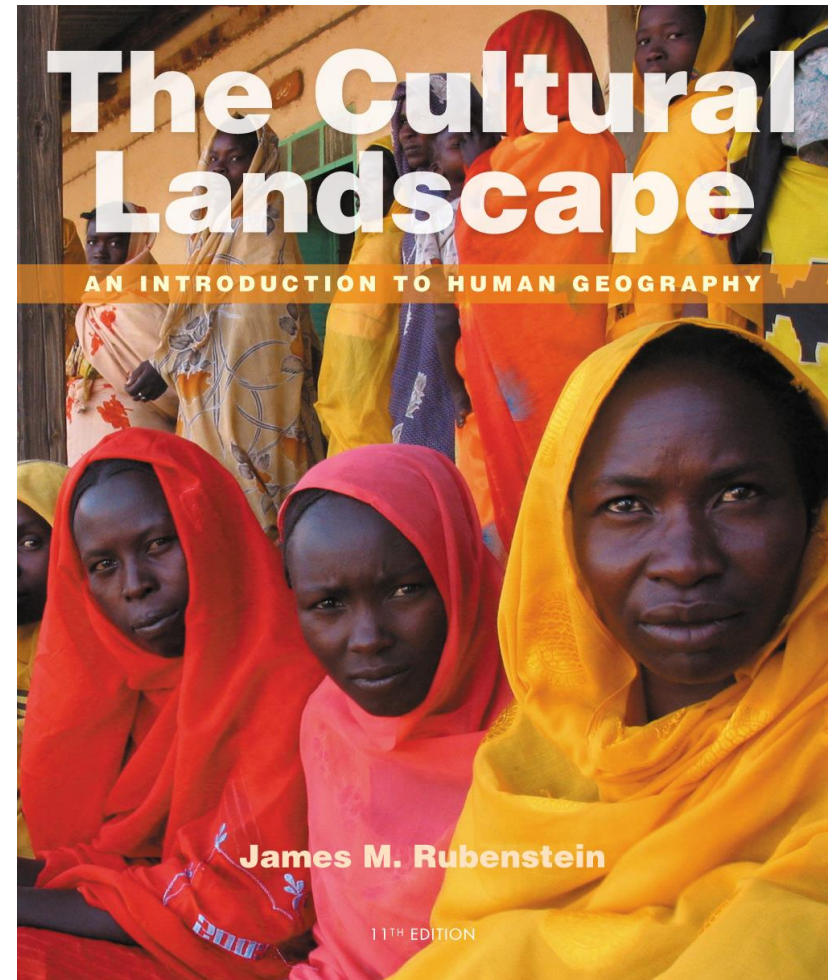


# The Cultural Landscape

Eleventh Edition

## Folk and Popular Culture

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University of Nebraska-Lincoln



# Key Issues

- Where are folk and popular leisure activities distributed?
- Where are folk and population material culture distributed?
- Why is access to folk and popular culture unequal?
- Why do folk and popular culture face sustainability challenges?

# Learning Outcomes

- 4.1.1: Compare the origin, diffusion, and distribution of folk and popular culture.
- 4.1.2: Compare the characteristics of folk and popular music.
- 4.1.3: Describe how sports have been transformed from folk to popular culture.
- 4.2.1: Compare reasons for distribution of clothing styles and folk and popular culture.
- 4.2.2: Understand reasons for folk food preferences and taboos.

# Learning Outcomes

- 4.2.3: Describe regional variations in popular food preferences.
- 4.2.4: Understand factors that influence patterns of folk housing.
- 4.2.5: Understand variations in time and space of housing in the United States.
- 4.3.1: Describe the origin, diffusion, and distribution of TV around the world.
- 4.3.2: Compare the diffusion of the Internet and social media with the diffusion of TV.

# Learning Outcomes

- 4.4.1: Summarize challenges for folk culture from diffusion of popular culture.
- 4.4.2: Summarize the two principal ways that popular culture can adversely affect the environment.
- 4.4.3: Summarize major sources of waste and the extent to which each is recycled.

# Where Are Folk and Popular Leisure Activities Distributed?

- Geographers study how culture influences behavior.
  - Difference between habit and custom
    - *Habit* is a repetitive act performed by an individual.
      - One college student wears jeans with colorful patches.
    - *Custom* is a repetitive act performed by a group.
      - All college students from the American South wear jeans with colorful patches.

# Where Are Folk and Popular Leisure Activities Distributed?

- Characteristics of Folk and Popular Culture
  - Origin
    - Folk Culture
      - Anonymous hearths
        - » Possible to have multiple hearths each originating independently
      - Anonymous sources
      - Unknown dates
      - Unidentified originators
    - Popular Culture
      - Product of developed countries
        - » Typically North American or European
      - Origin often traceable to specific person or corporation in a particular place

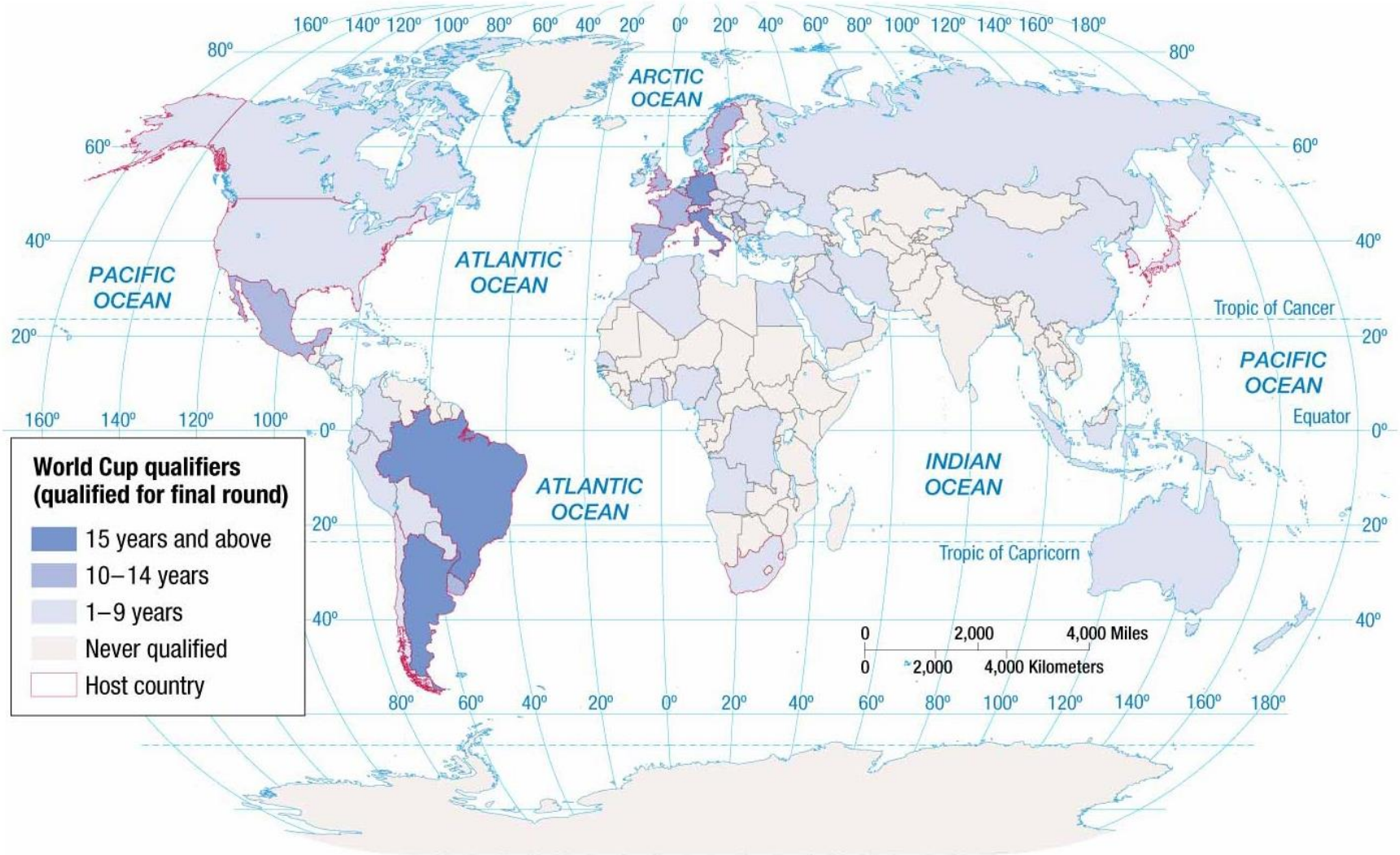
# Where Are Folk and Popular Leisure Activities Distributed?

