

Chapter 4: Folk and Popular Culture

The Cultural Landscape:
An Introduction to Human Geography

Culture

- The combination of three things: pg 106
 - Values
 - Material artifacts
 - Political institutions
 - This chapter deals with *material artifacts*

pg. 101 (de Blij)

- material culture: the things, groups of people construct (like art, houses, clothing, sports, dance, and food)
 - Two facets of material culture are examined in Rubenstein (pg 106):
 1. Deriving from survival activities of daily life
 2. Leisure activitiesWhat are examples of the above?
- non-material culture: the beliefs, practices, aesthetics, and values of a group of people

Material Culture

- Pg. 106
- 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

Material Culture

- Pg. 107
- Which of the two (popular culture/folk culture) has a more widespread distribution, and why?
- How can popular culture be a threat to the quality of the environment?
- What is one of the more dominant features of globalization?

pg. 103 – de Blij

- *How are local (local=folk) cultures sustained?*
 - *in the 1800s and 1900s, U.S. government had a policy of assimilation (when a group of people lose their dominating traits when they come in contact with another society or culture)*
 - *Who in U.S. history was forced to assimilate?*
 - *Natives*
 - *Other colonial powers: Canadians, Russians, and Australia, also had a similar policy with their natives*

pg. 103 de Blij

- *also local cultures typically have 2 goals:*
 1. *keeping other cultures out*
 2. *keep their own culture in*

(4th paragraph is an example of how local cultures try to keep others out)
- *local cultures also try to avoid cultural appropriation*
 - *where cultures adopt customs and knowledge from other cultures and use them for their own benefit*

pg. 103 – de Blij

- *Why would they want to avoid this?*
 - *because certain aspects of cultural knowledge, such as natural drugs or musical expression, are being privatized by people outside the local culture and used to accumulate wealth or prestige.*
 - *so local cultures work to keep their customs and knowledge to themselves to avoid cultural appropriation*
 - *these processes are happening with local cultures all the world*
 - *they all desire to keep pop culture out, keep their culture intact, and maintain control over customs and knowledge*

pg. 104-de Blij

- *Rural Local Cultures*

- *it will make sense that local cultures in rural areas have an easier time maintaining their cultures.*

- *Why, do you think?*

- *mainly because migration into rural towns is less frequent*
 - *members in rural local culture can more easily keep external influences away*

- *That's why the Anabaptist groups moved to rural areas*

- *Hutterites: South Dakota; North Dakota; Minn., Sask,*
 - *Amish: Penn*
 - *Mennonites: Va*

pg. 104 – de Blij

- *In rural cultures the economic activity (i.e. bison hunting) can be such a big part of daily life, a lot of customs are tied to it.*
 - *making tools, shelter, clothing, and of course food!*
 - *had dances and ceremonies*
- *One rural local culture are the :*
Makah American Indians
 - *example of how a local culture tried to preserve their customs*
 - *Who: Makah Indians*
 - *Where: Neah Bay, Wash.*
 - *What: Reinstated whale hunt*
 - *Why: to return to their past, understand ancestors, recreate and solidify their local culture*

pg. 104 – de Blij

- *Natives are not the only Americans looking back to reinvigorate their local culture:*
 - *throughout rural U.S. small towns built by immigrants from Europe are trying to maintain and teach others about their customs and beliefs*
- *Little Sweden, USA*
 - *What's going on there is an example of neolocalism*
 - *seeking out the regional culture and reinvigorating it in response to the uncertainty of the modern world*
 - *So, how is it neolocalism?*
 - *(Read 2nd paragraph)*

pg. 105 – de Blij

- *Urban Local Cultures*
 - *local cultures are found primarily in rural areas, but...there are some found in cities*
 - *usually they are found in ethnic neighborhoods (neighborhood found in a large city made up of a local culture)*
 - *ex. Hasidic Jews in Brooklyn, Italians in Boston's North End, Chinatown in San Francisco*

pg. 106-de Blij

- *having ethnic neighborhoods enables local cultures in urban areas to set themselves apart and practice their customs. Something all local cultures want.*
- *the greatest challenge to local cultures in cities is*
 - *migration of people from another local culture or popular culture in their neighborhood*
(give examples)

pg. 106-de Blij

- *Local Cultures and Cultural Appropriation*
 - *What is appropriation?*
 - *the act of seizing customs of other cultures for economic benefit (ex. Crazy Horse Beer)*
 - *Commodification*
 - *the process through which something that previously was not regarded as an object to be bought or sold becomes an object that can be bought or sold on the world market*
 - *ex. – weird stuff sold on ebay*
 - *Gov. Schwarz cough drops*

pg. 108 – de Blij

- *so what does this have to do with local culture?*
 - *commodification affects local cultures in numerous ways:*
 1. *material culture can be commodified*
 2. *so can non-material culture*
 3. *whole local cultures can be commonified (Amish)*
- *when commodification occurs the question of authenticity follows (read the paragraph)*

Where Do Cultures Originate and Diffuse?

- Pg 107
- ***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

Where Do Cultures Originate and Diffuse?

- Pg 108
- ***Origin of Folk Music***
 - Folk music characteristics
 - Tells a story or recounts important life events or activities
 - Is personal in nature
- ***Origin of Folk Music***
 - Popular music characteristics
 - Written by individuals for the purpose of selling to a large audience
 - Highly technical

Where Do Cultures Originate and Diffuse?

- Pg 108
- Popular music
 - Originated around 1900
 - Variety show
 - Western Europe – music hall
 - United States – vaudeville
 - Music industry – New York
 - Tin Pan Alley
 - Diffusion of American popular music
 - WWII – Armed Forces Radio

Where Do Cultures Originate and Diffuse?

- Pg 108
- Popular music
 - Hip-hop – more recent form of pop music
 - Origin – New York
 - South Bronx - 1970s
 - Pg 109
 - Diffused to other New York neighborhoods:
 - Brooklyn, Queens
 - How does hip-hop demonstrate and interplay between globalization and local diversity?

