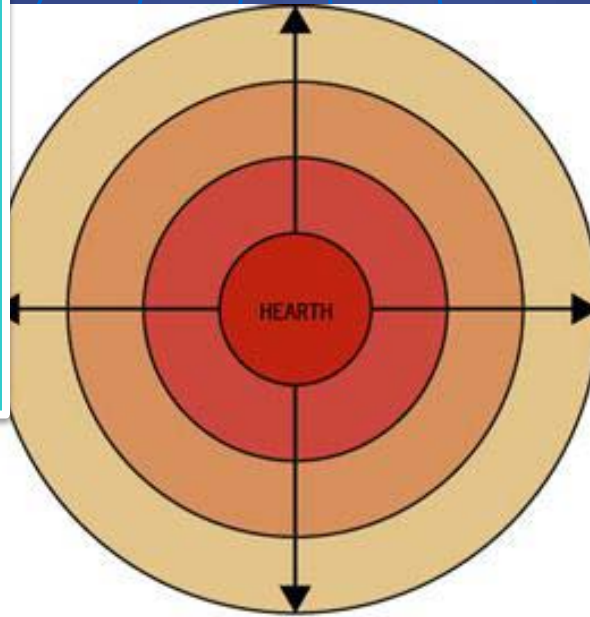




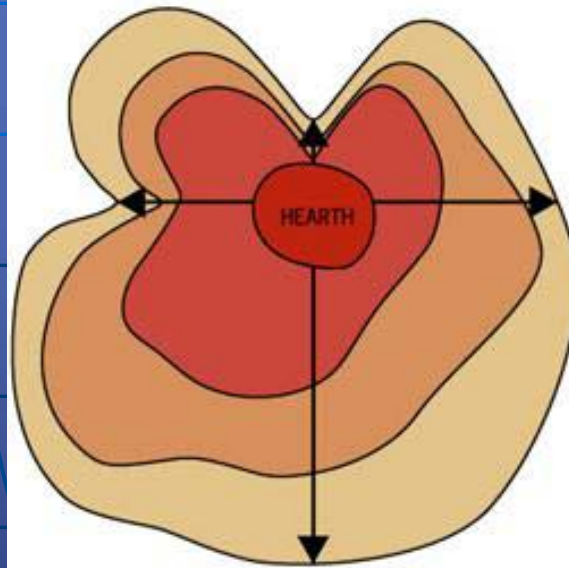
# **Folk and Popular Culture: Case Studies**

**Amish, Hutterite, and  
Makah**

**Distance Decay-** the diminishing importance and eventual disappearance of a phenomenon with increasing distance from its origin.



A. DISTANCE DECAY



B. TIME-SPACE COMPRESSION

**Time-Space Compression-** the reduction in the time it takes to diffuse something to a distant place as a result of improved communication and transportation systems