- Characteristics of Folk and Popular Culture
  - Diffusion
    - Folk Culture
      - Smaller scale and slower transmissions from one location to another primarily through relocation diffusion (migration)
    - Popular Culture
      - Tends to be transmitted by way of hierarchical diffusion
        - » Diffuses rapidly and extensively from hearths or nodes of innovation with help of modern communications



# Where Are Folk and Popular Leisure Activities Distributed?

- Characteristics of Folk and Popular Culture
  - Distribution
    - Folk Culture
      - Combination of local physical and cultural factors influence distinctive distributions.
        - » Isolation from other cultures because of physical barriers—e.g., distance and mountain ranges
        - » Religion
    - Popular Culture
      - Widely distributed across many countries with little regard for physical factors
        - » Principal obstacle to access is lack of income to purchase the material



# Where Are Folk and Popular Leisure Activities Distributed?

- Origin and Diffusion of Folk and Popular Music
  - Folk Music
    - Originates anonymously
    - Transmitted orally
      - Modifications to songs over successive generations to represent changes in conditions.
    - Content of songs centers on events in daily life that are familiar to the majority of people.
      - Life-Cycle events
        - » E.g., birth, death, or marriage
      - Environmental features
        - » E.g., agriculture or climate
    - Migration of people also diffuses the music.

# Where Are Folk and Popular Leisure Activities Distributed?

- Origin and Diffusion of Folk and Popular Music
  - Popular Music
    - Music written by specific individuals with the intent of being...
      - Sold
      - Performed in front of a paying audience
    - Often displays a high degree of technical skill
    - Musicians often have strong connections with other similar musicians that may span the globe.
      - Limited connections with local musicians of different genres

# Where Are Folk and Popular Leisure Activities Distributed?

- Origin and Diffusion of Folk and Popular Sports
  - Sports originated as isolated folk customs and diffused like other folk culture via relocation diffusion.
    - Example:
      - Football (soccer) originated in England in the eleventh century.
      - Transformation from folk to popular sport began in 1800s when organized clubs were formed in the UK.
        - » Professional players hired
      - Standardized rules and organized professional league established in 1863 in UK marks formal transition from folk sport to popular sport.



# Where Are Folk and Popular Leisure Activities Distributed?

- Folk and Popular Material Culture
  - Include:
    - Clothing
    - Food
    - Shelter
  - Diffusion
    - Folk material culture diffuses slowly through process of migration.
    - Popular material culture diffuses rapidly.
      - Access determined by having sufficient income to embrace it.

# Where Are Folk and Popular Leisure Activities Distributed?

- Folk and Popular Clothing
  - Folk Clothing Preferences
    - Style of clothing worn in response to distinctive agricultural practices and climatic conditions
      - Ex.
        - » Folk custom in the Netherlands to wear wooden shoes because of practical uses in wet climates.
        - » Fur-lined boots protect against cold in arctic climates.
  - Popular Clothing Preferences
    - Style of clothing generally reflects occupation and income rather than particular environment.
      - Ex.
        - » Business suits worn by professionals
        - » Designer clothes worn by the affluent





# Where Are Folk and Popular Leisure Activities Distributed?

- Rapid Diffusion of Popular Clothing Styles
  - Improved communications central to rapid diffusion
    - Ex. Time for original designs for women's dresses to be designed in fashion capitals—e.g., Paris or London—and reproductions available in stores has diminished from years to a few weeks.
  - Jeans is an important symbol of the diffusion of Western popular culture.
    - Local Diversity
      - Japan: customized with patches and cutouts
      - Korea: frayed, ripped, or shredded
      - Italy: bleached on seat of jeans

# Where Are Folk and Popular Leisure Activities Distributed?

- Folk and Popular Food Preferences
  - People adapt their food preferences to conditions in the environment.
    - Asia
      - Rice: milder, moister regions
      - Wheat: drier regions
    - Europe
      - Italy: preference for quick-frying foods resulted from fuel shortages
      - Northern Europe: abundant wood supply encouraged slow stewing and roasting of foods

# Where Are Folk and Popular Leisure Activities Distributed?

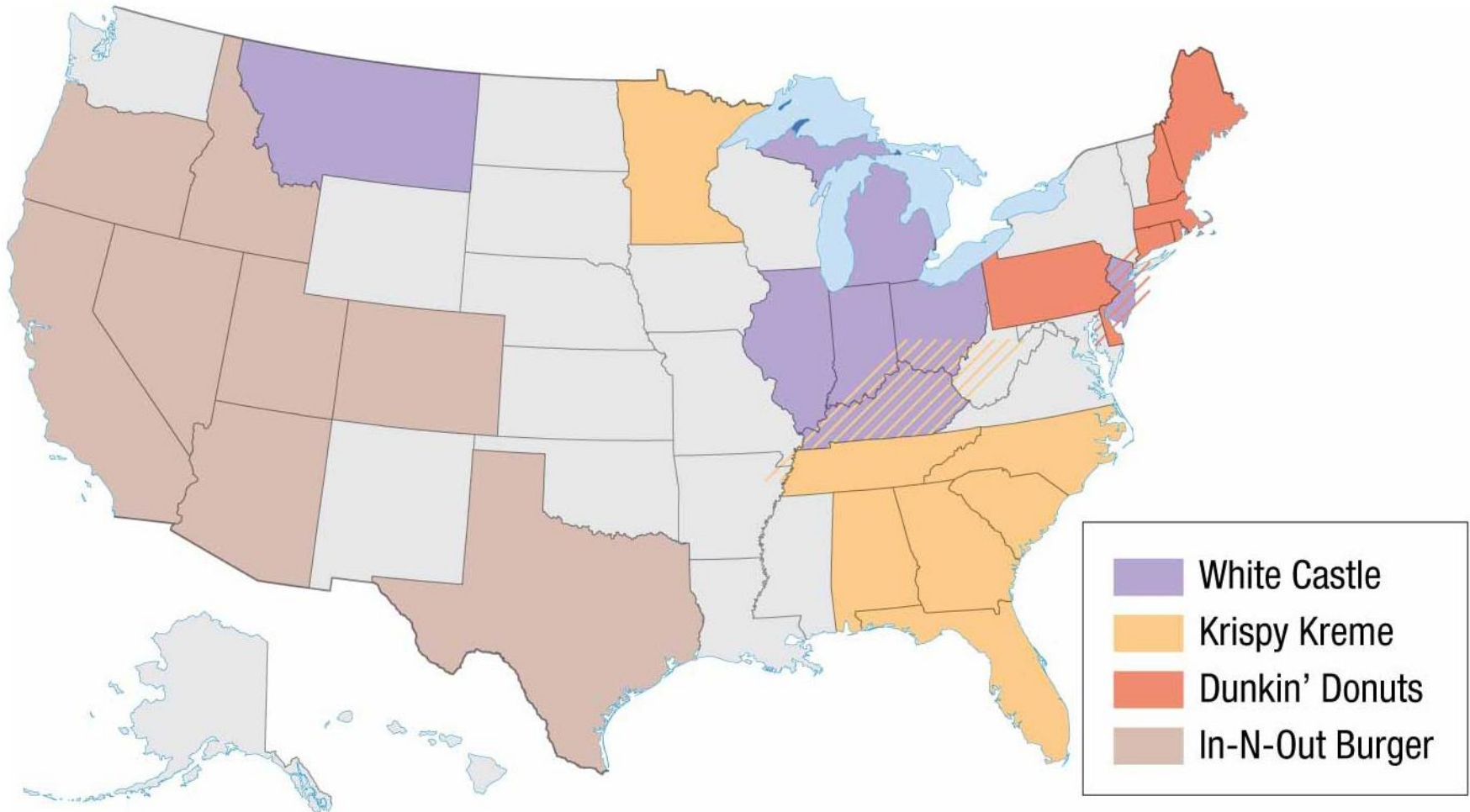
- Folk and Popular Food Preferences
  - Food Taboos
    - Many folk customs attribute a signature, or distinctive characteristic, to everything in nature.
      - People may desire or avoid certain foods, as a result of perceived beneficial or harmful natural traits.
      - A restriction imposed by a social custom to eat particular plants or animals that are believed to embody negative forces is a *taboo*.
        - » Ancient Hebrews in the Bible forbidden to eat animals that did not chew their cud or that have cloven feet and fish lacking fins or scales.
        - » Muslims embrace the taboo against eating pork.
        - » Hindus embrace the taboo against consuming cattle.

