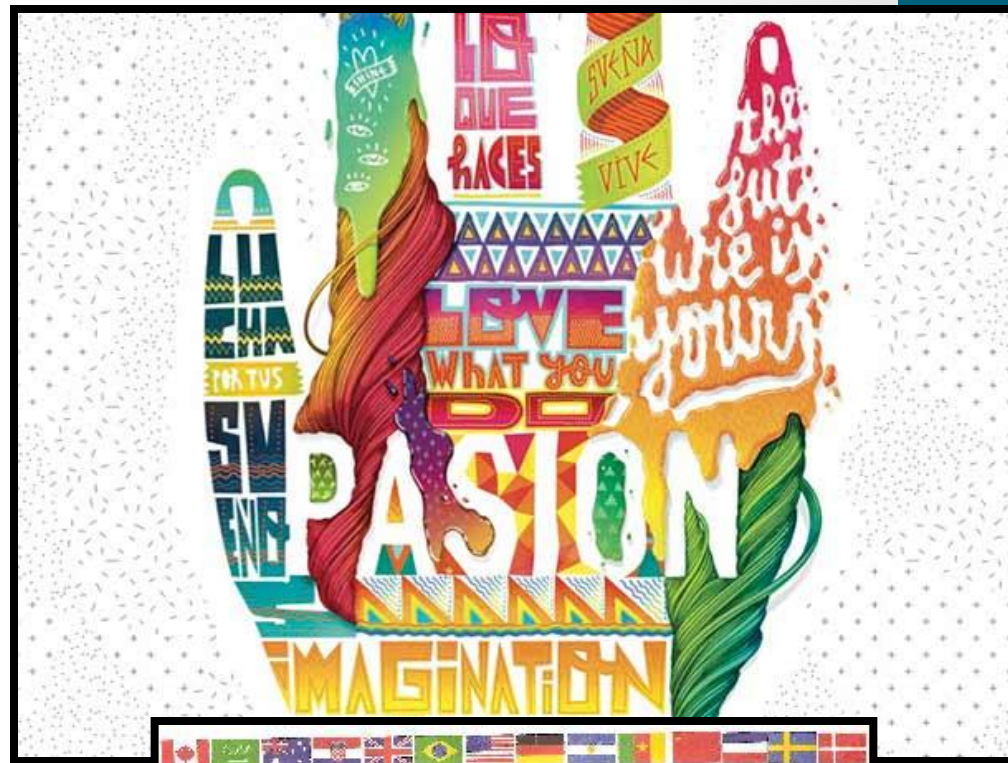


Culture!!!



Culture Review Terms:

- What is Culture???
 - Learned behavior
 - The combination of values, material artifacts, and political institutions
- What is Globalization???
 - A force or process that makes something local become global
- What is a Hearth???
 - The center of an innovation or new idea

Habits & Customs

Habit – a repetitive act of an individual

Custom – a repetitive act of a group

WHAT ARE SOME AMERICAN HABITS AND CUSTOMS???

No elbows on the table!

Stay to the right (walking/driving)

Shower daily/use deodorant

Use eating utensils

Ladies first!

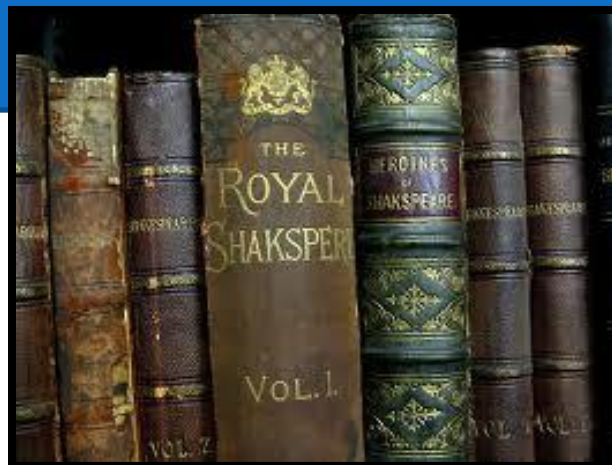
What to Expect if You're Invited to a Dinner in Japan

- Bring a gift
- Take off your shoes upon entering the house
- Most likely you will be asked to sit at the head of the table – You must accept this offer but you should decline a couple times initially
- The table will be very low to the floor
- Don't stretch your legs out! (It is bad manners to point the soles of your feet at someone)
- 6. Lift your bowl to your chest and use the chopsticks to pick up a bite-sized piece of food; move the food from the bowl to your mouth
- 7. Its okay to slurp your soup or noodles :)
- 8. Never pour a drink for yourself; only pour drinks for others
- 8. When finished, put the chopsticks on your plate and fold your napkin neatly

