

HWG Unit 3 - Cultural Geography
SG 1 - Folk & Popular Culture

I. Elements of Folk and Popular Culture

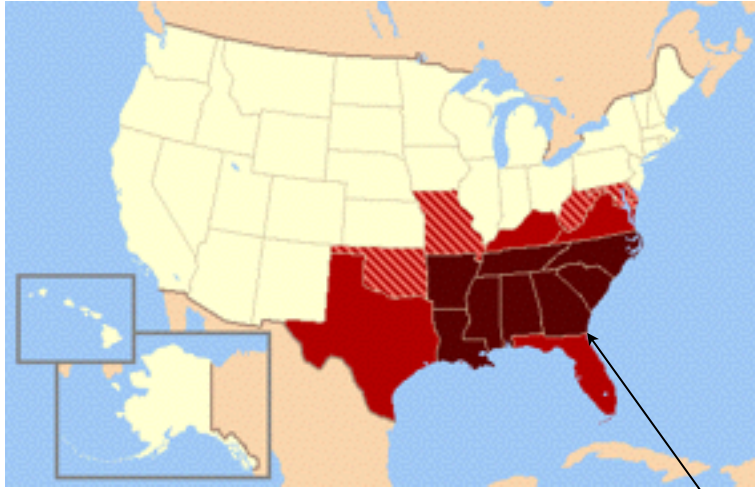
- **A. Culture**

- 1. The body of material traits, customary beliefs, and social forms that together constitute the distinct tradition of a group of people
- 2. Each cultural activity has a distinctive spatial distribution.
- 3. Geographers study the relations between material culture and the physical environment.
- ...or as I learned in college...extra-somatic means of adaptation passed down from generation to generation and dependent upon symboling AKA *learned patterns of behavior*

- 4. Material culture falls into two basic categories that differ according to scale:
 - **a. Folk culture** is traditionally practiced primarily by small, homogeneous groups living in relative isolation from other groups.
 - **b. Popular culture** is found in large, heterogeneous societies that share certain customs (such as wearing jeans) despite differences in other personal characteristics.

Tea Culture

Japanese Tea Ceremony



British High Tea



Iced Tea in the American South

I. Elements of Folk and Popular Culture

- **B. Daily necessities and leisure**
 - 1. Material culture deriving from the necessities of daily life
 - 2. Habit
 - a. A repetitive act that a particular individual performs (21 days to form a new habit)
 - 3. Custom
 - a. A repetitive act of a group
 - 4. Material culture
 - a. A collection of social customs

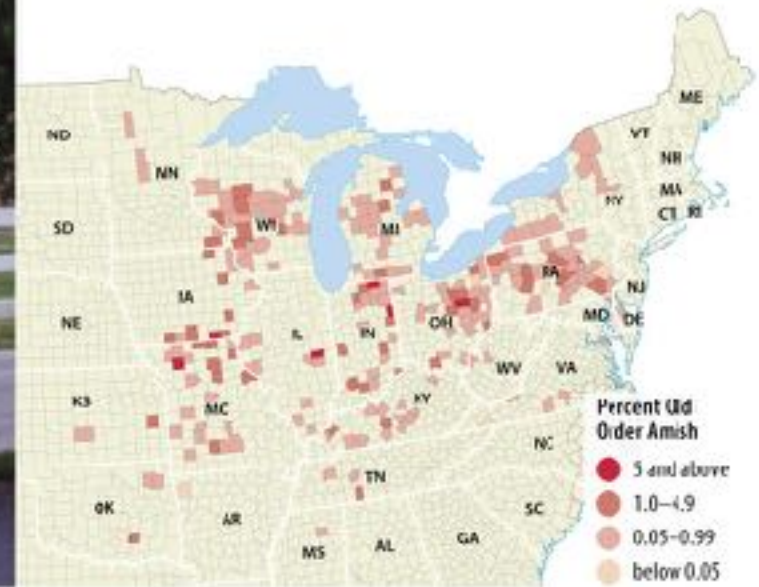
I. Elements of Folk and Popular Culture

- **C. Characteristics of folk culture**
 - 1. Anonymous hearth(s) & anonymous sources (originators)
 - 2. Unknown dates
 - 3. Diffuses slowly and on a small scale, chiefly through migration; little change over time
 - 4. Varies from place to place at a given time

I. Elements of Folk and Popular Culture



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FOLK CULTURE : DISTRIBUTION OF THE AMISH

I. Elements of Folk and Popular Culture

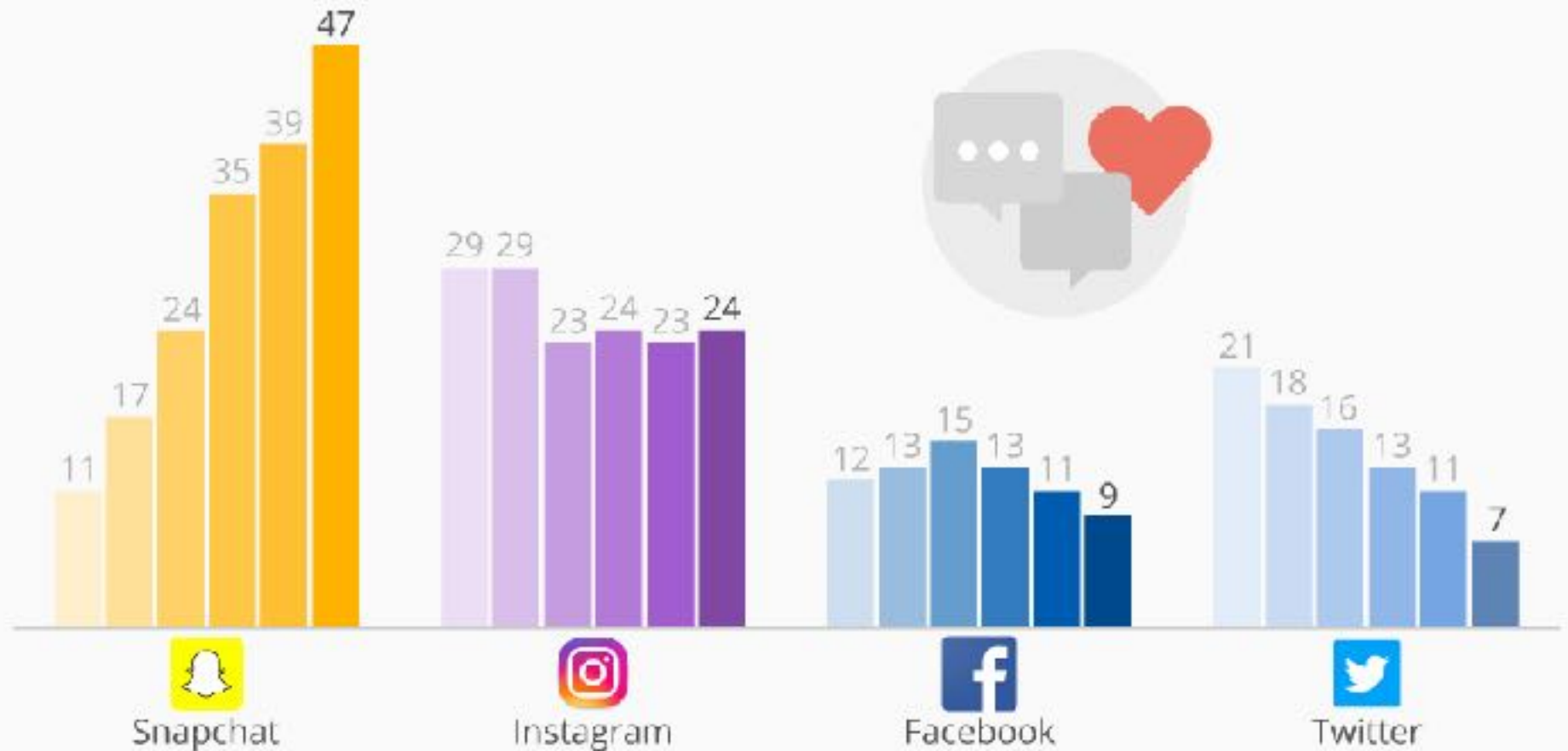
- **D. Characteristics of popular culture**
 - 1. Found in large heterogeneous societies
 - 2. Large territory as compared to folk culture
 - 3. Usually product of developed countries
 - 4. Rapid diffusion facilitated by technology
 - 5. Changes rapidly and frequently
 - 6. Varies from time to time at a given place

Internet Trends Rapid Change....