Popular Music Map

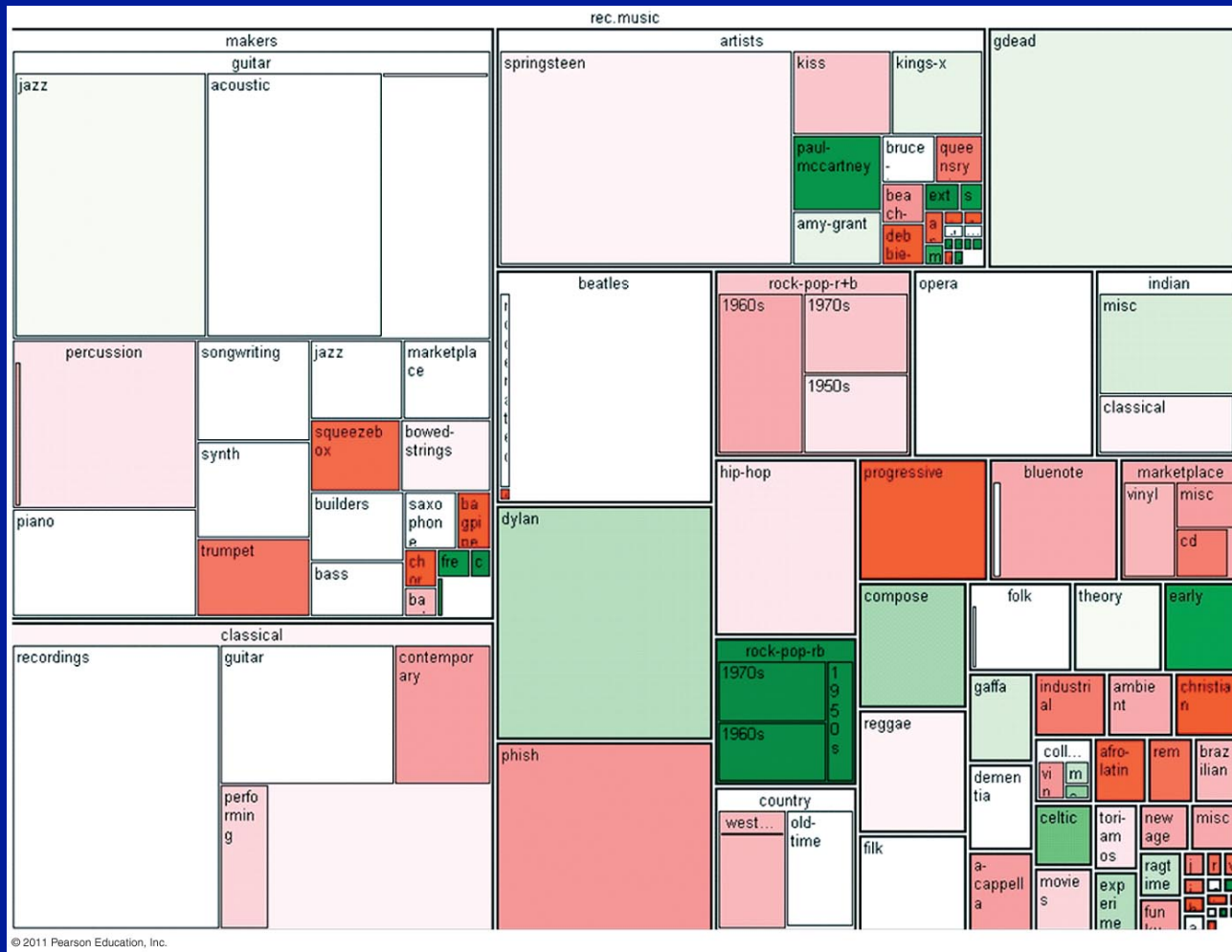


Figure 4-2

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Hip-Hop Map – pg 109

(Where did Hip Hop music originate?)