# Where Are Folk and Popular Leisure Activities Distributed?

- Folk and Popular Food Preferences
  - Popular Food Culture
    - Differences among Countries
      - Cola preferences can be influenced by politics.
        - » Soviet Union: Pepsi permitted for sale in country
        - » Russia: Many former Soviets switched to Coke, because Pepsi was associated with communism.
      - Cola preferences can be influenced by religion.
        - » Southwest Asia: Predominantly Muslim countries boycotted products sold in Jewish Israel—e.g., Coke.

# Where Are Folk and Popular Leisure Activities Distributed?

- Folk and Popular Food Preferences
  - Popular Food Culture
    - Regional Differences within the United States
      - Americans may choose beverages or snacks based on what is produced, grown, or imported locally.
        - » Wine consumption relatively high in California where most of the U.S. production is located.
      - Cultural backgrounds affect the amount and types of alcohol and snack foods consumed.
        - » Relatively little alcohol is consumed in Utah because of the strong presence of the Church of Latter-day Saints that advocates against drinking alcohol.
          - » High consumption in Nevada where resorts located.
        - » Texans may prefer tortilla chips in greater numbers because of strong Hispanic American presence.



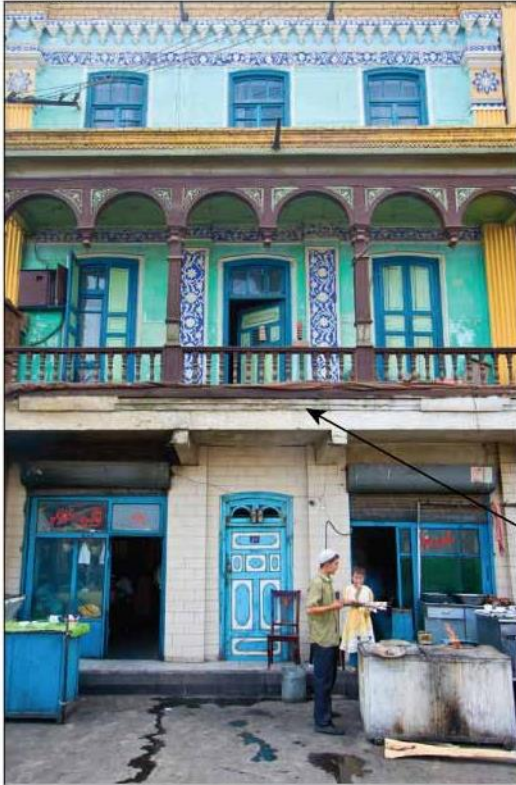
-  White Castle
-  Krispy Kreme
-  Dunkin' Donuts
-  In-N-Out Burger

# Where Are Folk and Popular Leisure Activities Distributed?

- Distribution of Folk and Popular Housing
  - Environmental Influences on Folk Housing
    - Available resources influence building materials used on folk houses—e.g., stone, grass, sod, and skins.
      - Two Most Common
        - » Wood
        - » Brick
    - Climate and local topography influence design of housing structures.
      - R. W. McColl compared houses in four Chinese villages.
        - » All used similar building materials, including adobe and timber from desert poplar tree.
        - » Distinct designs in each location attributed to local cultural preference and local geography.



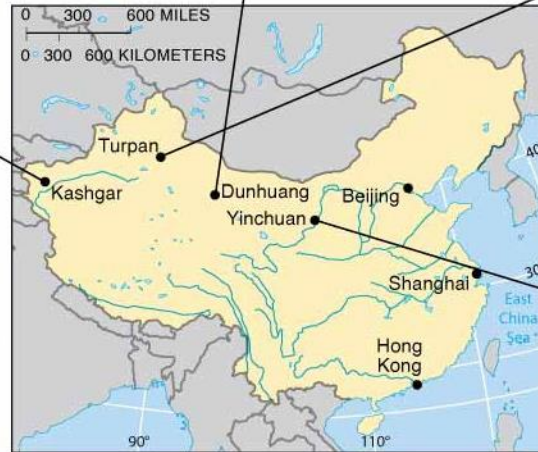
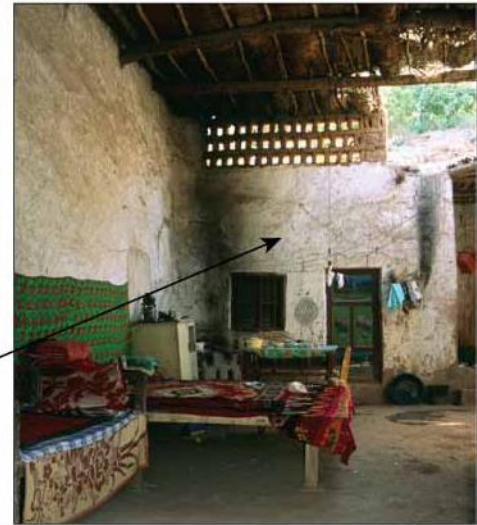
Kashgar