Snapchat Cements Its Must-Have Status Among U.S. Teens

% of U.S. teens who consider the following social networks their favorite

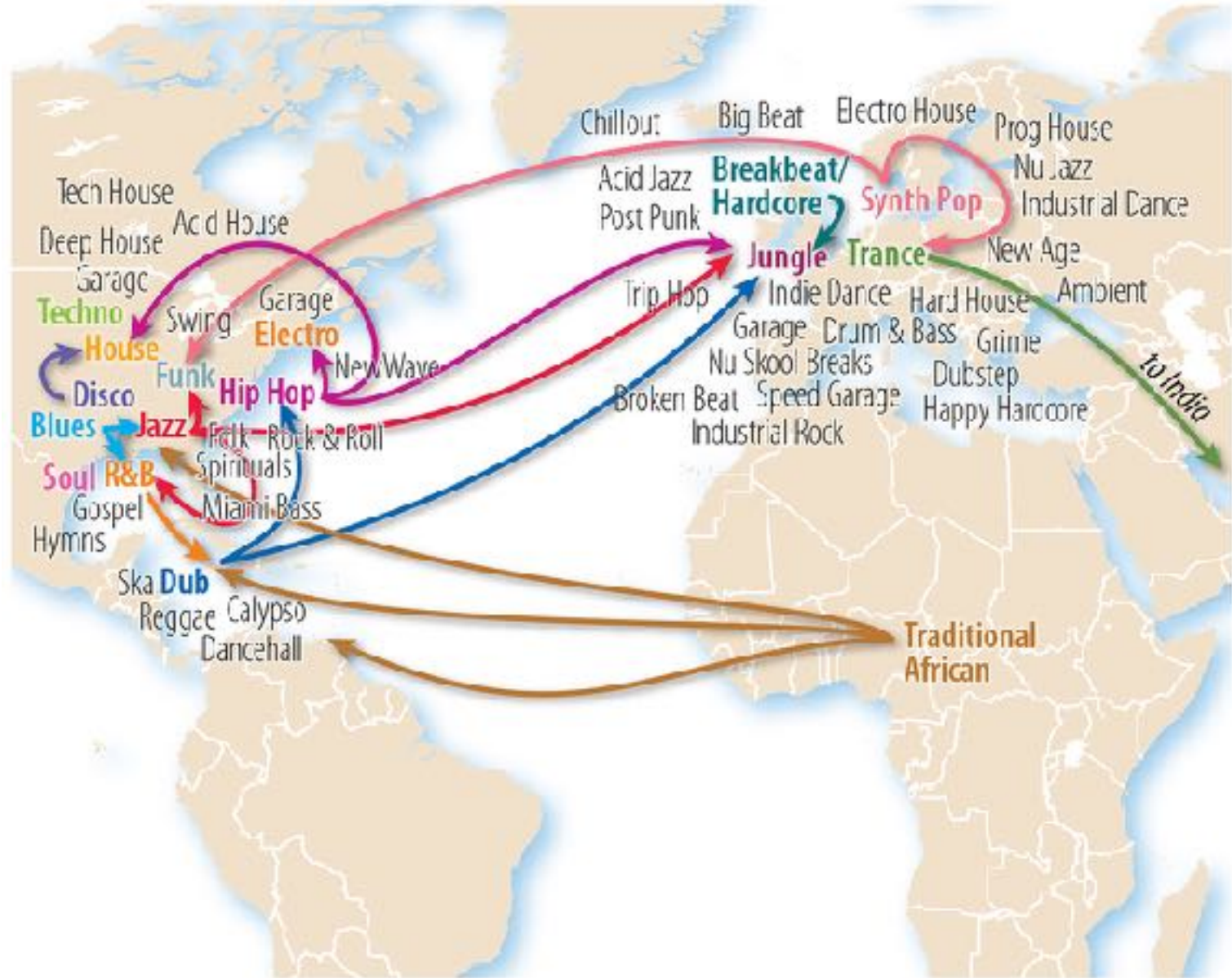
Spring 2015 Fall 2015 Spring 2016 Fall 2016 Spring 2017 Fall 2017



© ⓘ = Fall 2017 results are based on a survey of 6,100 U.S. teens with an average age of 16 years

- E. How Culture is Transmitted (Diffusion)
 - 1. Folk and popular cultures go through different processes of diffusion:
 - a. Folk culture is transmitted from one location to another relatively slowly and on a small scale, primarily through relocation diffusion (migration).
 - b. Popular culture typically spreads through a process of hierarchical diffusion, diffusing rapidly and extensively from hearths or nodes of innovation with the help of modern communications.

Diffusion of Music Styles



II. Origin and Diffusion of Music

- **A. Folk music**

- 1. Composed anonymously and transmitted orally
- 2. Contents derived from daily life
- 3. Travels via relocation diffusion
 - a. Example: Gullah/Geechee

II. Origin and Diffusion of Music



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GULLAH FOLK MUSIC

II. Origin and Diffusion of Music

- **B. Popular music**
 - 1. Composed by specific individuals
 - 2. Commercial purposes
 - 3. Originated ~1800; after 1900 - rise of recorded music

III. Origin and Diffusion of Sports

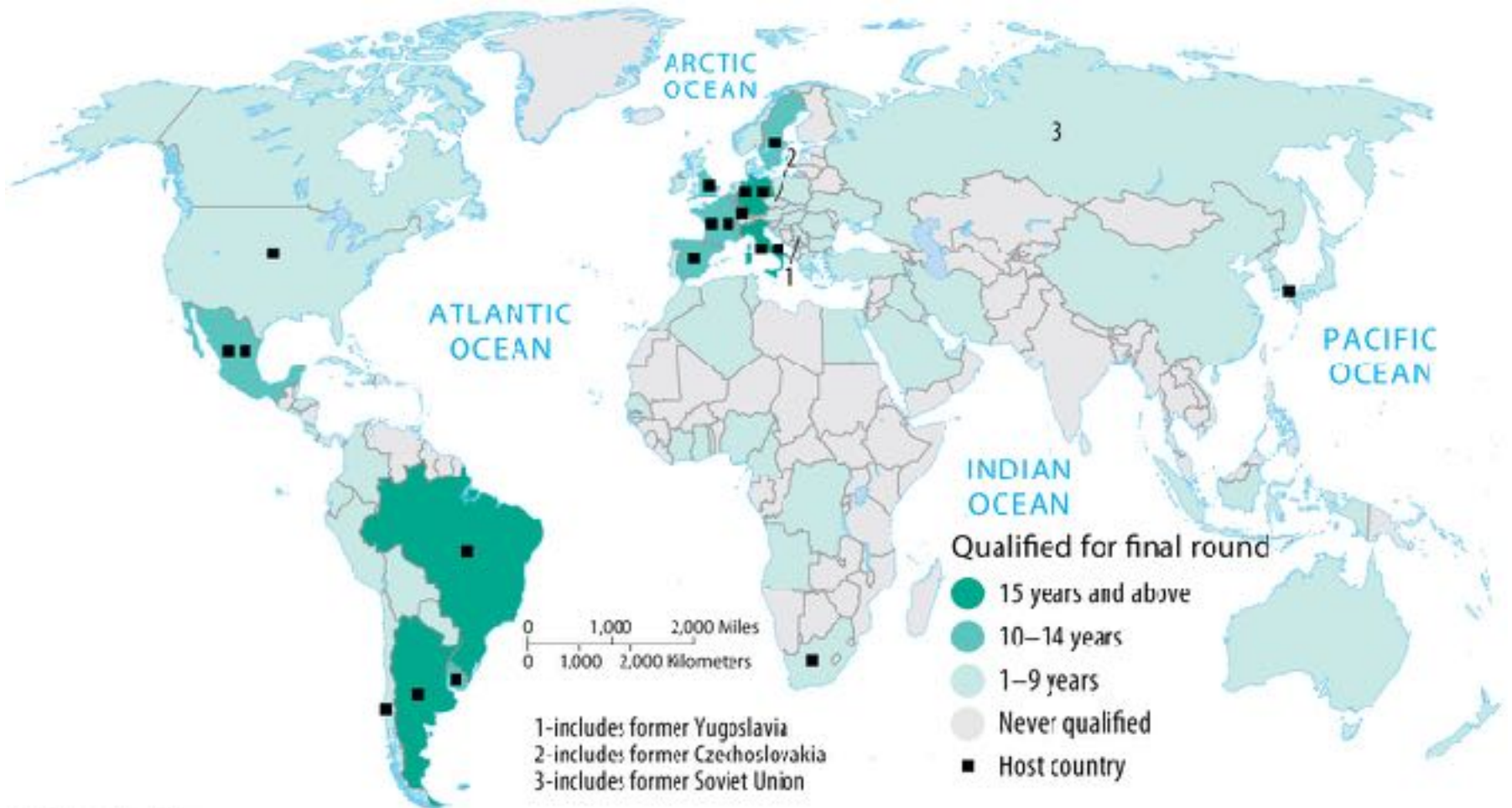
- **A. Soccer's folk culture origins**
 - 1. Eleventh-century England
 - 2. Denmark ~1018–1042
 - “Kick the Dane's Head”
 - Football Association, 1863