# WHERE DO CULTURES ORIGINATE AND DIFFUSE?

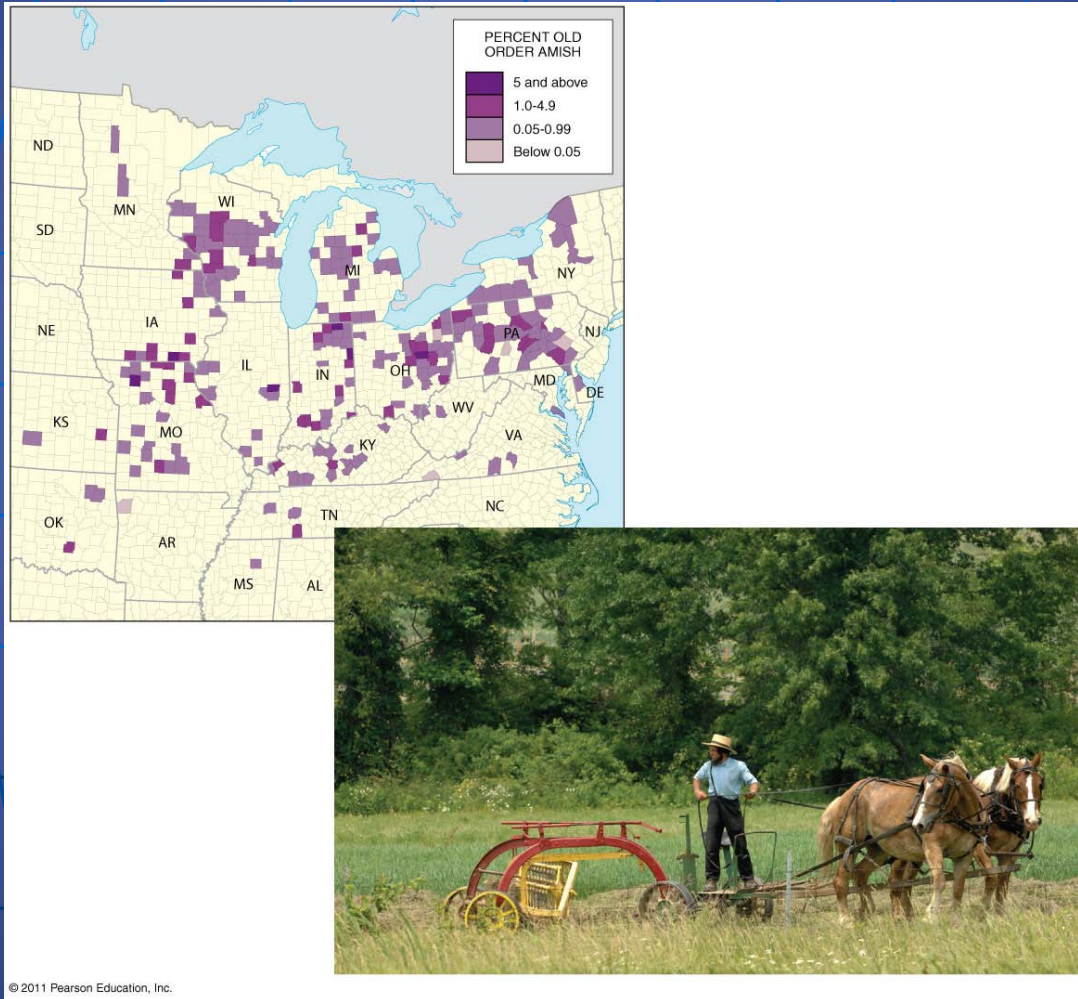
- Origin of folk and popular cultures
  - Folk culture = hearth area; originators are usually unknown
  - Popular culture = hearth area comes from more developed countries (MDCs)
    - People in MDCs have disposable income and leisure time that allow for these innovations

# WHERE DO CULTURES ORIGINATE AND DIFFUSE?

- 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



# DISTRIBUTION OF THE AMISH



# 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
    - Folk cultures cant ignore environmental conditions