Material Culture

Material Culture - physical objects that people create and use

- Automobiles
- Books
- Buildings
- Clothing
- Technology
- Food



Non-material Culture

- Non-material Culture – abstract human creations

- Beliefs
- Family Patterns
- Ideas
- Language
- Political System
- Economic System
- Rules
- Work Practices



Folk Culture

- Folk Culture – Customs often practiced by small, rural, and homogenous (similar) people
- Also called “ethnic”
- Most folk customs have unknown hearths and beginning dates



Sarongs



Saris



Folk Music



- Folk songs usually:
 - Tell a story
 - Convey information about daily activities (farming)
 - Life-cycle events (birth, death, marriage)
 - Mysterious events (earthquakes)
- Most songs are passed on orally

<https://www.youtube.com/watch?v=8eulKRg5HB0&index=3&list=PLDWEOAVqExJ2Ghzqcx1dGjZv-iRBPO9K4>

<https://www.youtube.com/watch?v=3LZY0pm4FD8>



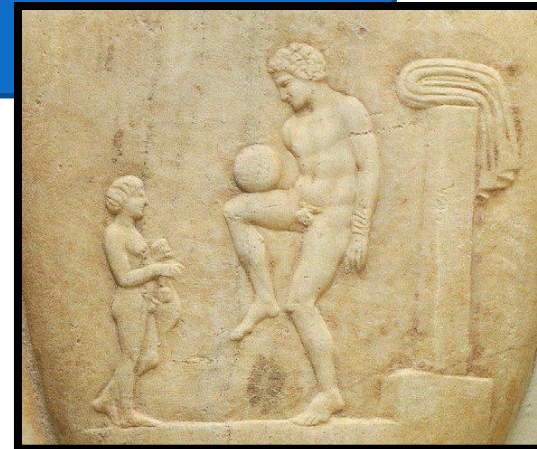
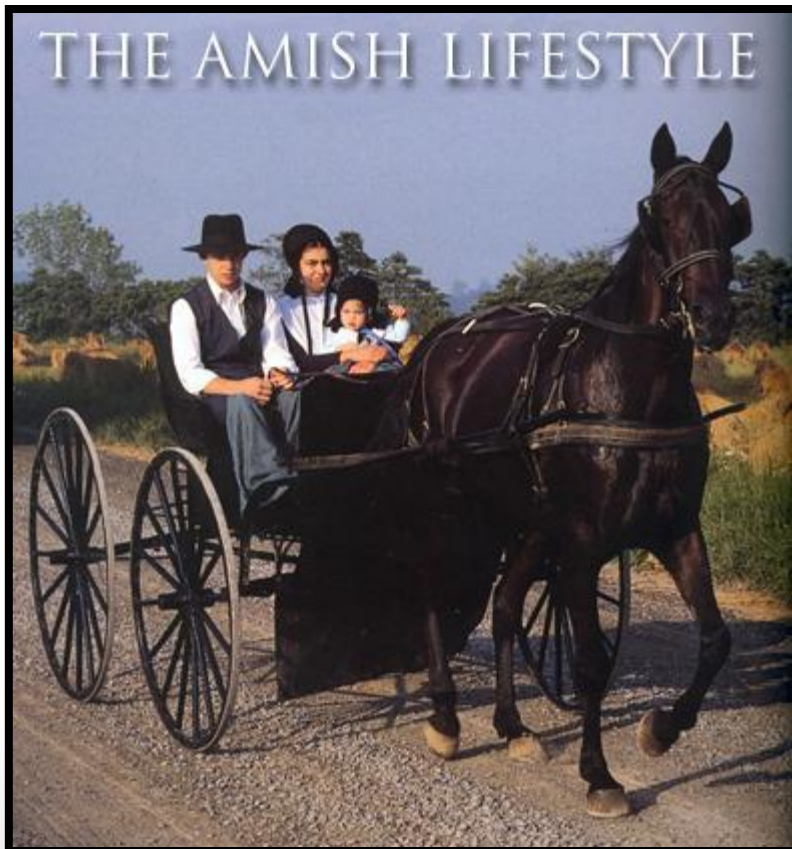
Folk Music → Popular Music

- The folk songs of the 19th century slave plantations in the rural south were the roots of “Blues” music
- The “Blues” had heavy influences on Jazz music, which became very popular in the 20th century
- Jazz music helped lead to modern R&B (“rhythm and blues”) and rap



Diffusion of Folk Culture

Folk culture is spread primarily through migration
(Relocation Diffusion)



Folk Culture and the Physical Environment

- Most folk cultures rely on their physical environment because they usually live in agricultural societies
- Soil, climate, terrain, and vegetation impact food production and the types of food consumed
- The environment also determines the types of housing in a folk culture