III. Origin and Diffusion of Sports

- **B. Soccer as popular culture**
 - 1. Late 1800s diffused to continental Europe
 - a. Holland, 1870s
 - b. Spain, 1893
 - 2. Diffused via British imperial expansion
 - 3. Russia, 1887

III. Origin and Diffusion of Sports

WORLD CUP



(a) Men

Years qualified for
World Cup final round*

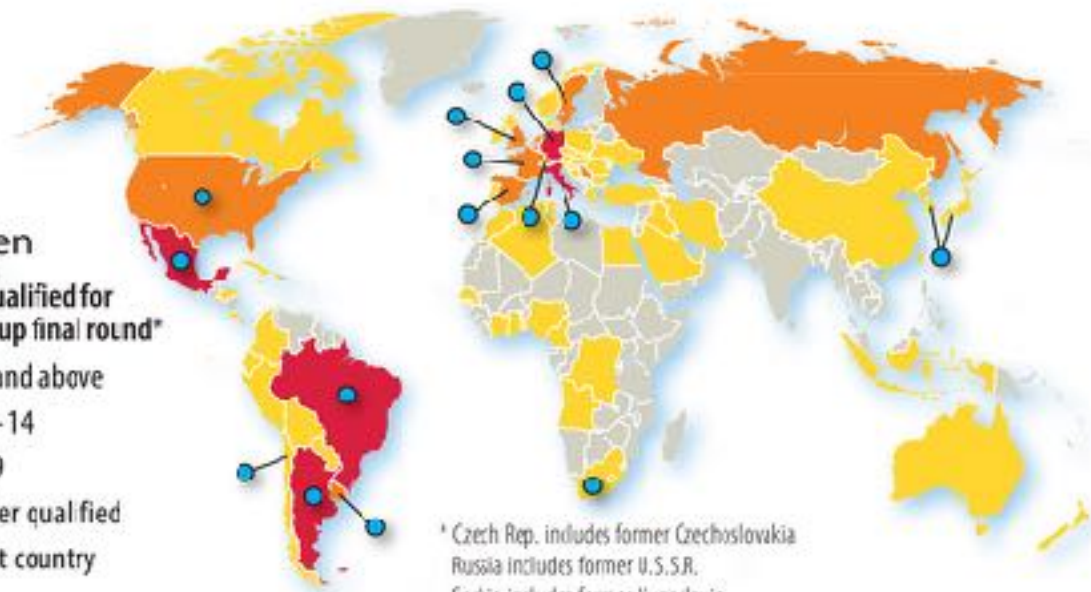
● 15 and above

● 10–14

● 1–9

● never qualified

● Host country



* Czech Rep. includes former Czechoslovakia

Russia includes former U.S.S.R.