Dunhuang



Turpan



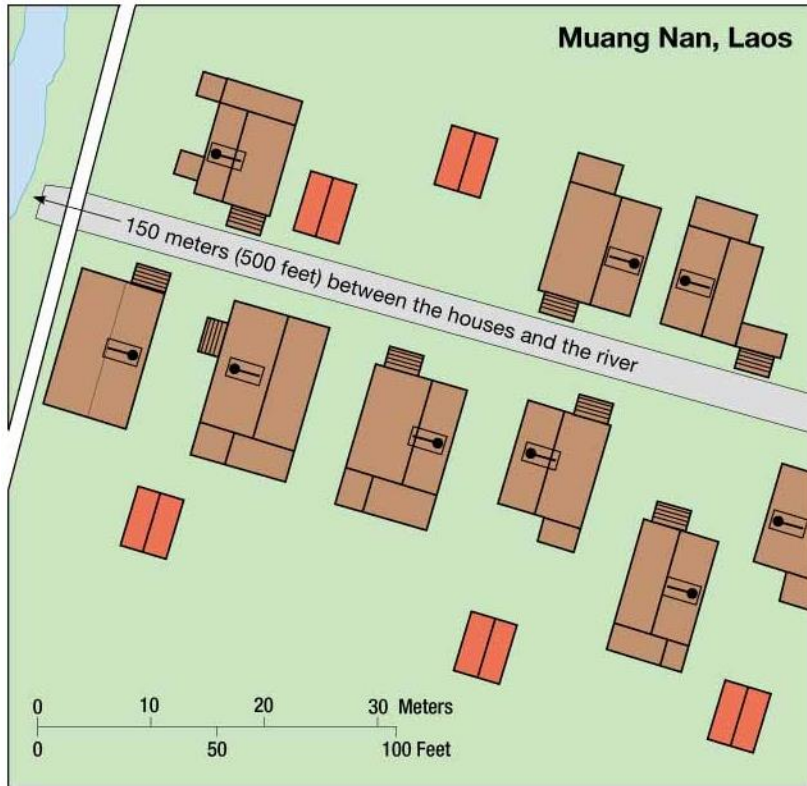
Yinchuan



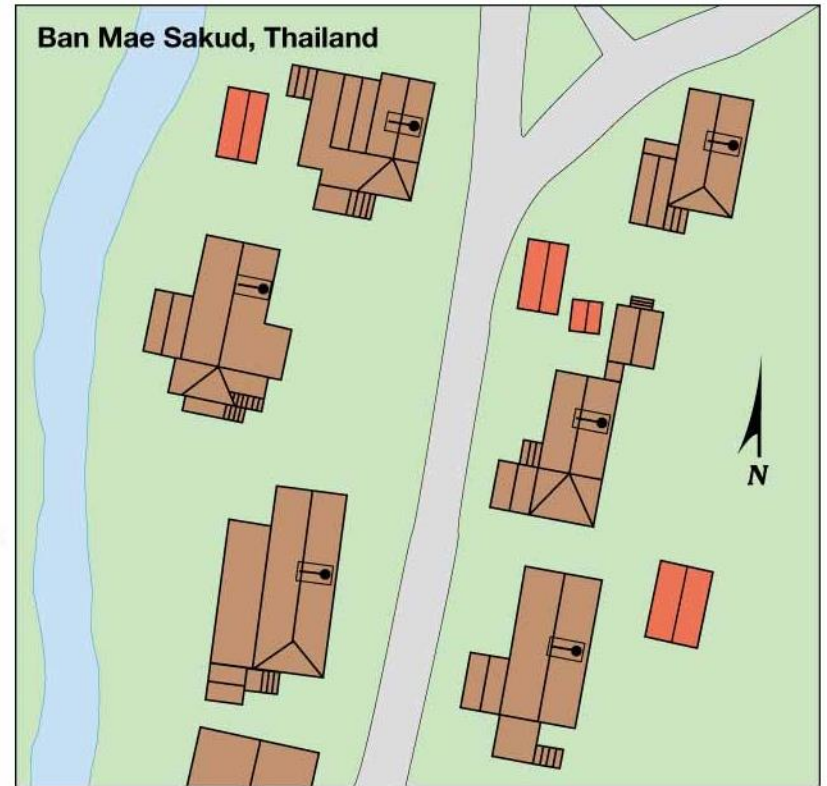
# Where Are Folk and Popular Leisure Activities Distributed?

- Distribution of Folk and Popular Housing
  - Sacred Spaces in Houses
    - Distinctive form of folk houses may derive from religious or other customary beliefs.
      - Sacred Features—e.g., Walls, Door Orientation, Corners
        - » Houses in south central part of Java face south—the direction of the South Sea Goddess who holds the key to Earth.
        - » Eastern wall of a house is sacred in Fiji.
        - » All directions except south have significance in folk houses in Madagascar.

