

## I. Elements of Folk and Popular Culture

## A. Culture

1. The body of material traits, customary beliefs, and social forms that together constitute the \_\_\_\_\_
2. Each cultural activity has a distinctive \_\_\_\_\_.
3. Geographers study the relations between material culture and the \_\_\_\_\_ environment.
4. Material culture falls into two basic categories that differ according to scale:
  - a. Folk culture is traditionally practiced primarily by \_\_\_\_\_ groups living in relative \_\_\_\_\_ from other groups.
  - b. Popular culture is found in \_\_\_\_\_ societies that share certain customs (such as wearing jeans) despite differences in other personal characteristics.

## B. Daily necessities and leisure

1. Material culture is derived from the \_\_\_\_\_ of daily life.
2. Habits - \_\_\_\_\_ acts that a particular individual performs (21 days to form a new habit)
3. Customs - repetitive acts of a \_\_\_\_\_
4. Material culture is a \_\_\_\_\_ of social customs

What are some daily necessities of life? \_\_\_\_\_

What are one examples of leisure activities? \_\_\_\_\_

## C. Characteristics of folk culture

1. Anonymous \_\_\_\_\_(s) & anonymous sources (\_\_\_\_\_)
2. Unknown dates
3. Diffuses slowly and on a small scale, chiefly through \_\_\_\_\_; little change over time
4. Varies from \_\_\_\_\_ at a given time

## D. Characteristics of popular culture

1. Found in \_\_\_\_\_ societies
2. \_\_\_\_\_ as compared to folk culture
3. Usually product of \_\_\_\_\_
4. Rapid diffusion facilitated by \_\_\_\_\_
5. Changes rapidly and \_\_\_\_\_
6. Varies from \_\_\_\_\_ at a given place

## E. How Culture is Transmitted (What is diffusion? \_\_\_\_\_)

1. Folk and popular cultures go through different processes of \_\_\_\_\_:
  - a. Folk culture is transmitted from one location to another relatively \_\_\_\_\_ and on a \_\_\_\_\_, primarily through relocation diffusion (migration).
  - b. Popular culture typically spreads through a process of \_\_\_\_\_ diffusion, diffusing rapidly and extensively from \_\_\_\_\_ or nodes of innovation with the help of modern \_\_\_\_\_ (TV, internet).

## II. Origin and Diffusion of Music

### A. Folk music

1. Composed anonymously and \_\_\_\_\_
2. Contents derived from \_\_\_\_\_
3. Travels via \_\_\_\_\_
  - a. Example: Gullah/Geechee

### B. Popular music

1. Composed by \_\_\_\_\_
2. \_\_\_\_\_ purposes
3. Originated ~1800; after 1900 - rise of recorded music

## III. Origin and Diffusion of Sports (example: soccer)

### A. Soccer's folk culture origins

1. Eleventh-century England
2. \_\_\_\_\_ ~1018-1042
  - a. "Kick the Dane's Head"
  - b. Football Association, 1863

### B. Soccer as popular culture

1. Late 1800s diffused to continental Europe
  - a. Holland, 1870s
  - b. Spain, 1893
2. Diffused via \_\_\_\_\_
3. Russia, 1887

### C. Surviving folk sports

1. Cricket, Ice hockey, \_\_\_\_\_, Football, & Lacrosse

## IV. Folk and Popular House Styles

A. Folk culture traditions are reflected in eighteenth- and nineteenth-century US \_\_\_\_\_.

B. Popular culture influences are seen in US housing built since \_\_\_\_\_.

C. Folk housing - New England, Mid-Atlantic, etc...

D. Popular housing

1. \_\_\_\_\_ declines
2. Houses commercially constructed
  - a. \_\_\_\_\_ - "cookie cutter" houses

## V. Folk and Popular Food Preferences

### A. Food taboos

1. Taboo - \_\_\_\_\_ imposed by social custom
  - b. Biblical taboos (no pork, etc...)

### B. Environmental influences

1. Traditional food taboos \_\_\_\_\_ in the physical environment
  - a. Influenced by \_\_\_\_\_ of negative forces
  - b. Also influenced by environmental features

### C. Food and place: the concept of terroir

1. Environment contributes to the characteristic of food
2. \_\_\_\_\_
  - a. The contribution of a location's \_\_\_\_\_ to the way food tastes (French)
    - (1) Climate, Landforms, & Soil

### D. Popular Food Culture

1. Popular food preferences are influenced more by \_\_\_\_\_ values than by environmental features.

## VI. Folk and Popular Clothing Preferences

### A. Folk clothing traditions

1. Traditionally selected/ designed to meet \_\_\_\_\_ practices and climatic conditions

2. Diffusion via \_\_\_\_\_ and technology has extended influence of some folk clothing

### B. Clothing of popular culture

1. Generally reflects \_\_\_\_\_ (ex: "blue-collar" vs. "white collar")

2. Diffusion via communications technology has extended influence of popular clothing

## VII. Diffusion of Popular Media

### A. Diffusion of TV

1. Developed in \_\_\_\_\_; WWII impeded diffusion

### B. Diffusion of the Internet

1. More \_\_\_\_\_ diffusion than TV

### C. Limiting Access to Media

1. Changing technology has made TV a force for \_\_\_\_\_ rather than stability.

2. As with TV, governments try to limit \_\_\_\_\_ content. \_\_\_\_\_ is especially strong in Asia.

3. \_\_\_\_\_ have started to play a significant role in breaking the monopoly of government control over diffusion of information (example: the Arab Spring)

### D. Diffusion of Social Media: Twenty-First Century

1. People based in the \_\_\_\_\_ 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.

## VIII. Challenges to Landscapes of Folk and Popular Culture

### A. Challenges to Folk Culture

1. Loss of \_\_\_\_\_

2. Imposition of popular culture through \_\_\_\_\_

### B. Challenges to popular culture

1. \_\_\_\_\_: fast food

2. Uniformity: gas, food, and lodging

3. Diffusion in the global \_\_\_\_\_ - American culture (McDonald's & Coca-Cola!!!!)

4. Local cultures and \_\_\_\_\_ - push back in many areas