Serbia includes former Yugoslavia

Slovakia includes former Czechoslovakia

(b) Women

Years qualified for
World Cup final round

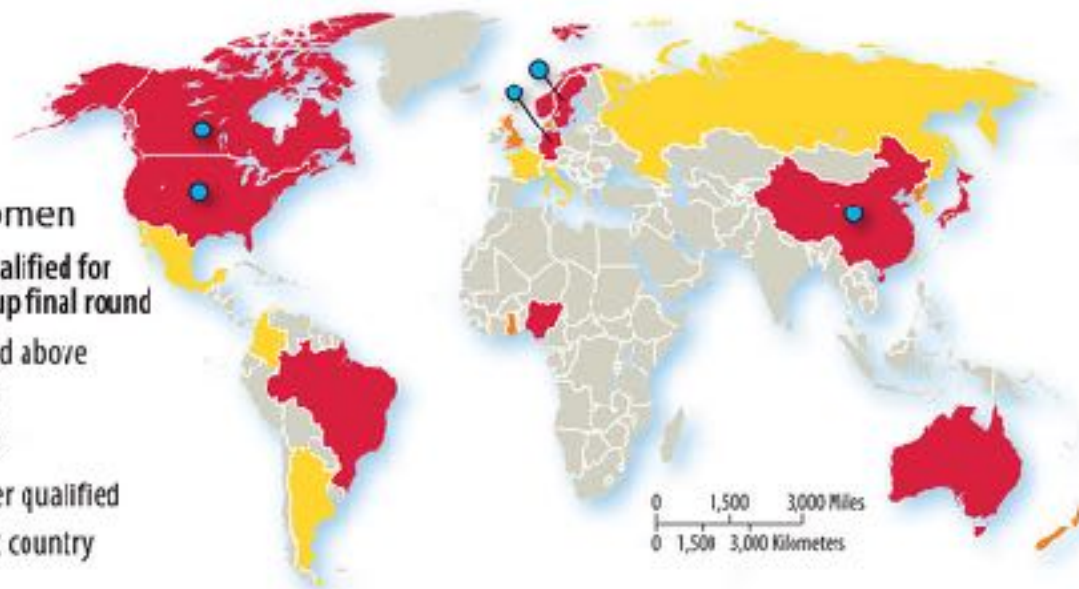
● 5 and above

● 3–4

● 1–2

● never qualified

● Host country

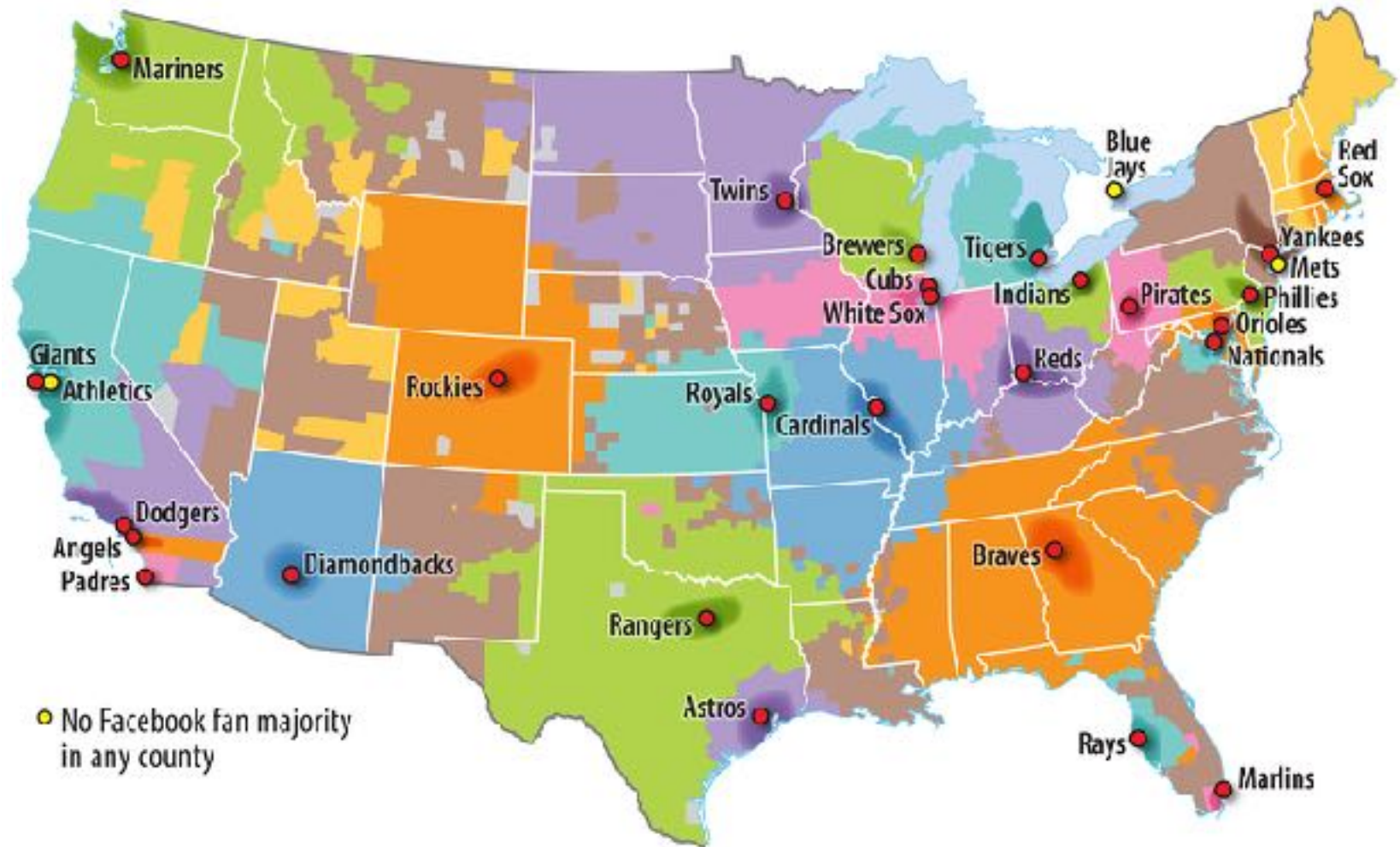


0 1,500 3,000 Miles
0 1,500 3,000 Kilometers

III. Origin and Diffusion of Sports

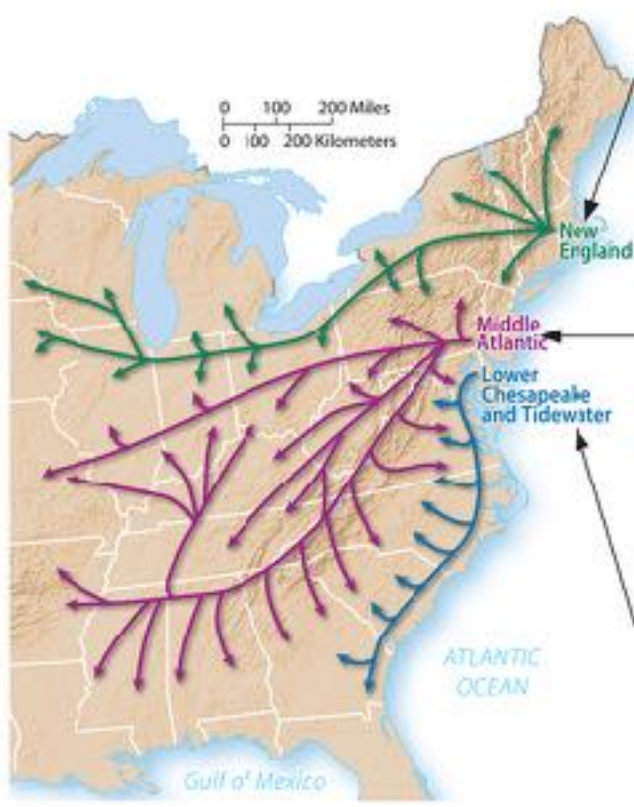
- **C. Surviving folk sports**
 - Cricket, Ice hockey, Baseball, Football, & Lacrosse

- Surviving Folk Sports - Baseball



IV. Folk and Popular House Styles

- A. Folk culture traditions are reflected in eighteenth- and nineteenth-century US housing.
- B. Popular culture influences are seen in US housing built since 1940.
- C. Folk housing



New England

The distinctive style was box shaped with a central hall. The New England house types can be found throughout the Great Lakes region as far west as Wisconsin because this area was settled primarily by migrants from New England.



Middle Atlantic

The principal house type was known as the "I"-house, typically two full stories in height, one room deep and at least two rooms wide. Middle Atlantic migrants carried their house type westward across the Ohio Valley and southwestward along the Appalachian trails.



Lower Chesapeake and Tidewater

The style typically comprised one story, with a steep roof and chimneys at either end. Migrants spread these houses from the Chesapeake Bay and Tidewater, Virginia, area along the Southeast Coast. In wet areas, houses in the coastal southeast were often raised on piers or on brick foundations.



HEARTHS OF U.S. FOLK HOUSING TYPES

The only uniquely American style of architecture came from
Frank Lloyd Wright.

FALLINGWATER

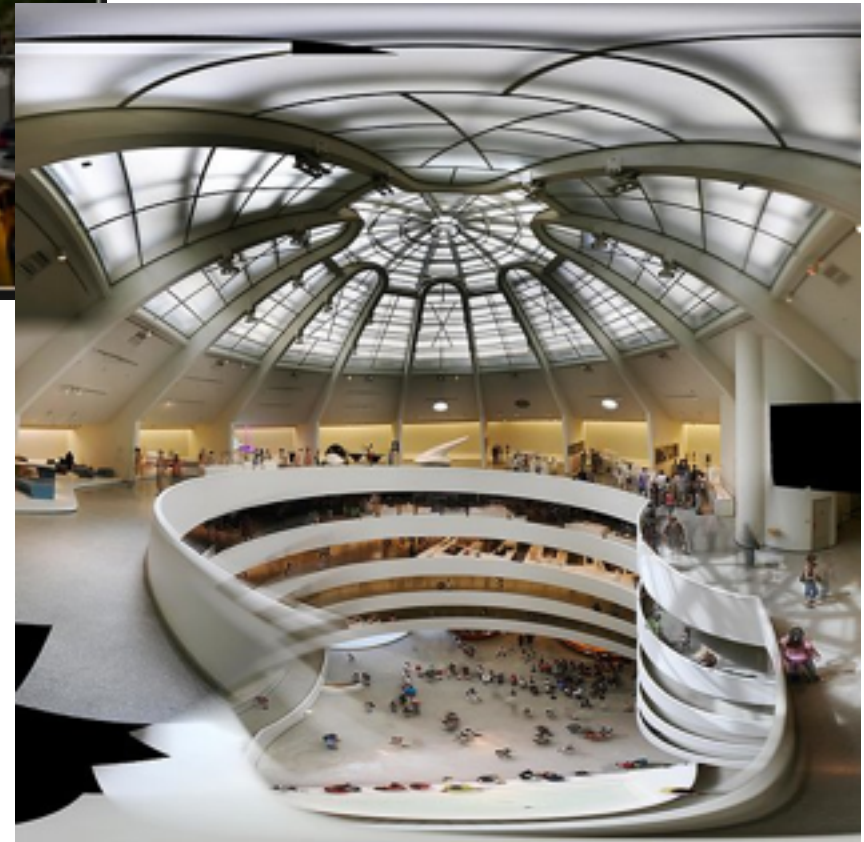
PENNSYLVANIA



Frank Lloyd Wright - Fallingwater



Frank Lloyd Wright - Guggenheim Museum



Frank Lloyd Wright - SC Johnson Building



Frank Lloyd Wright - SC Johnson Building



IV. Folk and Popular House Styles

- **D. Popular housing**
 - 1. Regional distinctiveness declines
 - 2. Houses commercially constructed
 - a. McMansions



Real or McMansion?