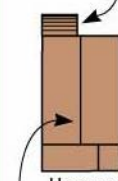
### Muang Nan, Laos



### Ban Mae Sakud, Thailand

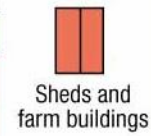


Front steps and entrance



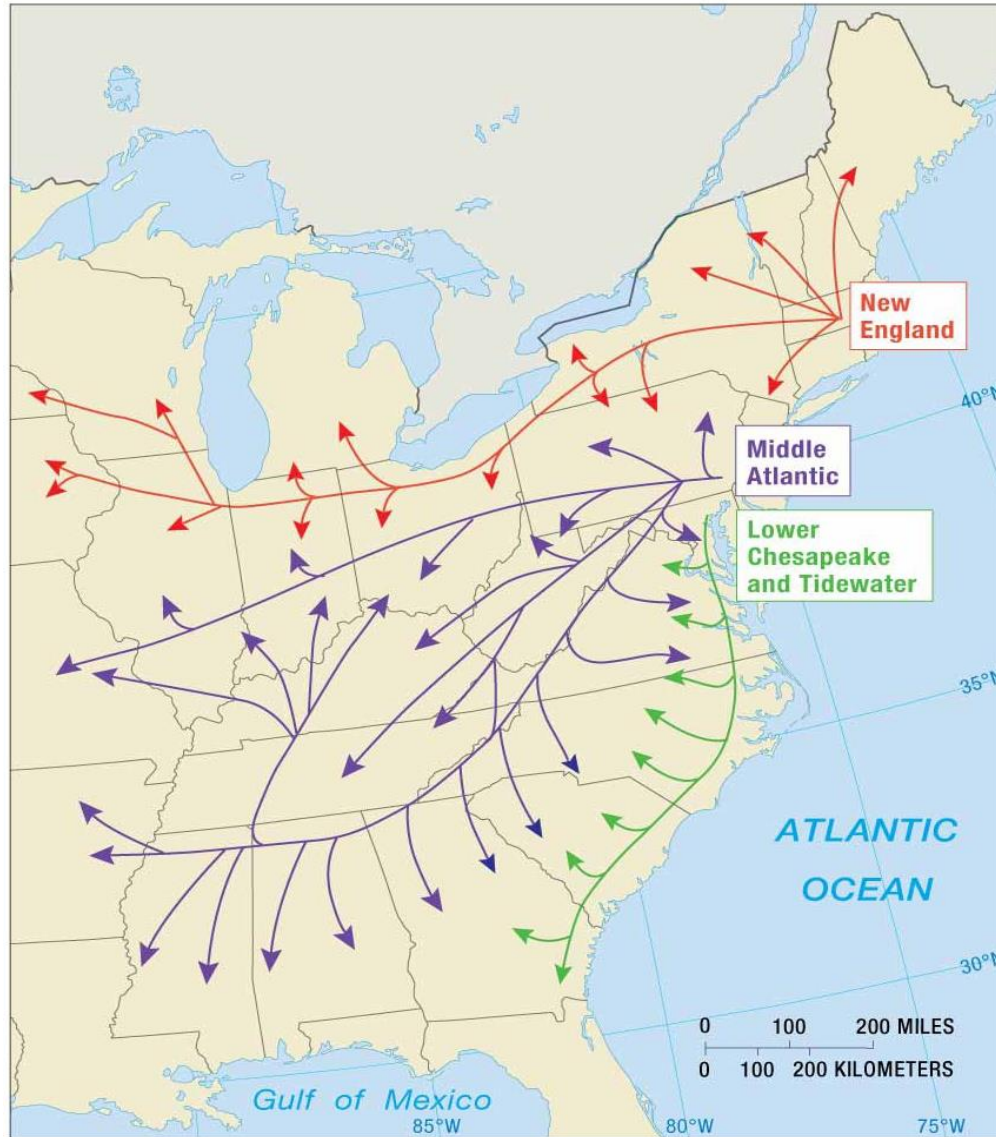
Houses

Ridgepole



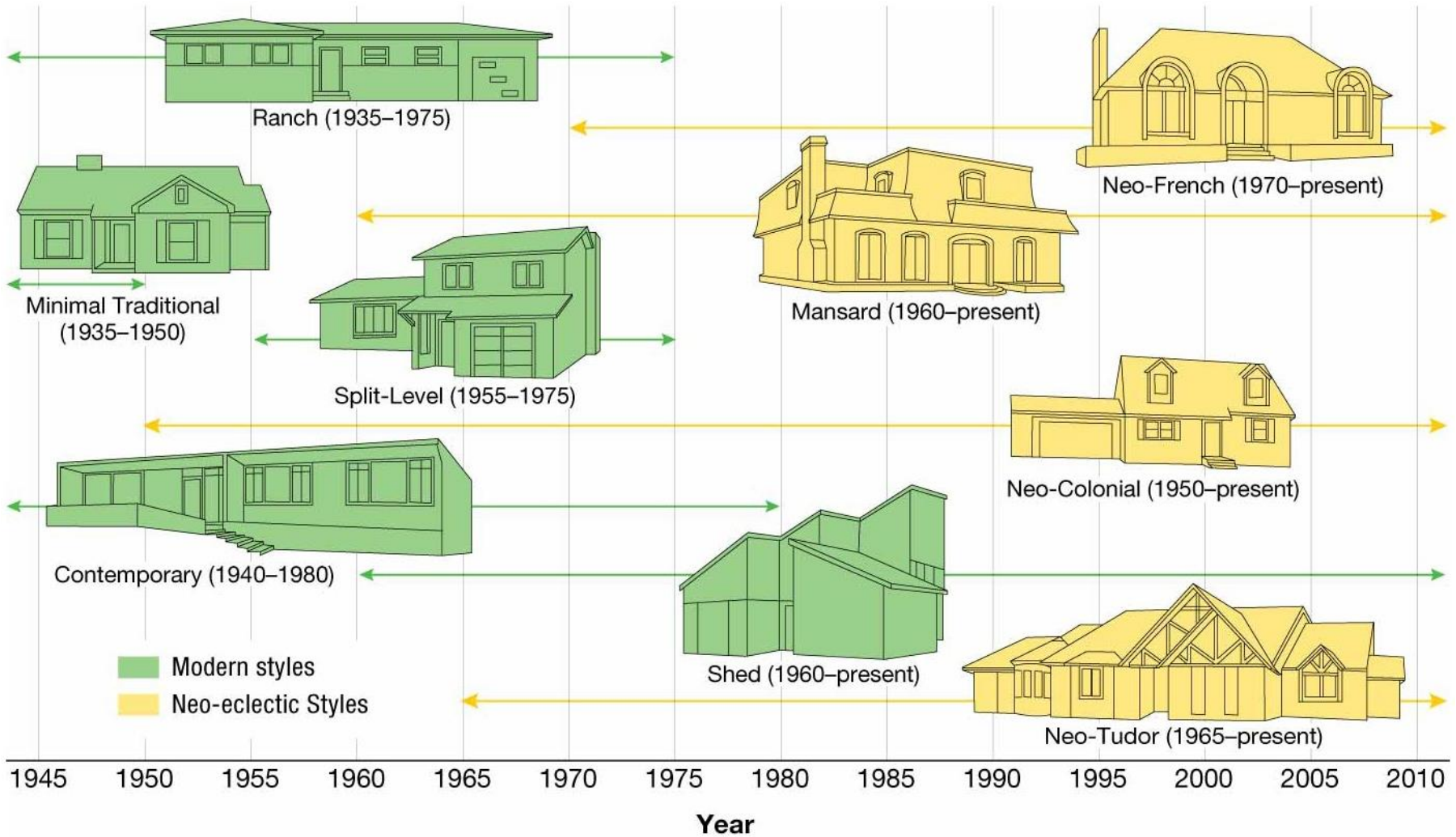
# Where Are Folk and Popular Leisure Activities Distributed?

- Distribution of Folk and Popular Housing
  - U.S. Folk Housing
    - Style of pioneer homes reflected whatever upscale style was prevailing at the place on the East Coast from which they migrated.
      - Geographer Fred Kniffen identified three major hearths, or nodes, of folk house forms in the United States.
        - » Middle Atlantic: Principal house type known as an “I”-house with one room deep and at least two rooms wide.
        - » Lower Chesapeake/Tidewater: Principal house type characterized by one story, with a steep roof and chimneys at either end.
        - » New England: Principal house style was box shaped with a central hall.



# Where Are Folk and Popular Leisure Activities Distributed?

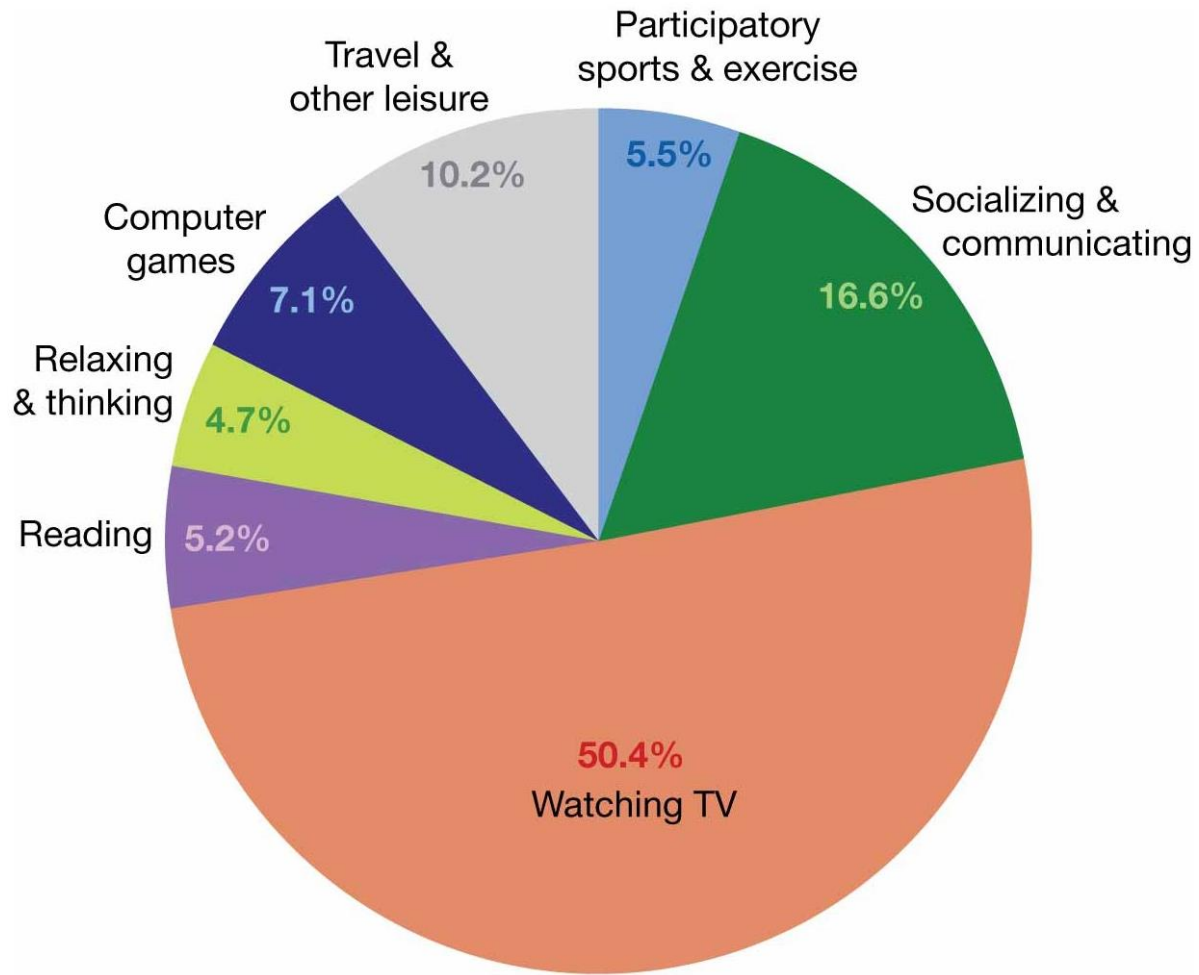
- Distribution of Folk and Popular Housing
  - U.S. Popular Housing
    - Since mid-twentieth century, houses display popular culture rather than regional influences.
    - Most people no longer build their own houses but instead are mass-produced by construction companies.
    - Houses show the influence of shapes, materials, detailing, and other features of architectural style in vogue at any one point in time.