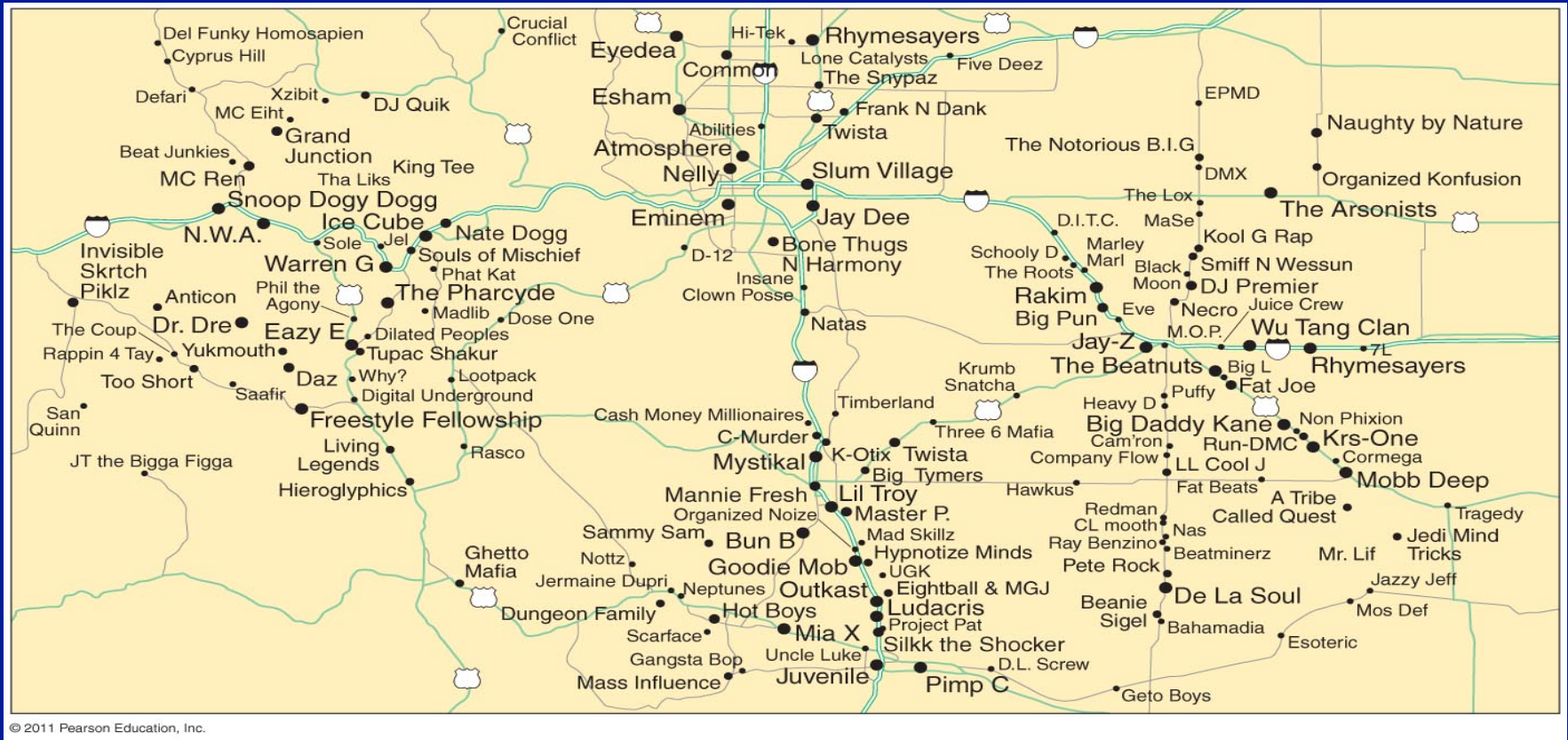


Figure 4-3

Where Do Cultures Originate and Diffuse?

- *Pg. 109*
- ***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, Music, Film, Fashion
 - What are some of the more prominent nodes of innovation for popular culture in the United States?

Where Do Cultures Originate and Diffuse?

- *Pg. 109*
- ***Diffusion of Folk and Popular Culture***
 - *The Amish: Relocation Diffusion of Folk Culture*
 - *Illustrates how relocation diffusion distributes folk culture.*
 - *Originate in Bern, Switzerland; Alsace in northeastern France; and Palatinate region of southwestern Germany*
 - *Relocated to North America (two waves)*
 - ???

Distribution of Amish

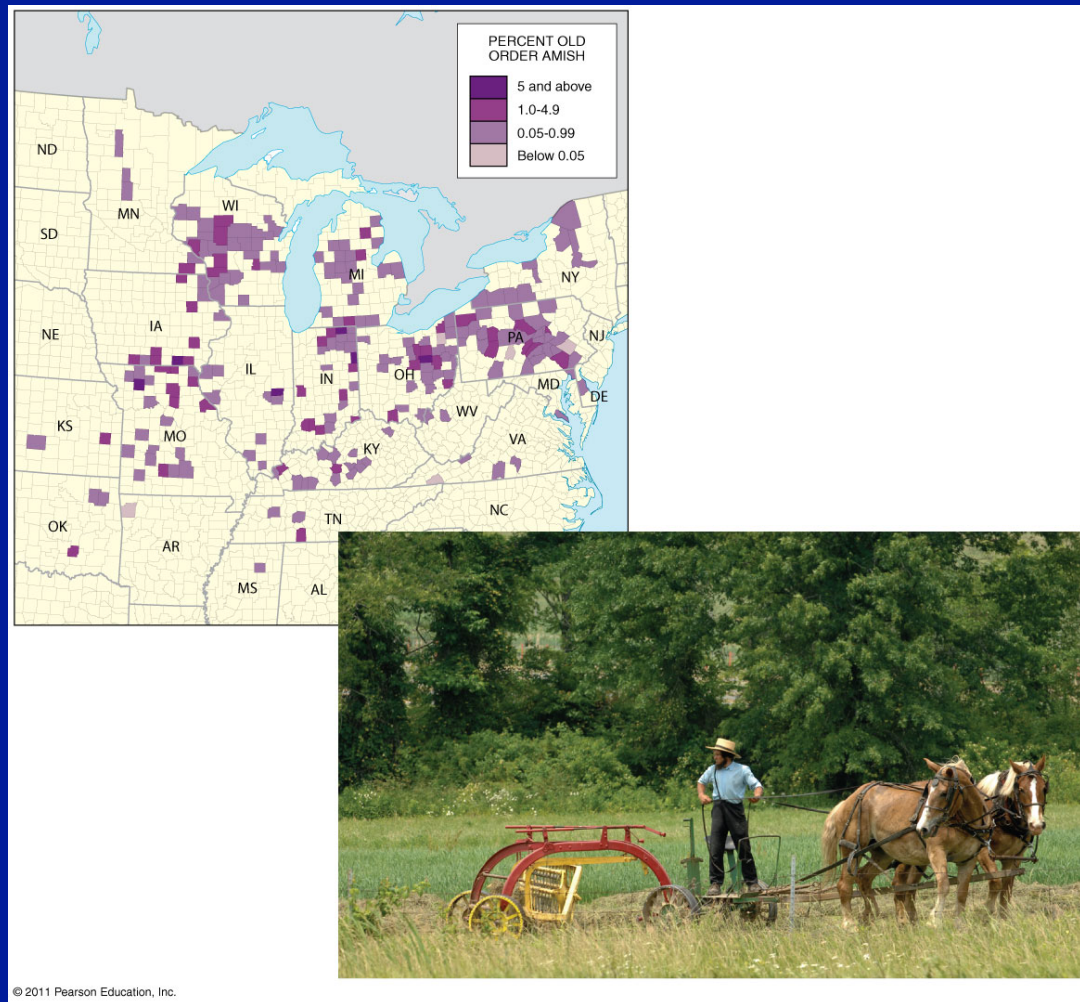


Figure 4-4

Iroquois Lacrosse



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Figure 4-5

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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 – Why?
 - Folk cultures can ignore environmental conditions – pg 112

Why Is Folk Culture Clustered?