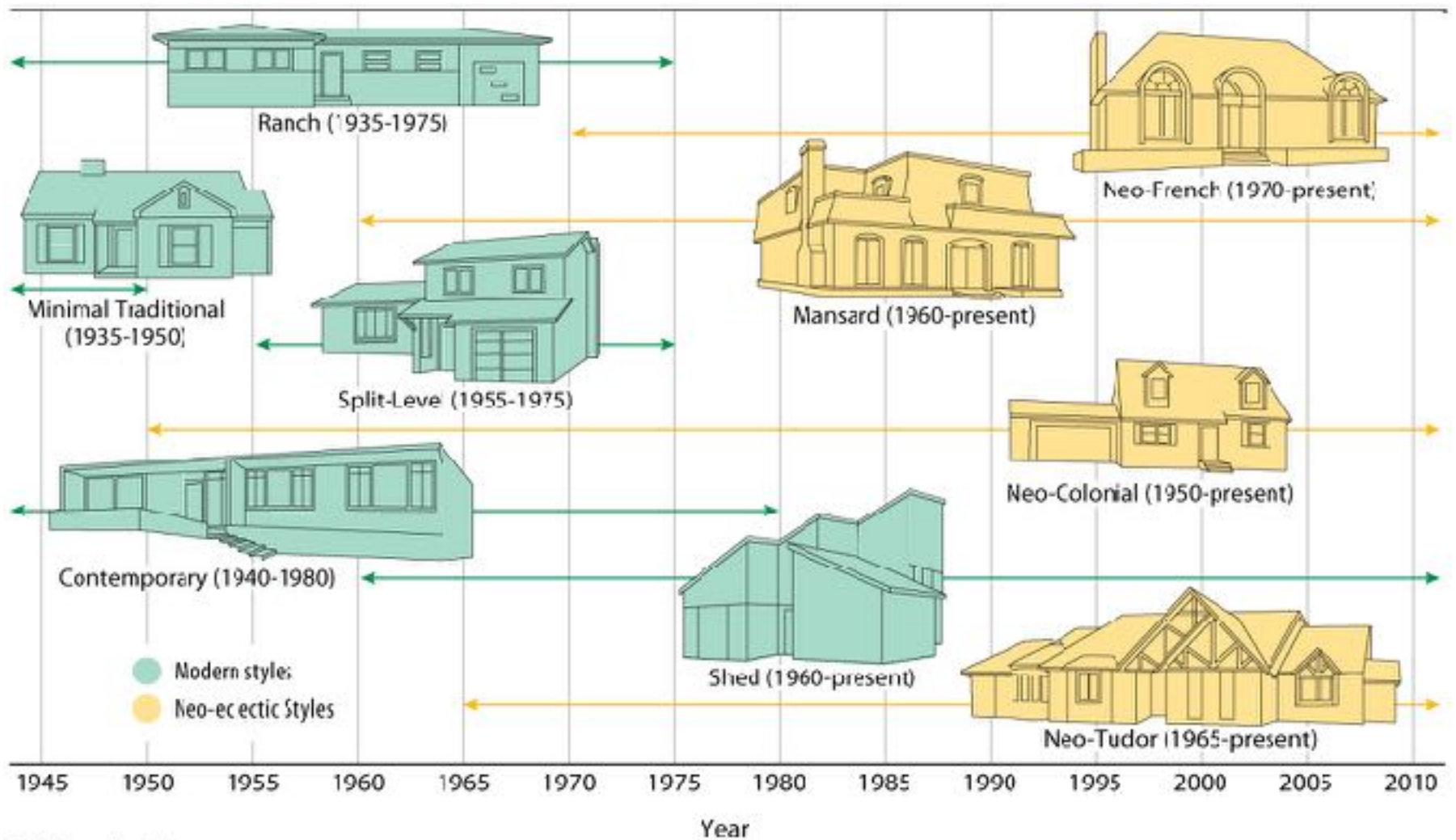
No artistic quality, just a hodgepodge of styles.



As opposed to a house with a unique style - Wexler.



4.4 Folk and Popular House Styles



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POPULAR HOUSING TYPES

V. Folk and Popular Food Preferences

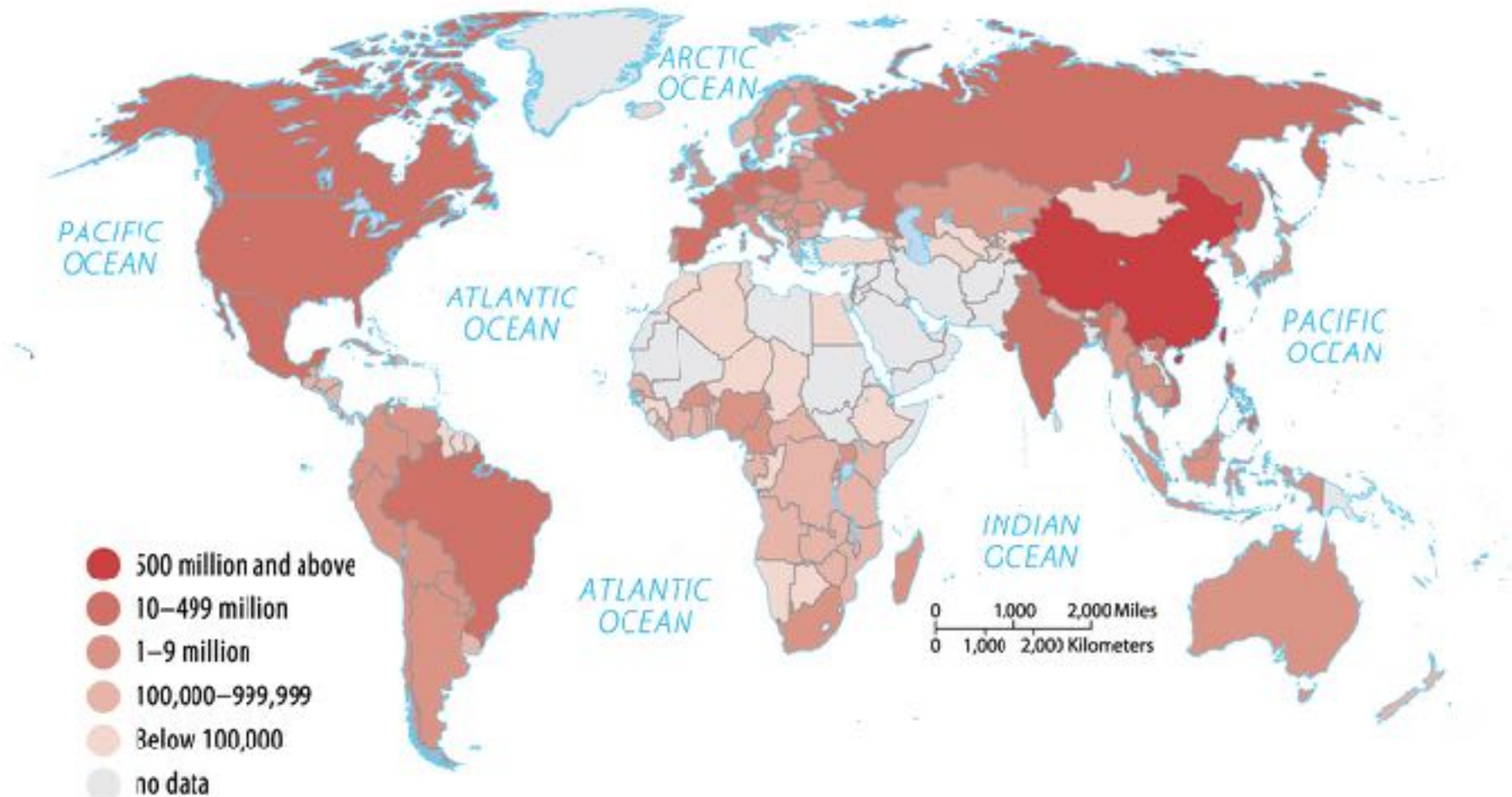
- **A. Food taboos**

- 1. Taboo

- a. A restriction on behavior imposed by social custom
 - b. Biblical taboos

V. Folk and Popular Food Preferences

SWINE STOCK



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What The World Eats

- <http://time.com/8515/hungry-planet-what-the-world-eats/>

V. Folk and Popular Food Preferences

- **B. Environmental influences**
 - 1. Traditional food taboos deeply embedded in the physical environment
 - a. Influenced by perception of negative forces
 - b. Also influenced by environmental features