# WHY IS FOLK CULTURE CLUSTERED?

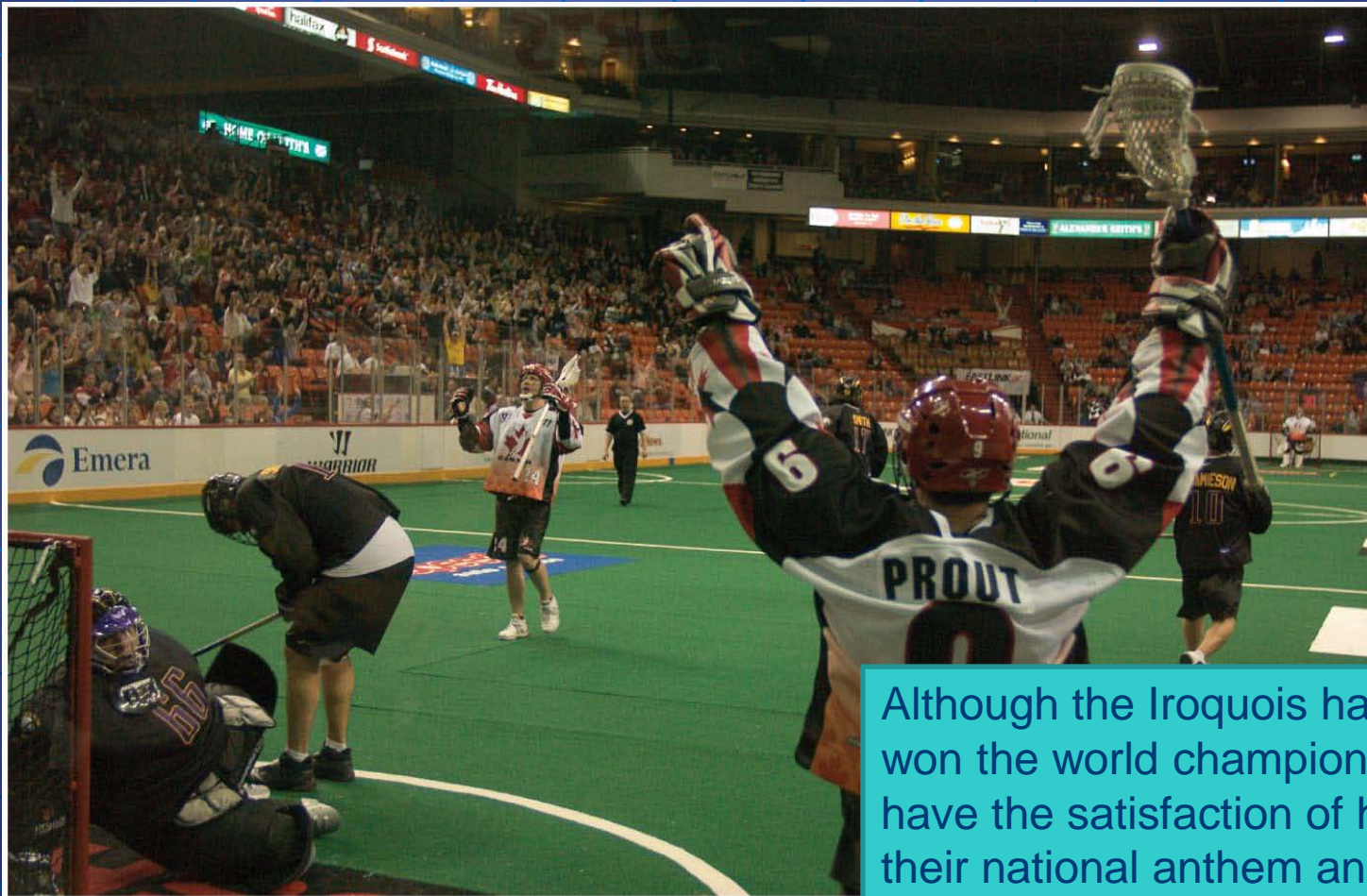
- Influence of the physical environment
  - Food preferences and the environment
    - Food preferences are adapted to the environment
      - Example: In Asia, rice is grown in milder, wetter environments whereas wheat is grown in colder, drier environments
    - Food taboos may be especially strong
      - People avoid certain foods because of negative associations with that food
    - *Terroir* = the sum effects of the local environment on a particular food item