- ***Influence of the Physical Environment***
 - ***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

Istanbul Vegetable Garden



Figure 4-6

Swine Stock

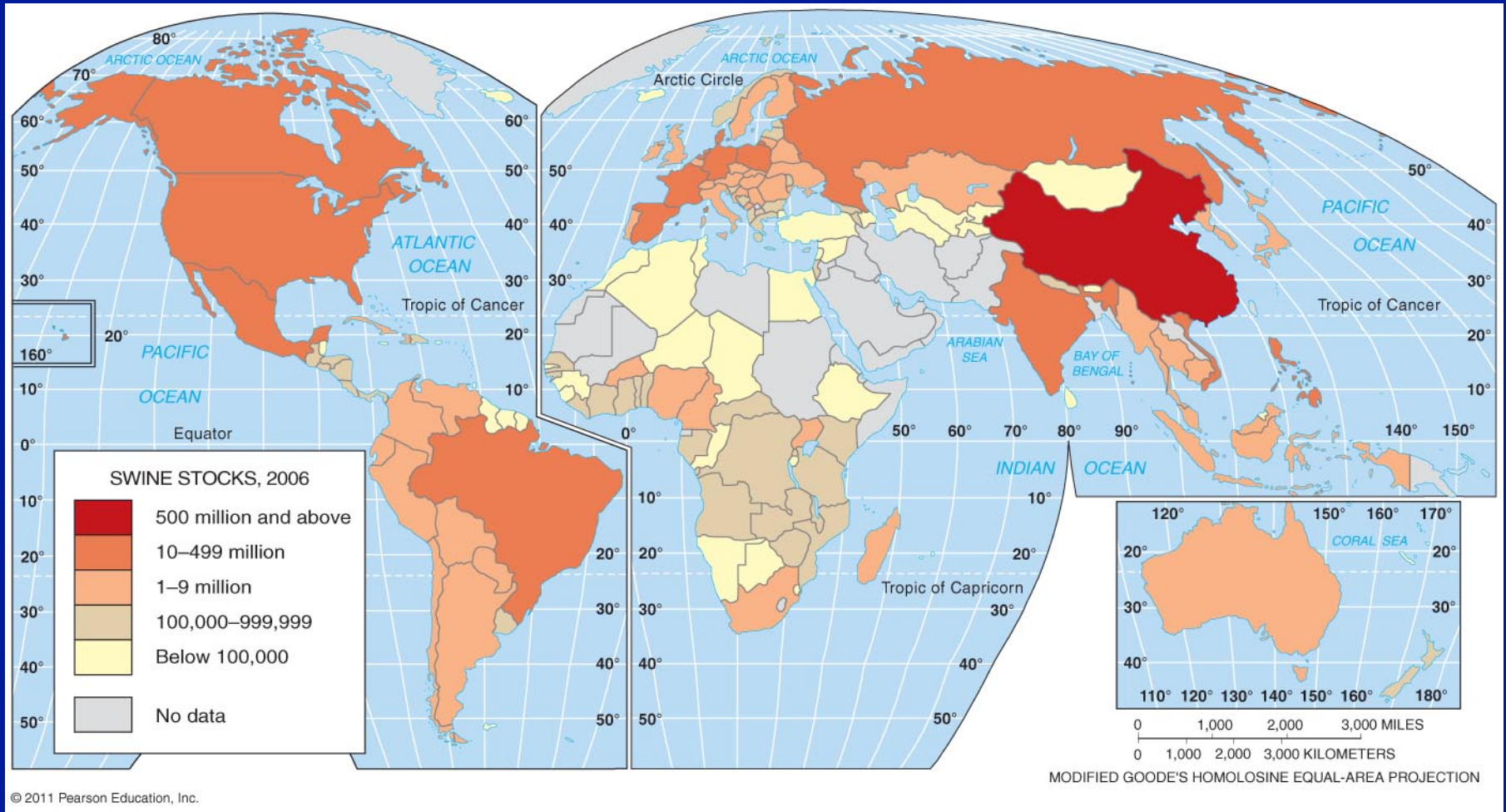


Figure 4-8

Why Is Folk Culture Clustered?

- ***Influence of the physical environment – pg 114***
 - ***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
 - Minor differences in the environment can produce very different house styles

