This Anabaptist group migrated across the US, Canada, and even to Bolivia to find farmland in rural areas where they could _____, form _____ practice their _____ away from popular culture.

The **Makah** are a native American group located in _____ state, who wanted to reinstate their right to hunt _____, because they wanted to return to the past and their cultural traditions to understand their _____ and recreate their local culture. They were not allowed to use their ancestral hunting methods of canoes and harpoons, but were allowed to use a .50 caliber rifle, because it was viewed as more _____. The privilege was quickly halted by the courts.

Urban Local Cultures - isolate themselves in tight-knit _____, like the Hasidic Jews of Brooklyn, NY or the North End of Boston with its _____ which allows them to celebrate religious traditions, feasts, etc. Over time even these ethnic neighborhoods may be challenged by new residents seeking favorable locations in the city.

Local Cultures and Cultural Appropriation

- When something that previously was not thought of as an object to be bought and sold becomes an object that can be bought and sold, and traded in the world market, it is called _____. (McDonald was a family name before it was associated with the Golden Arches - which people pay big bucks to use on their hamburger stand).
- Elements of local cultures may be _____ (taken by others) and _____ for economic benefit.
- When _____ occurs, the question of _____ follows. Local cultures and customs are often stereotyped and do not accurately represent the dynamic nature of a people.
- _____ tourist destinations are designed to exploit mystical local cultures.
- _____ has established a global mystique around the traditional Irish Pub
- The commodification of local customs _____ customs in _____ and _____ for consumption, with claims of _____.



How Is Popular Culture Diffused?

- The _____ of diffusion has shrunk to weeks, days, and even hours, while the _____ has expanded through social networking sites like _____ where news can travel quickly.
- _____ and _____ technology have altered _____, which no longer looks like a bull's eye surrounding the hearth of an innovation.
- David Harvey's theory of _____ explains how innovations diffuse. With time-space compression the likelihood of diffusion depends on how _____ (by communication & transportation) two places are. Modern world cities have become much _____ as a result of modern technologies - planes, trains, wireless connections, email, etc. Places that lack these technologies are more removed from interconnected places.

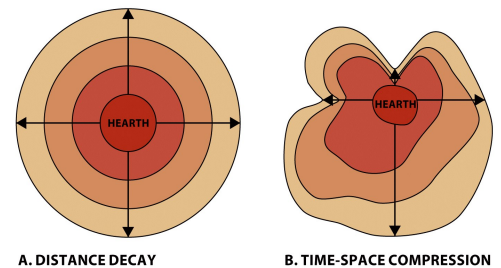


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Hearths of Popular Culture

Popular culture diffuses _____ in the context of time-space compression, happening rapidly over the most _____ spaces.

Pop cultures, whether music, sports, television, or dance, has a place of origin, or _____, a place of origin. Bands, like _____ often begin on a college campus, the hearth, where _____ diffusion (word of mouth about the new band) becomes _____ diffusion (as the band played at different campuses). The venue changed from colleges to large arenas across the US and to Australia. Dave Matthews Band was an early adopter of the _____ creating a big fan club.

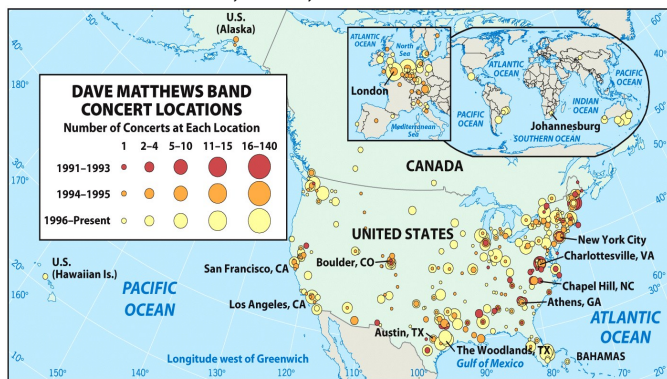


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- _____ produces popular culture by opening _____ spaces to local culture, thereby _____ the _____.
- The _____ documentary looks at the role corporations and marketing play in creating popular culture, and by sending "hunters" out to talk with other "_____ kids about what is _____.
- Pop culture is _____ as an aspect of pop culture takes on a new form as it encounters the people and local culture of the new place. (ie. Hip hop)
- Baseball, football, and basketball, the big 3 (major league) sports are being challenged by video games like _____ (Tony Hawks), which propelled _____ past _____ in 2001 among children under the age of 18.