# Why Is Access to Folk and Popular Culture Unequal?

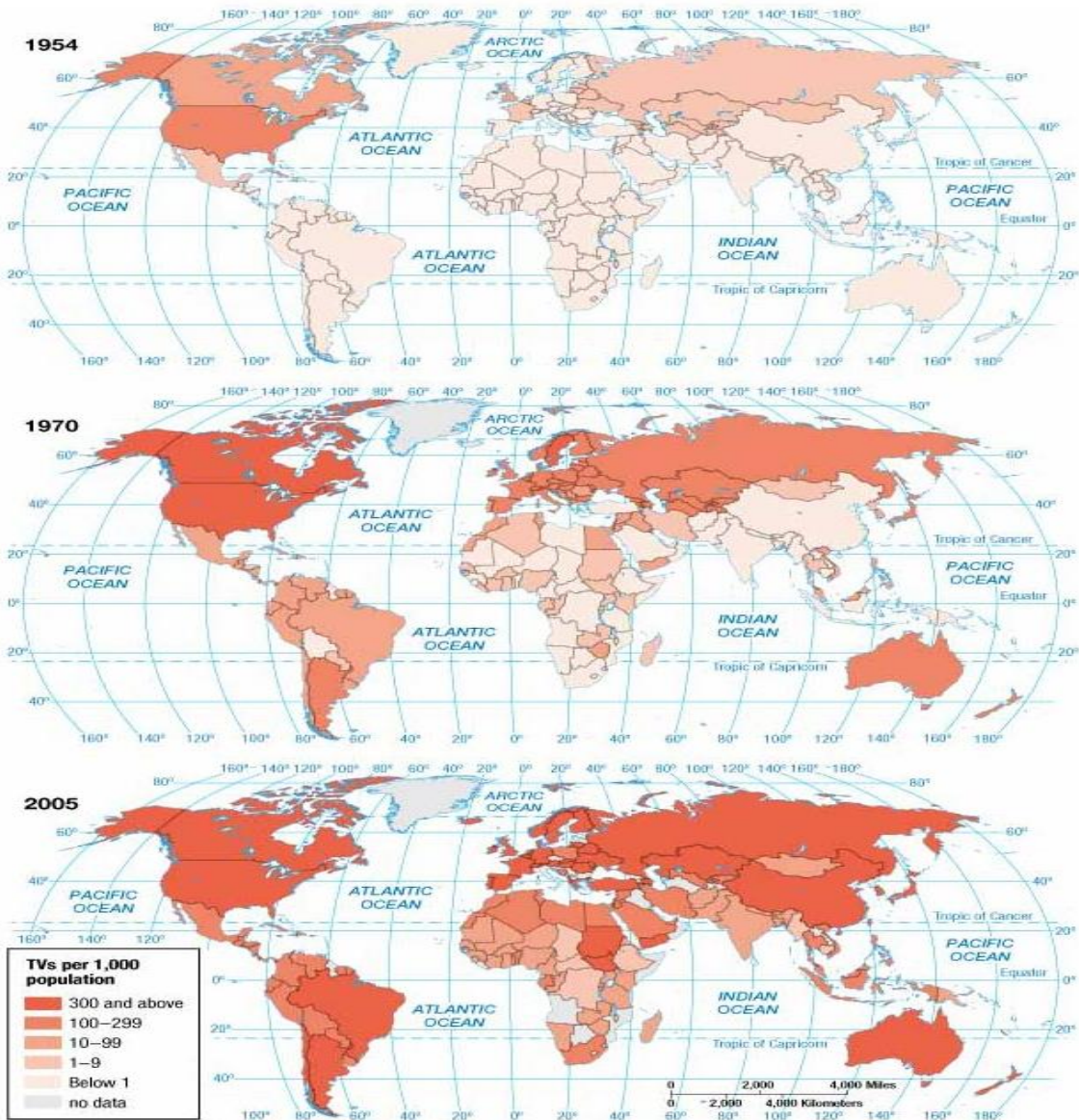
- Electronic Diffusion of Popular Culture
  - Principal obstacle to accessing popular culture is lack of access to electronic media.
    - Most important electronic media format to popular culture is TV for two reasons.
      1. Watching TV is most popular leisure activity in the world.
      2. TV is most important mechanism for rapidly diffusing popular culture around the world.





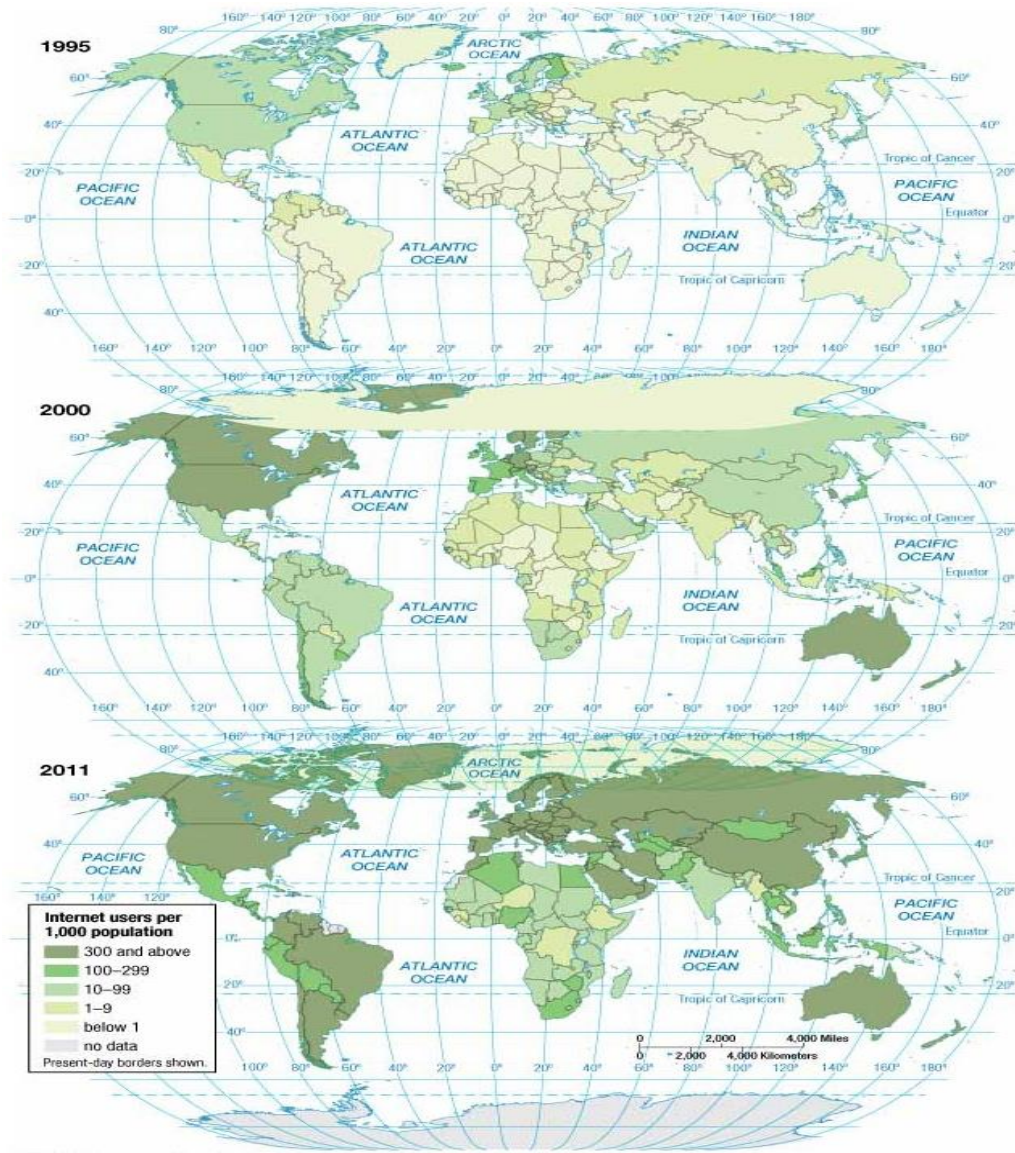
# Why Is Access to Folk and Popular Culture Unequal?