House Types in Four Western Chinese Communities

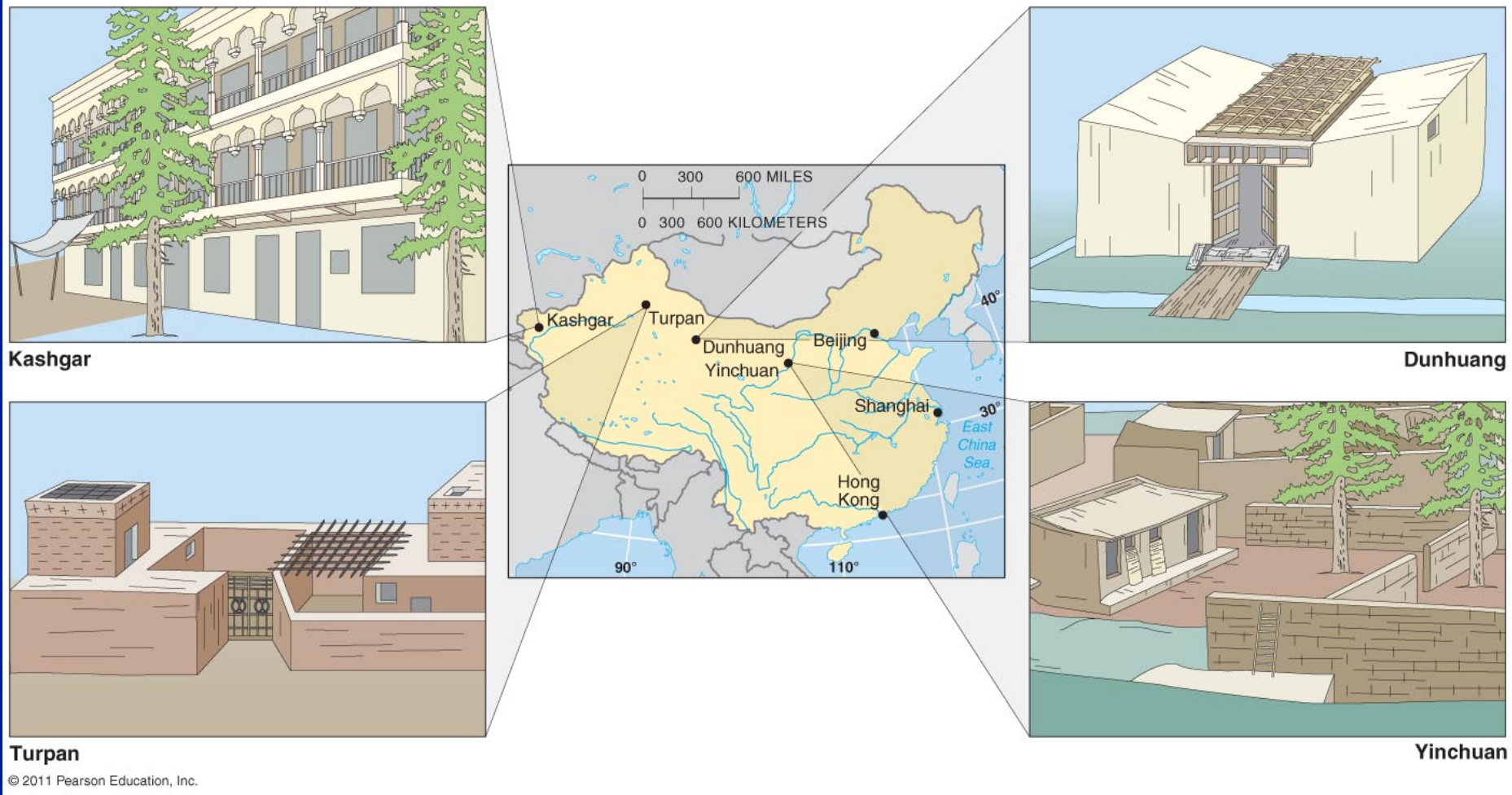
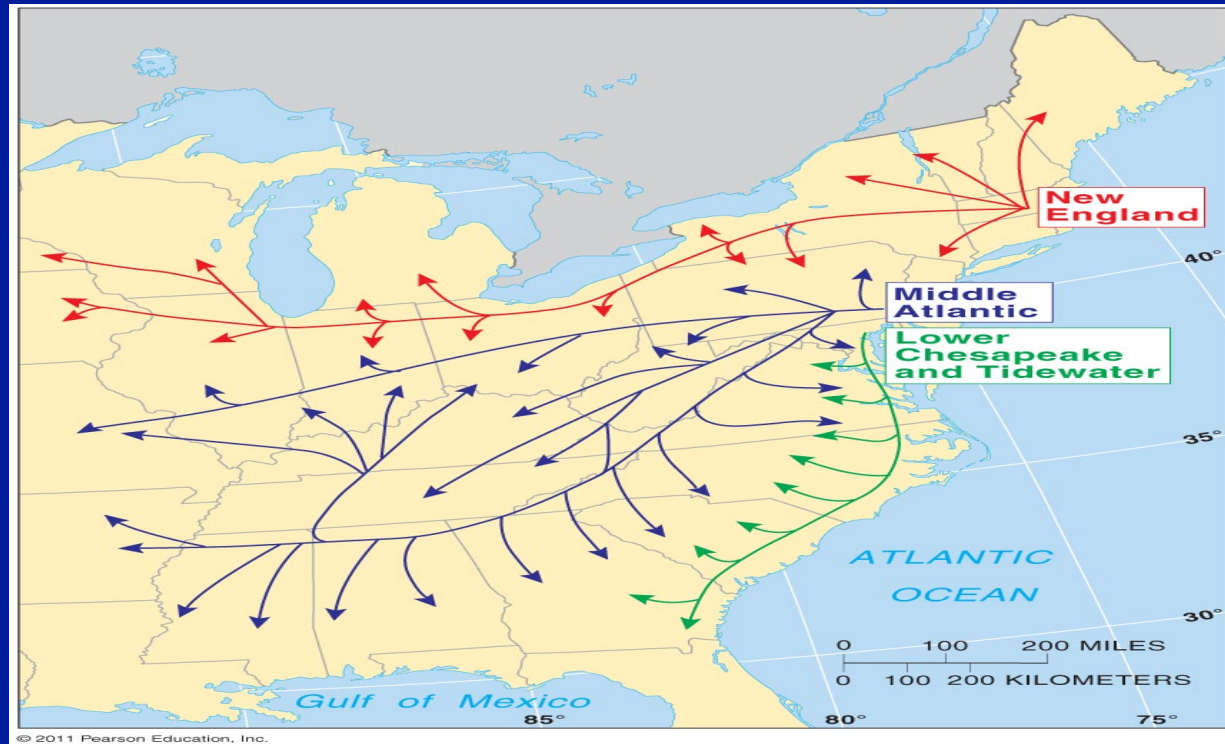


Figure 4-9

Why Is Folk Culture Clustered?

- ***Isolation Promotes Cultural Diversity-pg 115***
 - Examples:
 - Himalayan art
 - Beliefs and folk house forms
 - Sacred spaces
 - U.S. folk housing

Hearths of House Types



What are the different types of U.S. Folk Housing? Pg 116-117

Figure 4-12

Why Is Popular Culture Widely Distributed?