# WHY IS FOLK CULTURE CLUSTERED?

- Influence of the physical environment
  - 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



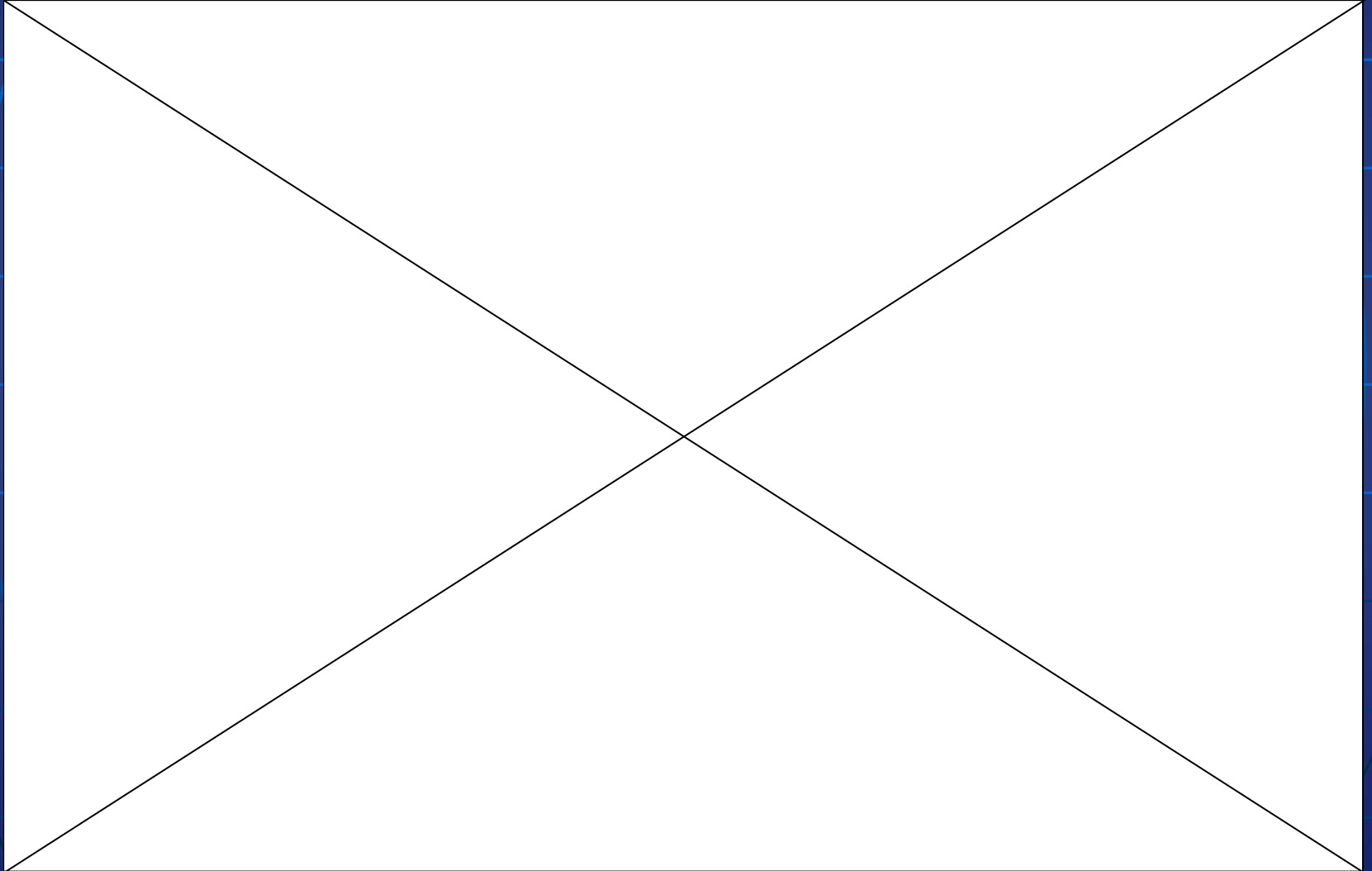
# IROQUOIS LEAGUE



© 2011 Pearson Education, Inc.

Although the Iroquois have never won the world championship they have the satisfaction of hearing their national anthem and flag fly alongside those of other participants

# IROQUOIS LEAGUE LACROSSE



# HUTTERITES

- Anabaptists split from the Catholic Church
- Other Anabaptists are the Amish and Mennonites. But there are some important differences among these groups today.





- Unlike the Amish, Hutterites readily accept technologies that help them in their agricultural pursuits.



- However, they do NOT accept TV, camera, or cell phone technology.





# COMPARING FOLK CULTURES

## Amish

- Children traditionally dress as their parents do.
- Horse drawn wagons are the favored form of transportation.
- Technology is frowned upon and discouraged.
- Farmers use traditional techniques.

## Hutterites

- Live in colonies. (100)
- Colony is responsible for raising children.
- Are in favor of using technology in their agricultural pursuits.



photo by Dennis Hughes

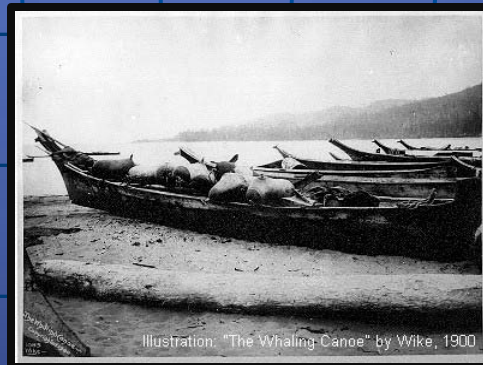
# MAKAH AMERICAN INDIANS



*A Gift From the Sea*- Whaling and whales are central to Makah culture. For the Makah Tribe, whale hunting imposes a purpose and a discipline which benefits their entire community.

# MAKAH AMERICAN INDIANS

- The Makah hunted whales for 1500 years. They used traditional hunting canoes and harpoons.
- In an 1855 treaty with the United States, they were guaranteed the right to hunt whale in the Pacific Ocean.





# NEAH BAY

- As more whales were hunted and killed, (high demand for whale oil) hunts would take the Makah further away from the shoreline.
- In the 1920s they decided to **stop** the whale hunt.
- Then, the Gray Whale was put on the Endangered Species List.





# MAKAH AMERICAN INDIANS

- *Let's flash back to 1998...*
- There was no one alive among the Makahs who had ever gone whaling, but they had heard stories and songs about it all their lives.
- Like their ancestors, they would paddle out in a cedar canoe and strike first with a harpoon.
- But in a departure from tradition, they will use a rifle to kill the whale and at least two motorized boats to tow it home.

# MAKAH AMERICAN INDIANS

- “Whaling and whales have remained central to Makah culture. They are in our songs, our dances, our designs, and our basketry. Our social structure is based on traditional whaling families. The conduct of a whale hunt requires rituals and ceremonies which are deeply spiritual. Whale hunting imposes a purpose and a discipline which we believe will benefit our entire community.”