- Electronic Diffusion of Popular Culture
  - Diffusion of TV: Mid-Twentieth Century
    - TV technology originated simultaneously in multiple hearths in the early twentieth century— e.g., UK, France, Germany, Japan, Soviet Union, and the United States.
    - Over the course of the twentieth century, the United States went from dominating the world share of TVs to being nearly equal in rates of ownership with most developing countries.



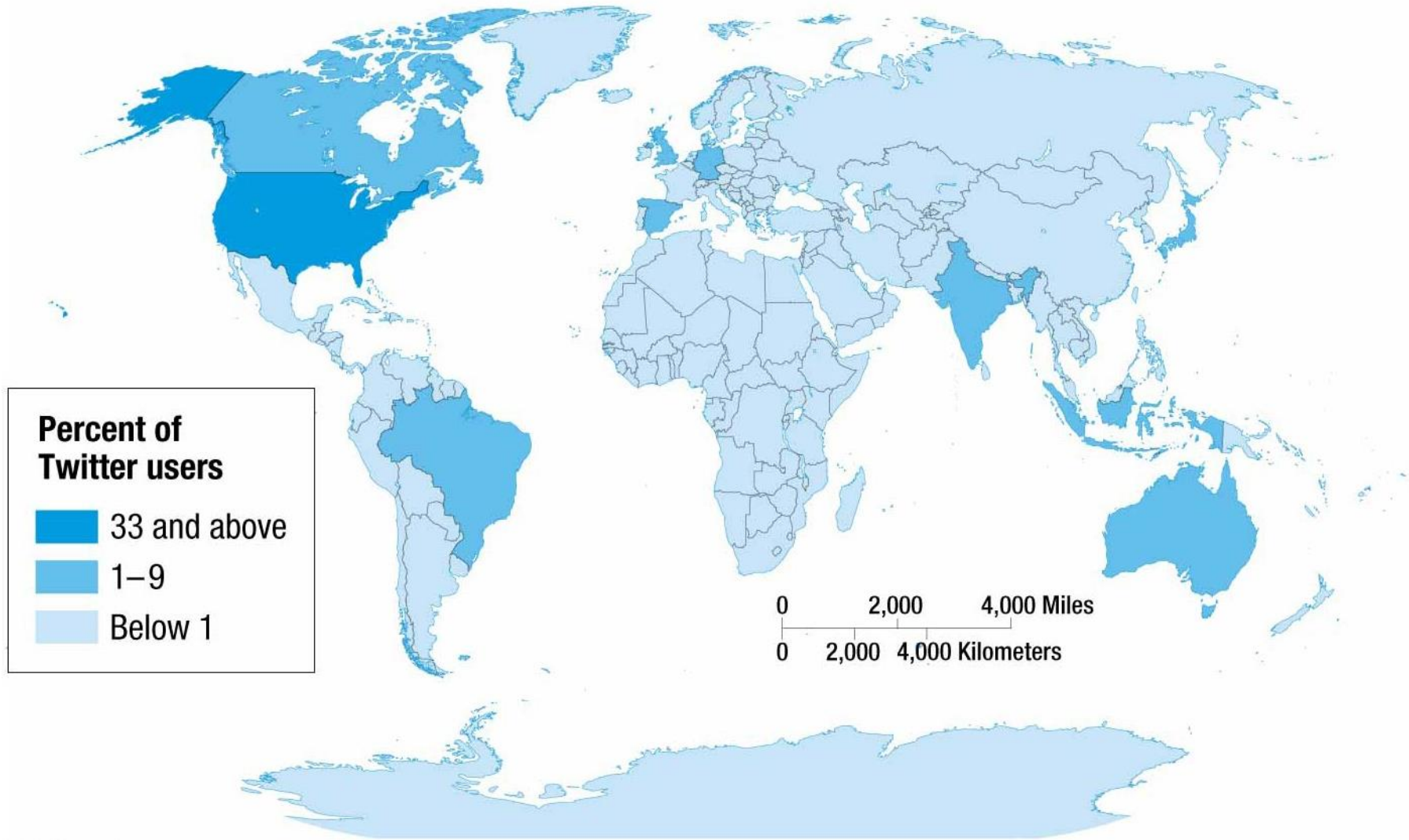
# Why Is Access to Folk and Popular Culture Unequal?

- Electronic Diffusion of Popular Culture
  - Diffusion of the Internet: Late Twentieth Century
    - Diffusion follows pattern established by TV but at a more rapid rate.
    - In 1995, Internet users in the United States accounted for more than half of the global users.
    - By 2011, 77 percent of the U.S. population accessed the Internet.
      - Accounted for 10 percent of the global users.
        - » Global share decreased by roughly 40 percent in less than 10 years.



# Why Is Access to Folk and Popular Culture Unequal?

- Electronic Diffusion of Popular Culture
  - Diffusion of Social Media: Twenty-First Century
    - Same diffusion pattern as TV and Internet
      - Facebook
        - » In 2008, Facebook users in United States consisted of 1/3 of all global users.
        - » By 2011, global share decreased to 1/5.
      - Twitter
        - » United States was source of 1/3 of all tweets in 2010.
        - » Second leader of tweets is India.



# Why Is Access to Folk and Popular Culture Unequal?

- Challenges in Accessing Electronic Media
  - External Threat: Developed Countries Control the Media
    - TV industry dominated by Japan, UK, and United States.
    - Leaders of developing countries could view dominance as impressing American values upon viewers.
      - Upward social mobility
      - Freedom for women
      - Glorification of youth
      - Stylized violence