- ***Diffusion of Popular Housing, Clothing, and Food – pg 117-118***
 - 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

Consumption of Canadian Whiskey and Tequila

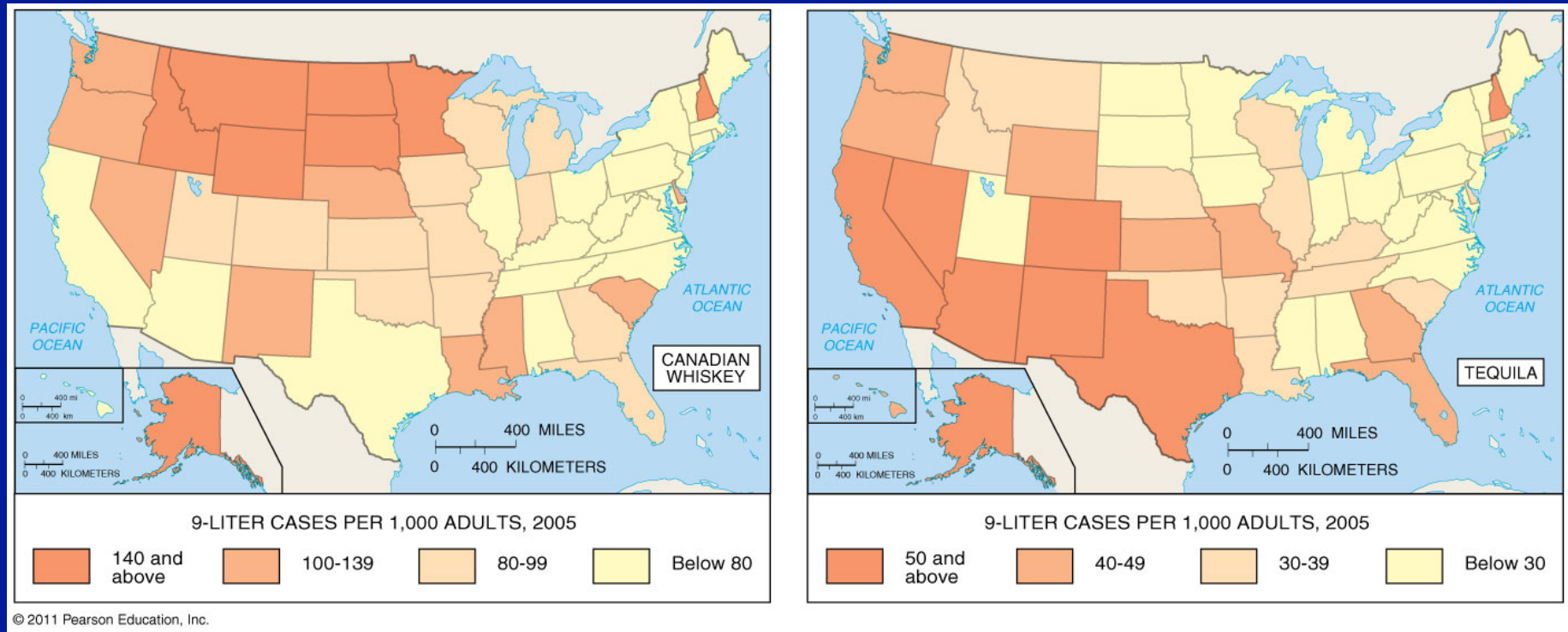
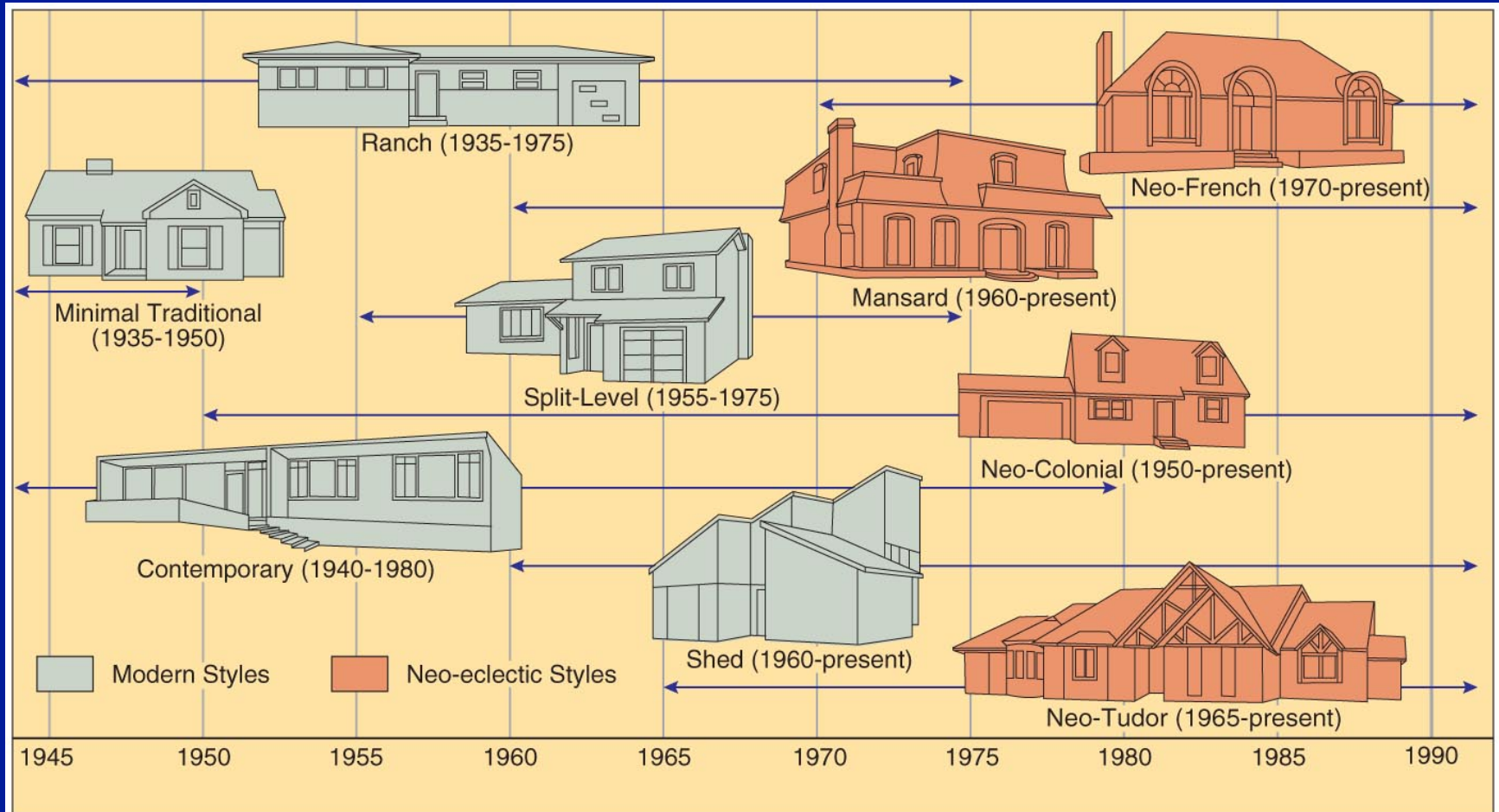