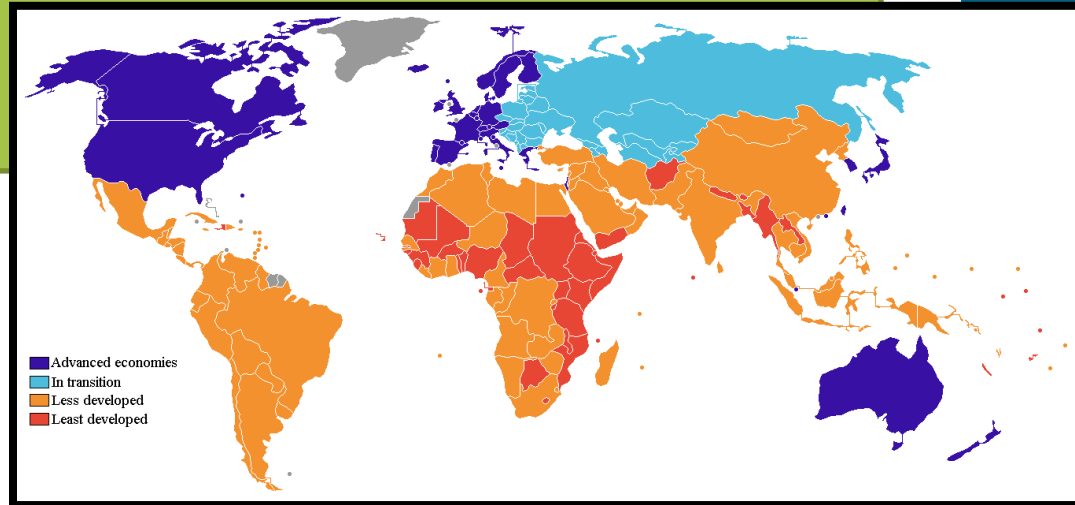
Popular (“Pop”) Culture

- Popular Culture – found in large, heterogeneous (culturally diverse) societies that share certain habits despite their differences
- Pop Culture hearths are usually in the Core Areas: North America, Western Europe, and Japan



Hearths of Pop Culture

- Pop culture is most often a product of MDCs – “more developed countries”
- Changes in society led to the development of pop culture, especially:
 - Mass production of technology
 - Industrialization = less farmers = more free time = more entertainment
 - Urbanization



Mass Culture

- Millions of people around the world like, watch, discuss, and buy the same products



Diffusion of Pop Culture



- Pop culture began spreading during WWII (1940s) because the Armed Forces Radio broadcasted popular songs overseas for American soldiers
- Today, it spreads from larger cities (Hollywood, NYC, London, Tokyo) to other cities throughout the world
- Pop culture spreads rapidly through modern technology (Facebook, Twitter, YouTube, etc.) as a result of globalization



Popular Clothing

- Directly reflects a person's occupation and income level
- Technology globalizes and diffuses styles quickly
 - Example:
 - Design in Paris
 - Sent to corporate headquarters
 - Made in Asia
 - On the shelves worldwide in 6 weeks
- Jeans = symbol of youth and independence



Popular Food

- MDCs have a higher overall alcohol and food consumption depending on income and advertisement



TOP 10 WORST PROCESSED FOODS

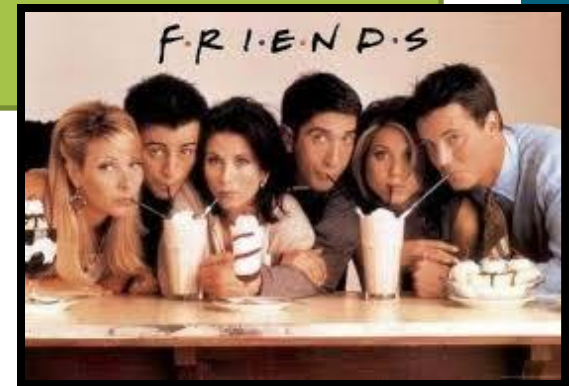


- 1 Chicken nuggets 24%
- 2 Hot dogs 19%
- 3 Fake cheese 14%
- 4 Lunchables 13%
- 5 Spam 9%
- 6 Twinkies 5%
- 7 Soda 5%
- 8 Artificial sweeteners 4%
- 9 Diet versions 4%
- 10 French fries 3%



Television & the Internet

- TV is the most popular leisure activity in all MDCs
- Television and the internet are the most important means to diffuse pop culture, nationally and internationally



Pop Culture vs. Folk Culture

- Pop culture leads to the loss of traditional values
- Cities all over the world are homogeneous (same restaurants, homes, clothing, values, etc.)
- No pure ethnic/folk cultures left in MDCs



Pop Culture vs. the Environment

- MDCs have little regard for physical features and often modify the environment to promote activity or product
- The increased demand for natural resources causes pollution, deforestation, and the loss of wildlife