V. Folk and Popular Food Preferences

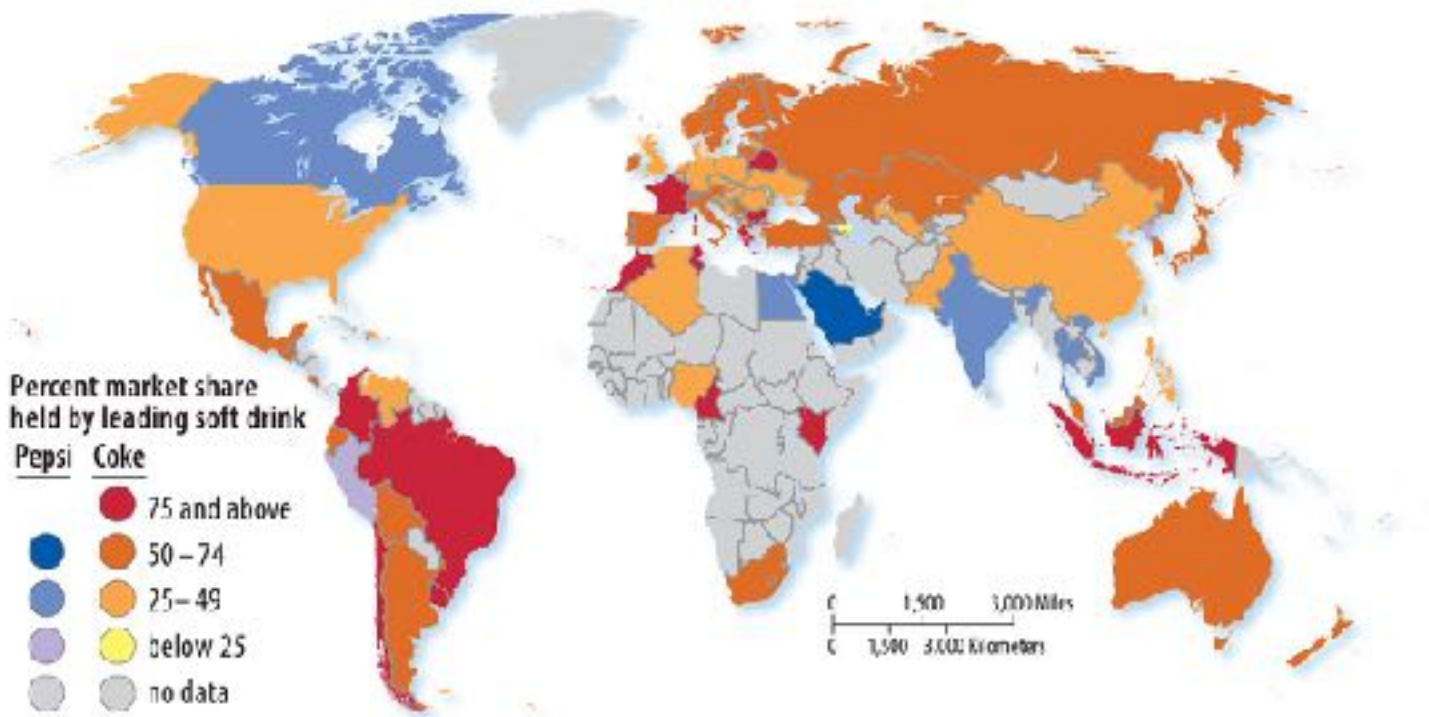
- **C. Food and place: the concept of terroir**
 - 1. Environment contributes to the characteristic of food
 - 2. Terroir
 - a. The contribution of a location's physical features to the way food tastes (French)
 - (1) Climate, Landforms, & Soil

Relocation Diffusion



- D. Popular Food Culture

- 1. Popular food preferences are influenced more by cultural values than by environmental features.



VI. Folk and Popular Clothing Preferences

- **A. Folk clothing traditions**
 - 1. Traditionally selected/designed to meet agricultural practices and climatic conditions
 - 2. Diffusion via migration and technology has extended influence of some folk clothing

- Folk Clothing Preferences



(a)



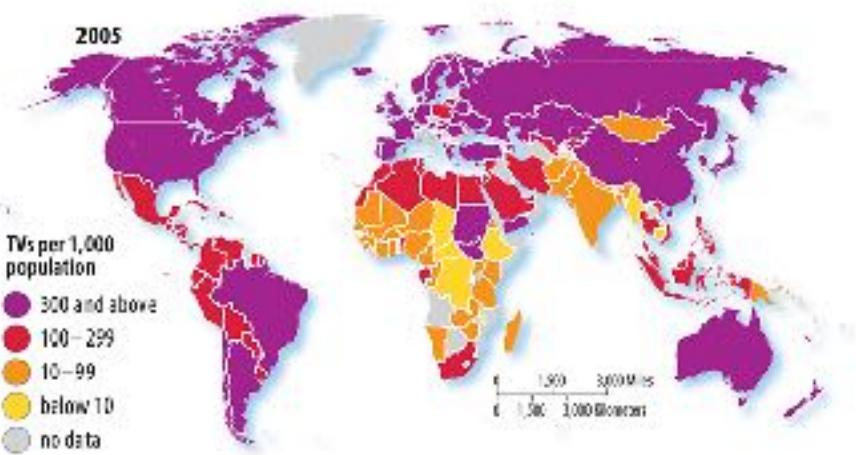
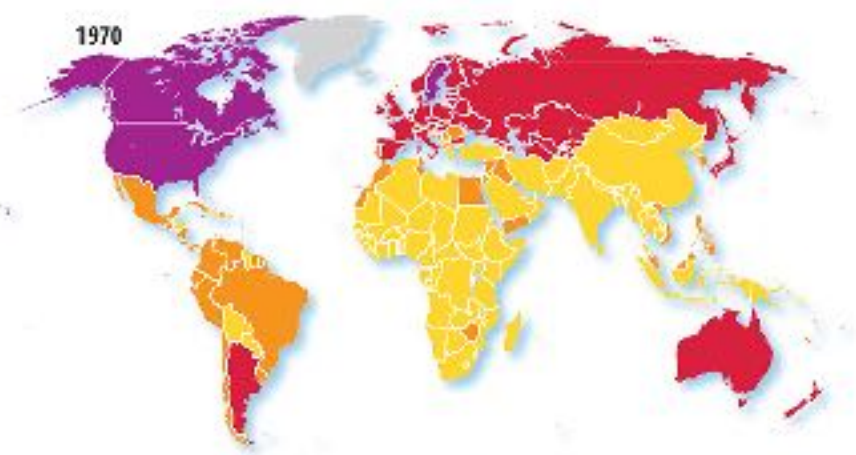
(b)



- **B. Clothing of popular culture**
 - 1. Generally reflects occupation
 - 2. Diffusion via communications technology has extended influence of popular clothing

VII. Diffusion of Popular Media

- **A. Diffusion of TV**
 - 1. Developed in 1930s
 - 2. WWII impeded diffusion to Europe
- **Diffusion of TV: Mid-Twentieth Century**
 - TV diffused from the United States to Europe and other developed countries and then to developing countries.