Figure 4-14

U.S. House Types (1945–1990)



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Figure 4-16

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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
 - The Internet
 - Diffusion from the United States to the rest of the world = 10 years

Diffusion of TV

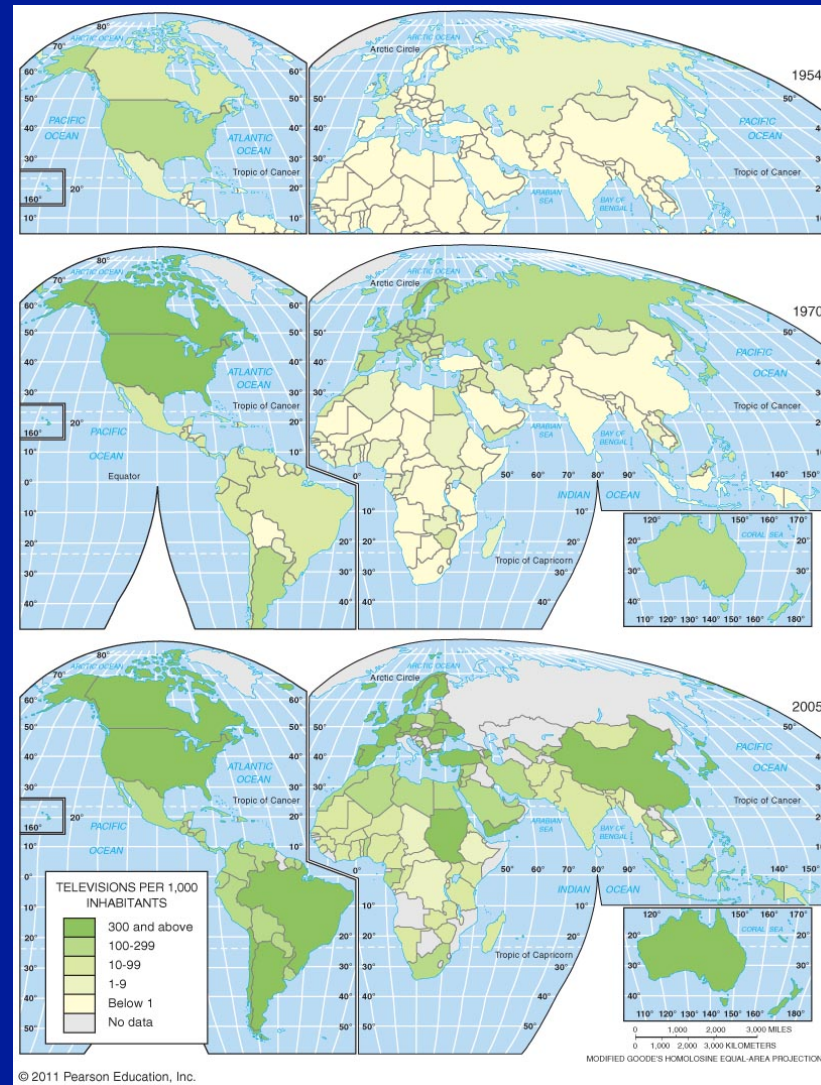


Figure 4-18

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Diffusion of Facebook

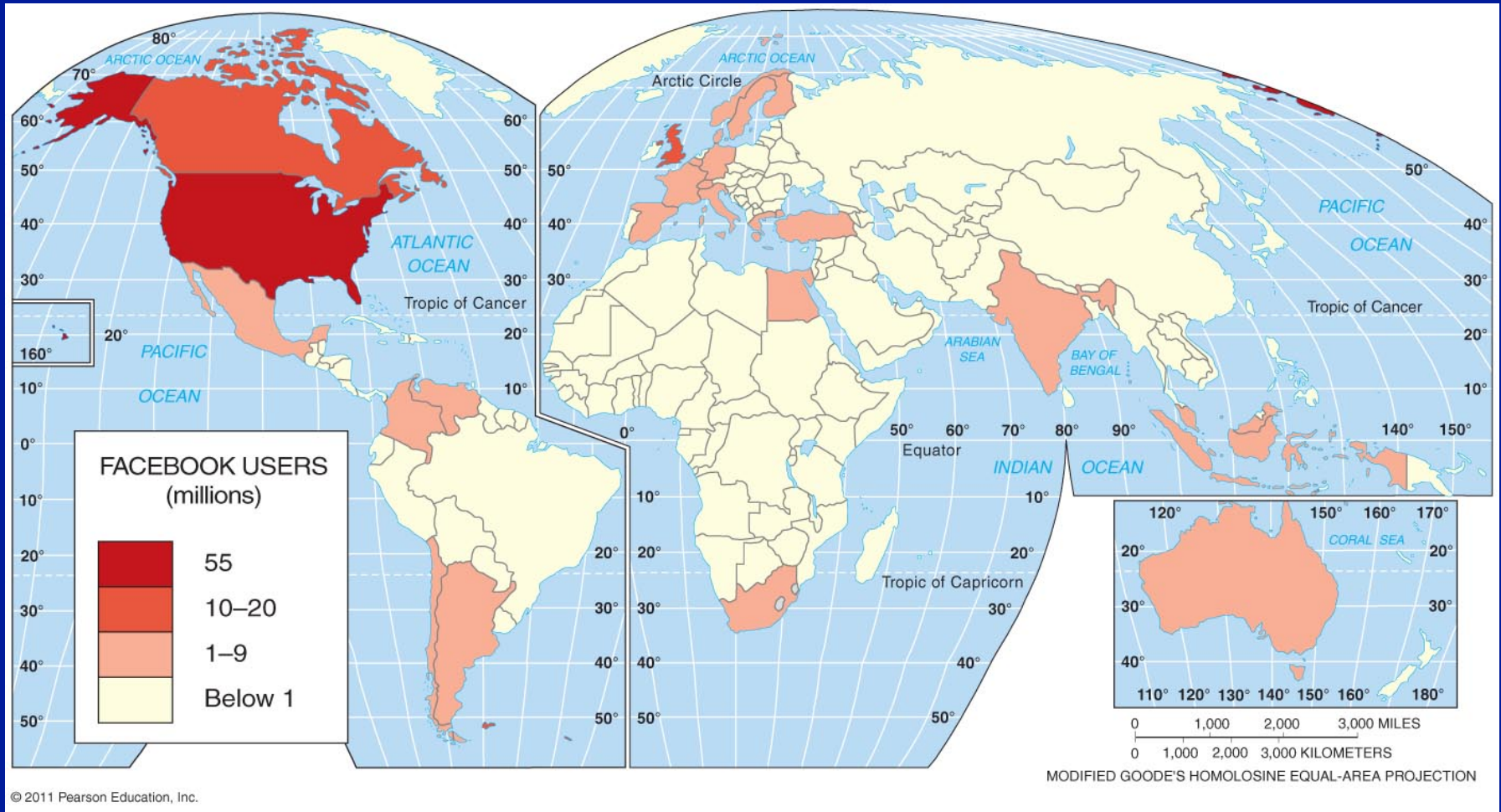