■ Makah Elder, 2005

# RECENT WHALING



# POP CULTURE EXAMPLES

- Dave Matthews Band established a hearth (a place of origin) in 1991
- Hierarchical diffusion of DMB through college towns in the USA
- DMB played 200 nights a year in college towns throughout the American Southwest in 1992.
- Their fan base grew at an incredible rate.



# POP CULTURE EXAMPLES

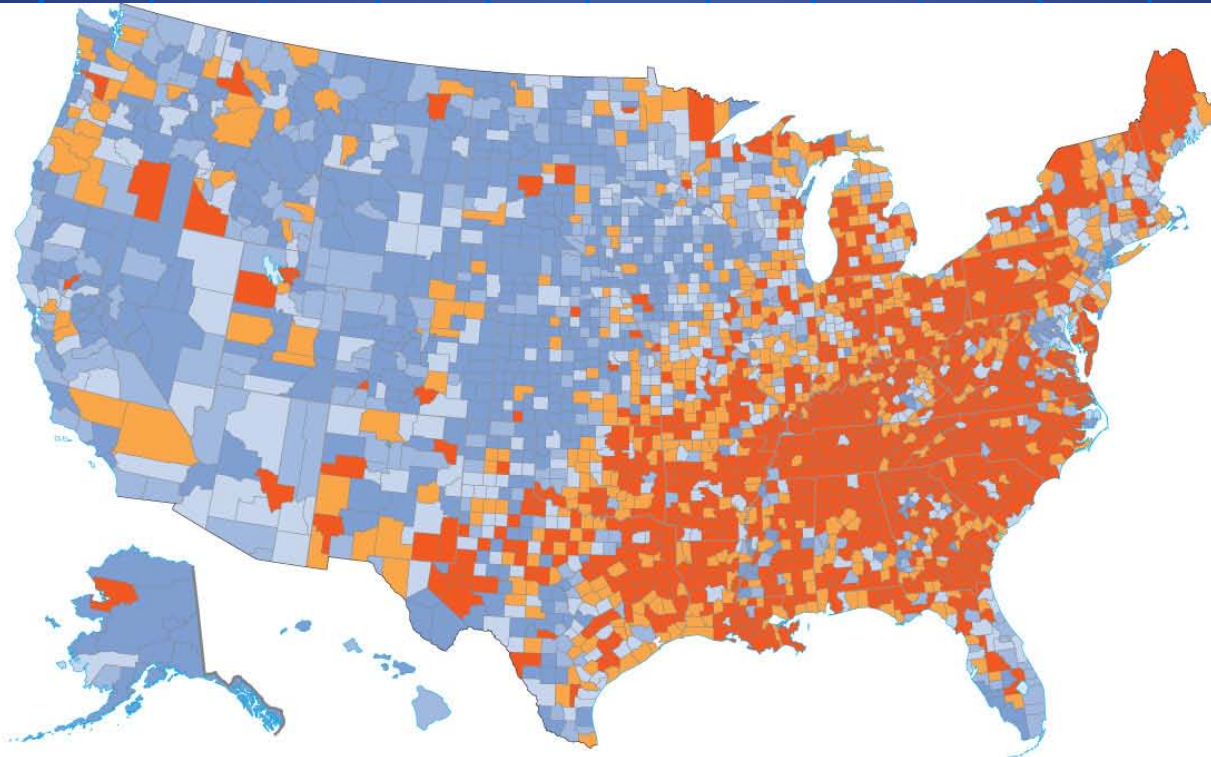
- <http://www.reverb.org/index.php>
- Reverb helps bands set up “green” tours
- They also set up eco-villages to help encourage fans to practice eco-friendly techniques.

# HAVE WE LOST OUR SENSE OF PLACE?

- Geographer *Edward Relph* coined the term “*placelessness*” to describe the loss of uniqueness of place in the cultural landscape to the point that one place looks like the next.

# WHERE DO CULTURES ORIGINATE AND DIFFUSE?

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



### Propensity of Households to Purchase Elvis Memorabilia, Ranked in Quintiles

- |   |  |
|---|--|
|  <b>Highest: "The King lives!"</b> |  <b>Middle: "E"</b> |
|  <b>Next-to-highest</b>            |  <b>Next-to-lo</b>  |

Figure 2-13 *The Human Mosaic, Tenth Edition*  
© 2006 W. H. Freeman and Company

Much of the Elvis adoration lies in the east. What are some cultural influences that contribute to this "fault line" in the geography of popular culture.



# HIP HOP MAP



Hip-hop is fascinating because songs can gain worldwide attention by discussing local areas!

<http://www>