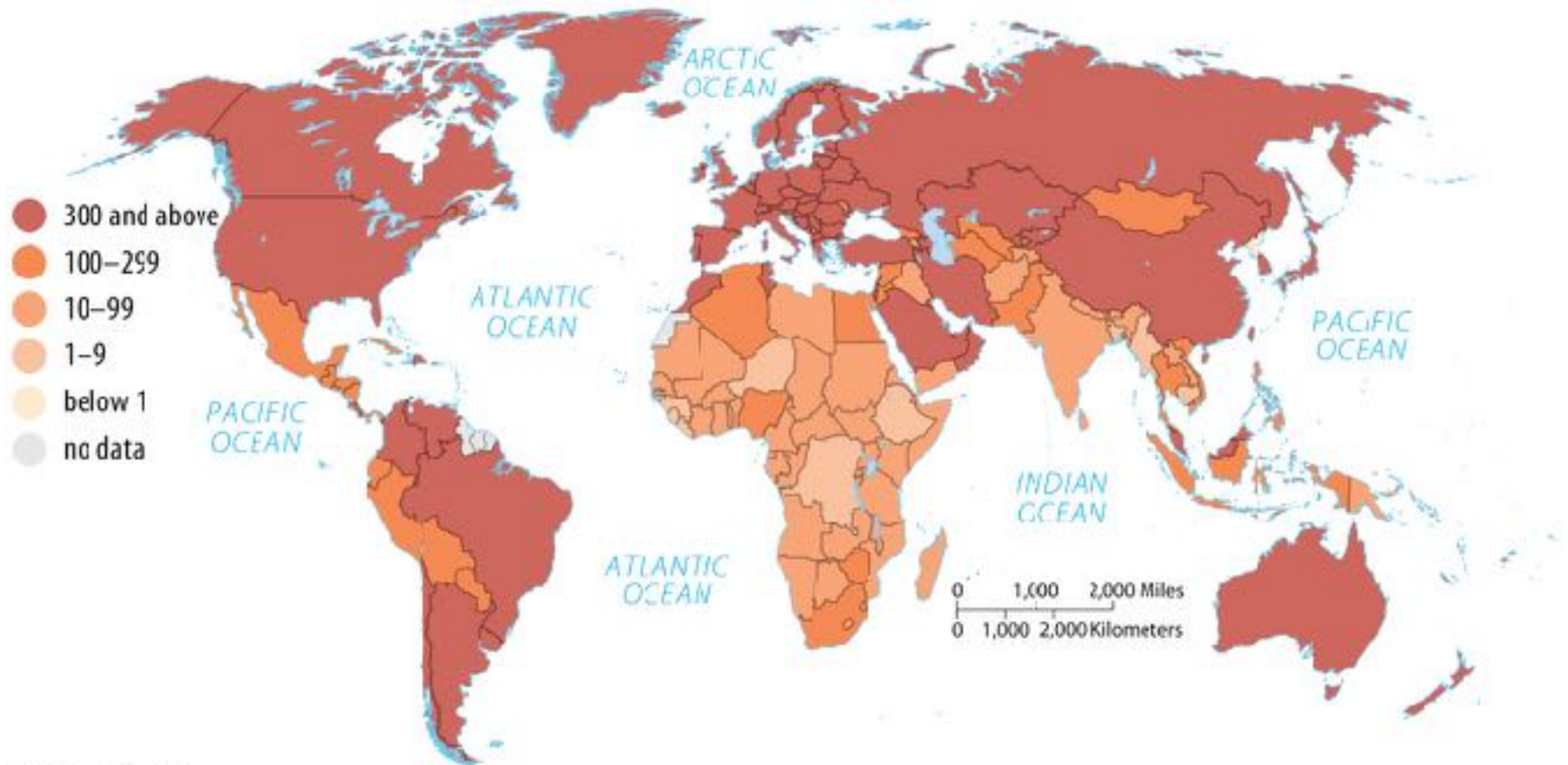
VII. Diffusion of Popular Media

- **B. Diffusion of the Internet**
 - 1. More rapid diffusion than TV



VII. Diffusion of Popular Media

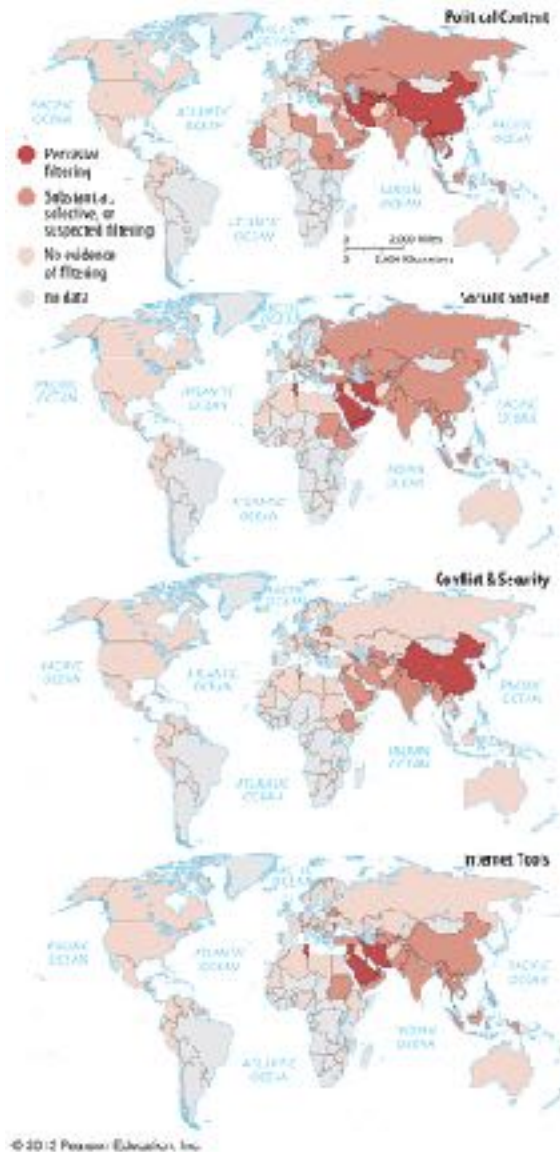
INTERNET USERS PER 1,000 INHABITANTS 2011



C. Limiting Access to Media

- 1. Changing technology has made TV a force for political change rather than stability.
- 2. As with TV, governments try to limit Internet content. Censorship is especially strong in Asia.
- 3. Social media have started to play a significant role in breaking the monopoly of government control over diffusion of information.

VII. Diffusion of Popular Media

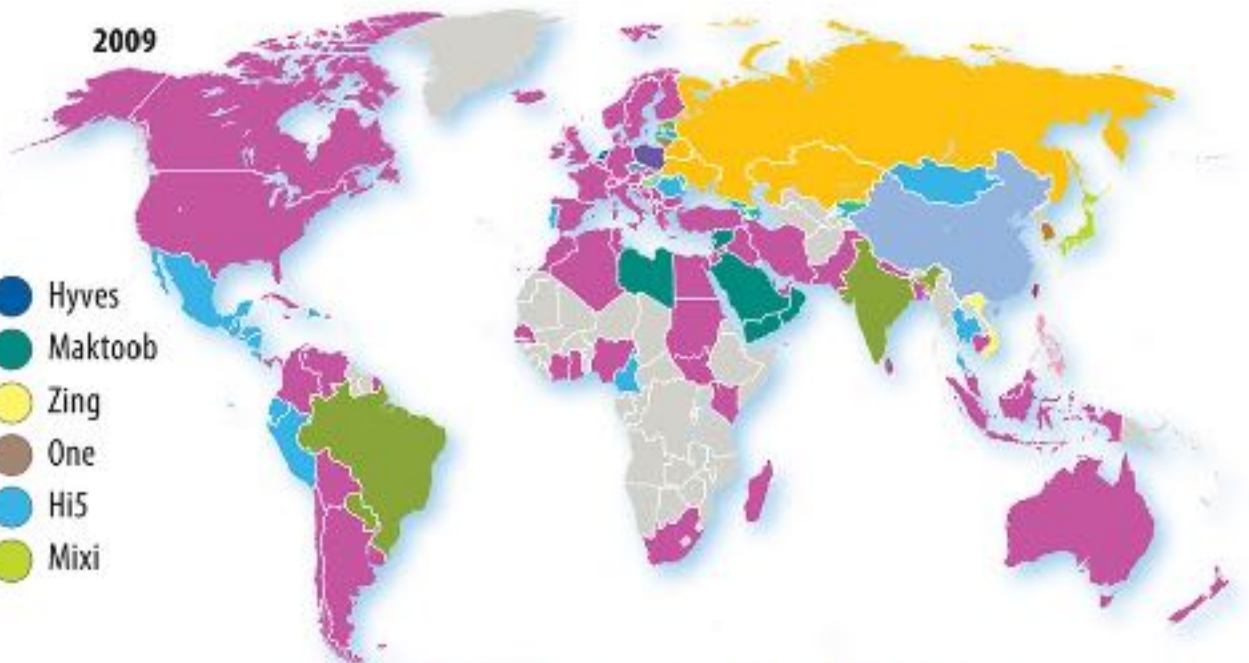


LIMITING FREEDOM
ON THE INTERNET

- C. Diffusion of Social Media: Twenty-First Century
 - 1. People based in the United States have dominated the use of social media during the early years.
 - 2. In the future, U.S. dominance may be reduced and perhaps disappear altogether, as has occurred with TV and the Internet.