Figure 4.16 © James Leyman/Corbis

- The expansion of extreme sports has been driven by _____ of ____ - ____ age demographics (who are wanting a sport different from their parents.) Marketers use sports to sell _____, _____, _____, _____, etc (Check it out as you watch TV to see who the target market is for each show)
- The influence of Europe, the US, and Japan in global popular culture threaten many homogenous cultures. Each region acts as a major hearth. N. America influences Europe & Japan in _____, _____ & _____. Japan influences N. America & W. Europe in _____ and _____. W. Europe influence N. America and Japan in _____, _____, and _____.
- Concerns over the loss of local distinctiveness and identity are reflected in a rise of _____, to the establishment of _____ in remote locations. This is apparent among _____ in wealthier countries, with efforts to promote local _____, _____, and _____ by constructing barriers to the cultural influences from the dominant society. It is also evident in the _____ of poorer countries trying to promote a _____ ideology. _____ & _____ minorities in poorer countries also seek greater _____ from regimes promoting _____ or _____.

NY, NY Times Square Studio of MTV' Total Request Live

How Can Local and Popular Cultures Be Seen in the Cultural Landscape?

_____ reflect the values, norms and aesthetics of a culture through signs, buildings, fences, and statues of people (Bobby Bowden)

- Edward Relph coined the word _____ to describe the loss of _____ of place in the cultural landscape that all look alike (Walmart, Target, McDonalds & gas stations). Cultural landscapes being to converge in three dimensions. 1. a particular architectural form and planning that has diffused world wide (i.e. _____)
 - The _____ in Chicago is thought to have been the first skyscraper.
 - The diffusion of skyscrapers has changed the cultural landscape of cities. Today, Dubai, UAE claims the tallest building at 162 stories and 2,717 feet high 2. Many businesses have a recognizable stamp on the cultural landscape (e.g. Blockbuster, Pizza Hut, _____ -see the photo) often next to local landmarks like the Hofbauhaus in Munich. 3. the borrowing of _____ images. Las Vegas is the extreme example with casinos resembling the Italian city of _____, including canals, which has also been replicated in _____ (a former Portuguese colony now part of China)
- The concept of the _____ emphasizes that what happens at one _____ is not independent of what happens at _____.
- _____ is a process by which people in a local place change regional, national, and global processes to be their own.



Figure 4.22 © Munich Tourist Office



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Cultural Landscapes of Local Cultures

The members of the Church of the Latterday Saints moved westward because of _____ in search of a place where they could practice their religion freely. The Mormon Church began in _____, moved to _____, MO., and finally migrated westward to present- day _____, UT

- The landscape of the Mormon settlements reflect _____ rather than farmsteads, symmetrical _____ reminiscent of the East Coast, wide streets running due _____ & _____, _____ for irrigation, _____ for shade, _____ for storing food, and _____ fences.



Figure 4.25 Richard Francaviglia, Geo.Graphic Designs, Salem, Oregon

- The _____ (size & shape of a buildings, streets, and infrastructure) tell us a lot about a society.
- In Malaysia, the Iban, an _____ people, live along the _____ (find it on a map) in long houses home to an extended family of up to _____ people. The family and long house function as a _____ sharing the _____ grown and supporting each other through _____. The Iban long house reflects a _____ local culture.

Advances in transportation and communication technology help _____, diffuse at record speeds. It changes quickly, envelopes and infiltrates _____ presenting constant challenges Customs from _____ are often _____ propelling them into _____. The search for "authentic" local culture custom generally ends up promoting a _____ local culture. Local culture, like popular culture, is _____, and the pursuit of _____ fails to capture the complexity of the culture.