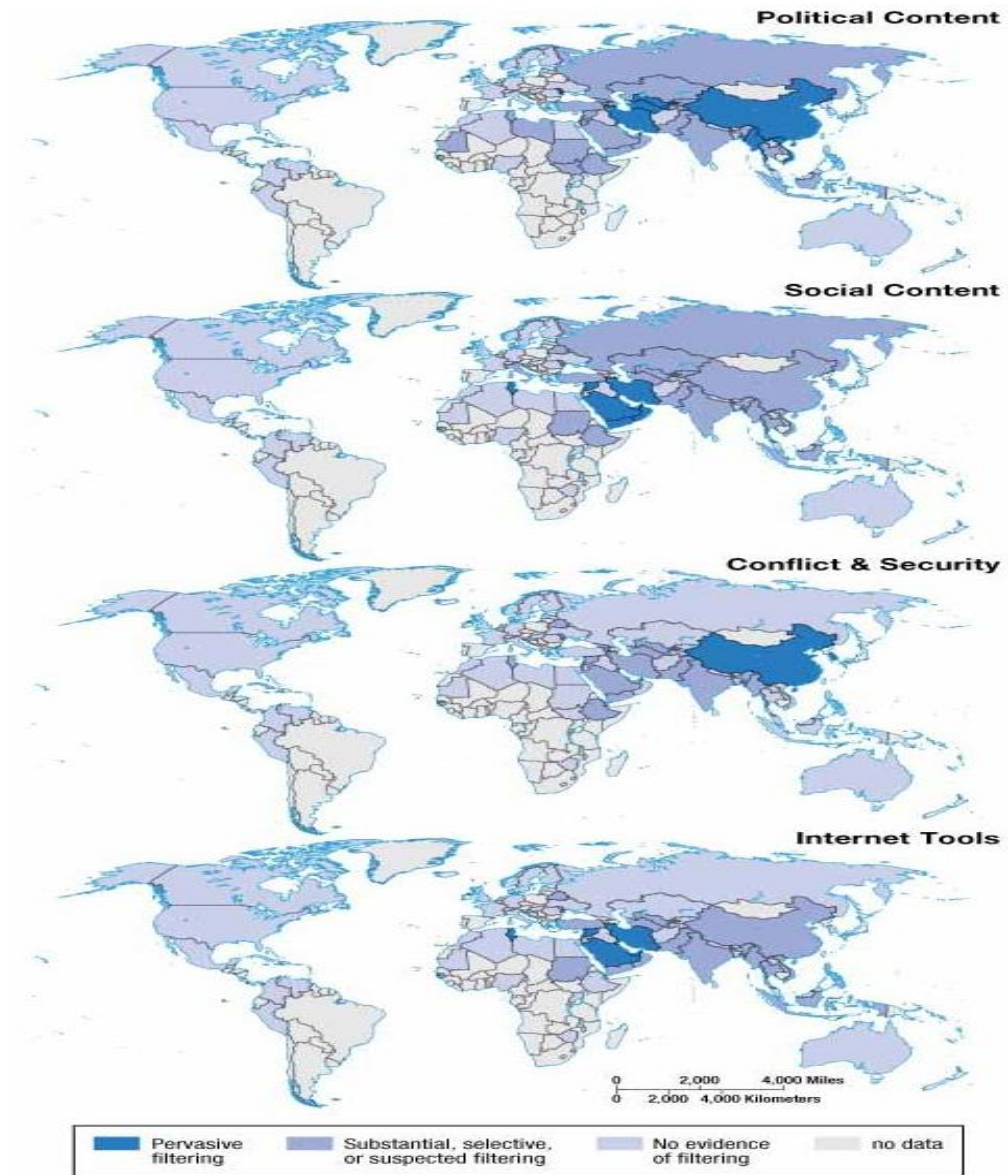


# Why Is Access to Folk and Popular Culture Unequal?

- Challenges in Accessing Electronic Media
  - External Threat: Developed Countries Control the Media
    - News
      - News media in developing countries dominated by the government, whereas media in the United States is largely private commercial stations.
      - Many African and Asian government officials criticize freedom of the press in the United States.
        - » Allegedly media do not convey an accurate view of other countries.

# Where Are Folk and Popular Leisure Activities Distributed?

- Challenges in Accessing Electronic Media
  - Internal Threat: Social Media
    - Limiting Access to TV
      - Satellite dishes enable people to access information that would otherwise be censored by their governments.
  - Some governments attempt to limit Internet content including:
    1. Political Content
      - » Opposition to local government
    2. Social Content
      - » Socially sensitive material, such as gambling or sex
    3. Conflict and Security
      - » Armed conflict, border disputes, or militant groups
    4. Internet Tools
      - » Email, Internet hosting, and Internet searches

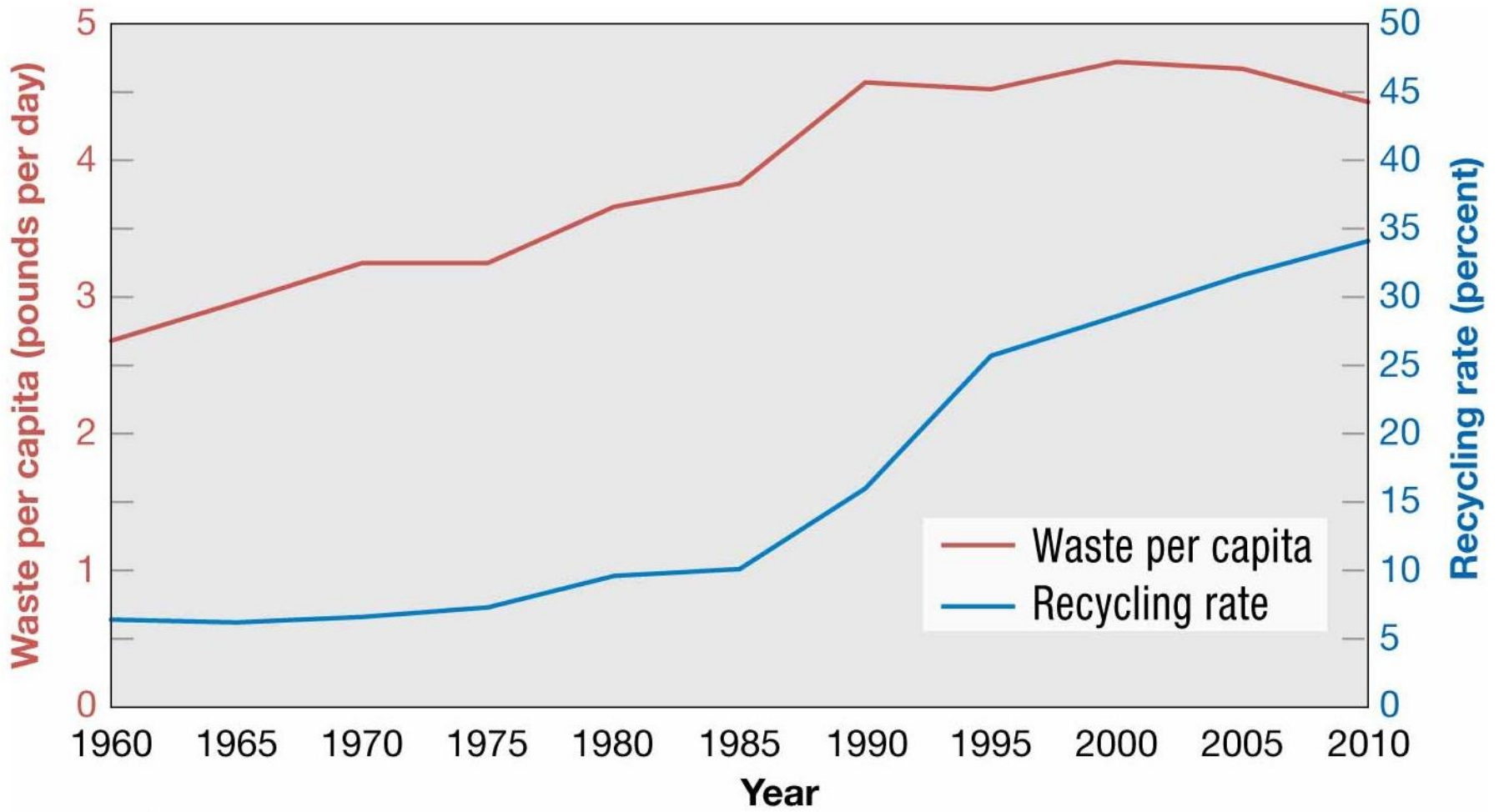


# Why Do Folk and Popular Culture Face Sustainability Challenges?

- Sustainability Challenges for Folk Culture
  - Increased connection with popular culture makes maintaining centuries-old practices difficult.
  - Impacts of globalization on the landscape creates challenges in maintaining a unique landscape.
  - Global diffusion of popular culture beliefs has challenged the subservience of women to men that is embedded in some folk customs.

# Why Do Folk and Popular Culture Face Sustainability Challenges?

- Sustainability Challenges for Popular Culture
  - Diffusion of some popular customs can adversely impact environmental quality in two ways:
    1. Pollution of the Landscape
      - Uniform landscapes used to generate product recognition. e.g., motels and fast-food restaurants
      - Golf courses remake the environment by drastically modifying its natural state.
    2. Depletion of Scarce Natural Resources
      - Diffusion of some popular customs increases demand for animal products and for raw materials—e.g., minerals and fossil fuels.



# Summary

- Traits and leisure activities associated with folk culture tend to diffuse more slowly than those of popular culture.
- Folk clothing tends to be greatly influenced by local environmental conditions, whereas popular culture clothing tends to represent income and occupation.
- Important elements of material culture include clothing, food, and shelter.

# Summary

- Popular culture is diffused around the world through electronic media that began with the TV. It has since phased over into the Internet and Social Media.
- Globalization and greater connectivity have fostered a world where new ideas are spread more rapidly and fewer places of isolation exist.