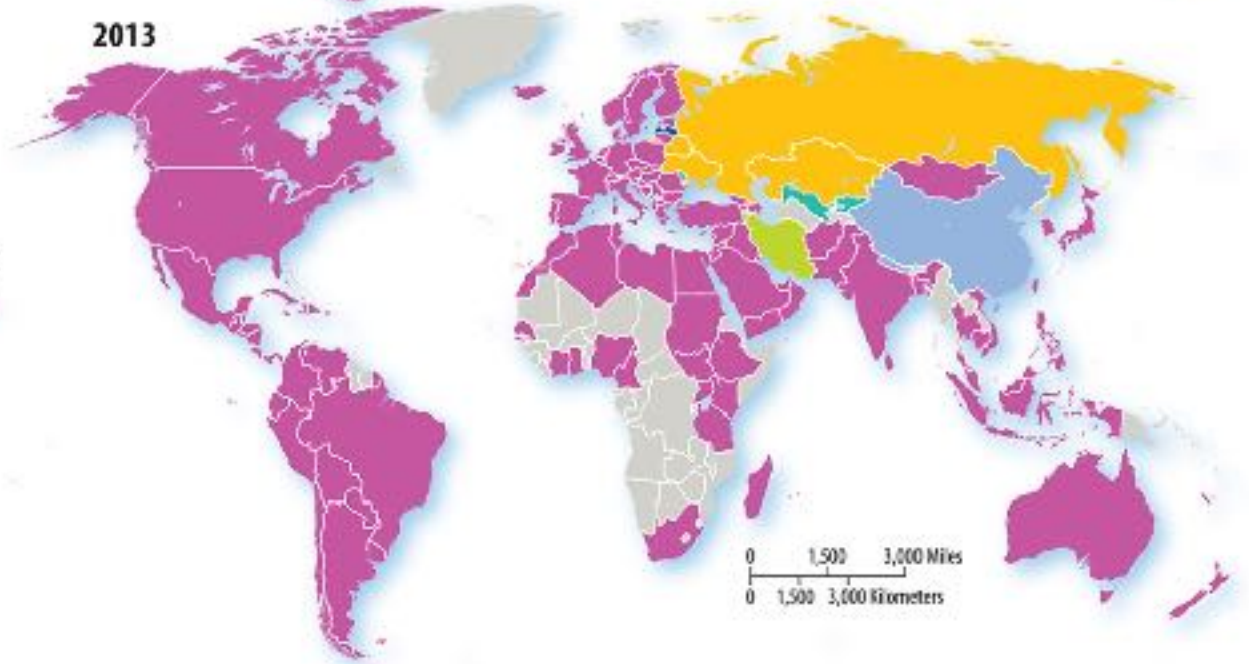
2009

- Facebook
- V Kontakte
- Odnoklassniki
- QZone
- Orkut
- Hyves
- Friendster
- Maktoob
- Nasza-Klasa
- Zing
- Wretch
- One
- Cyworld
- Hi5
- Lide
- Mixi
- Iwiw



2013

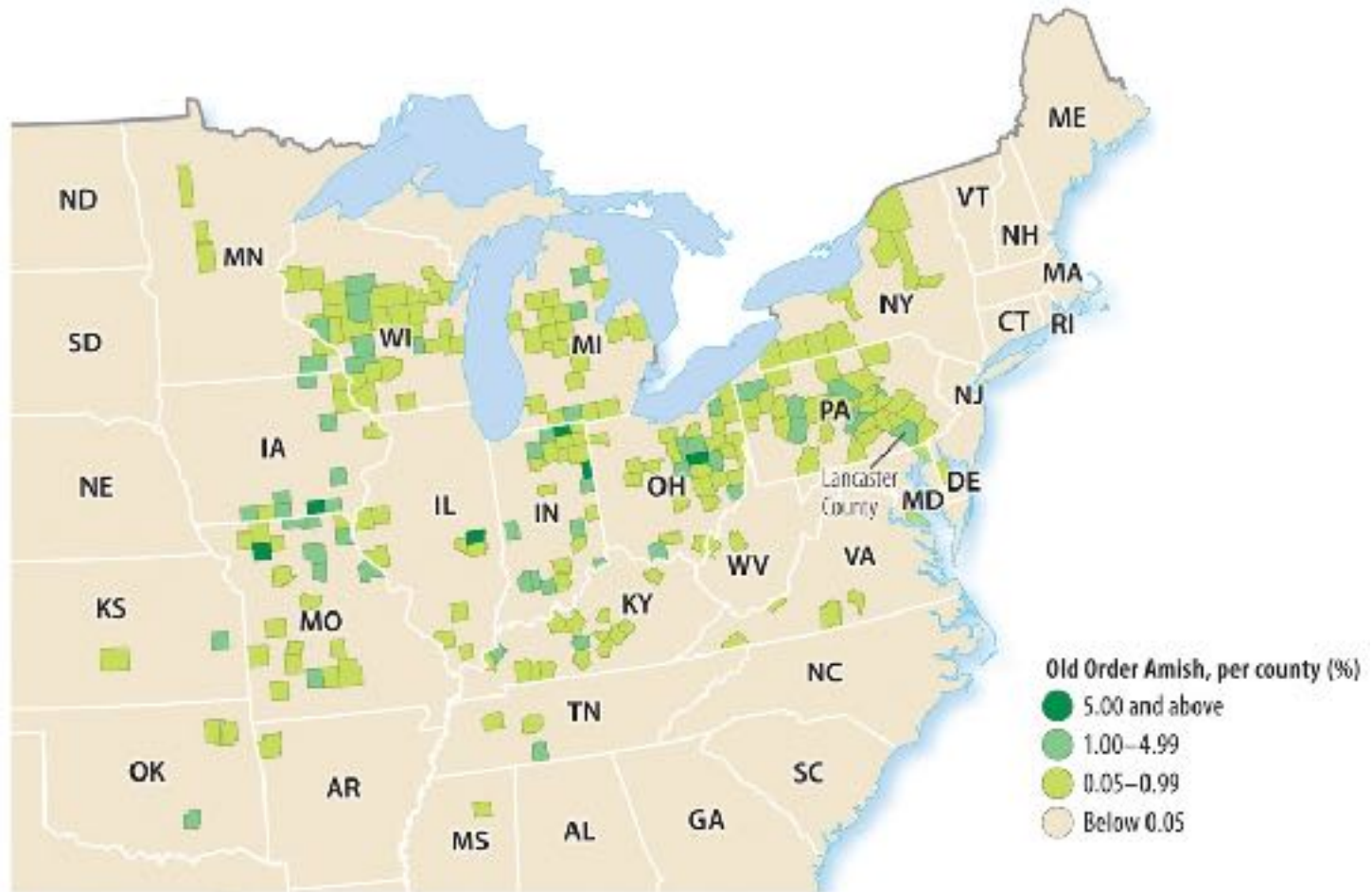
- Facebook
- V Kontakte
- Odnoklassniki
- QZone
- Cloob
- Draugiem



VIII. Challenges to Landscapes of Folk and Popular Culture

- **A. Challenges to Folk Culture**
 - 1. Loss of traditional values
 - 2. Imposition of popular culture through diffusion of media

- The Amish: Preserving Cultural Identity
 - Although the Amish number only about one-quarter million, their folk culture remains visible on the landscape in at least 19 U.S. states.



- Marriages and Dowries in India
 - Global diffusion of popular social customs has had an unintended negative impact for women in India: an increase in demand for dowries.
 - Disputes over dowries have led to 100,000 cases per year of torture and cruelty toward women by men.

VIII. Challenges to Landscapes of Folk and Popular Culture

- **B. Challenges to popular culture**
 - 1. Uniformity: fast food
 - 2. Uniformity: gas, food, and lodging
 - 3. Diffusion in the global marketplace
 - 4. Local cultures and globalization