Figure 4-21

Why Does Popular Culture Cause Problems?

- Threats to folk culture
 - Loss of traditional values
 - Media imperialism
 - Satellites
 - Limit to government control of information

Why Does 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

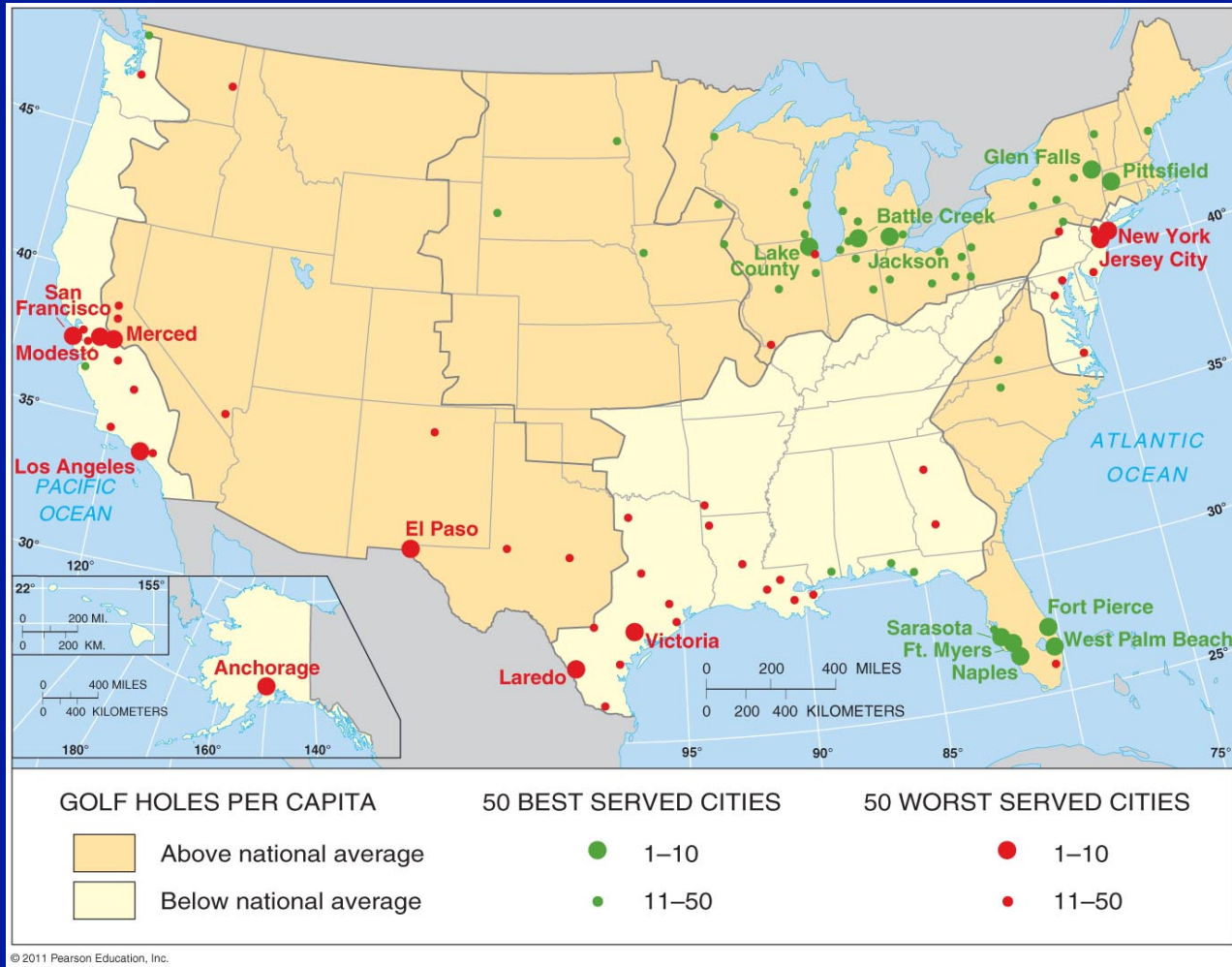


Figure 4-24

The End. – have you turned your notes into questions? Have all of your questions been answered?



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Up next: Language