

Unit 3: Cultural Patterns and Processes

Folk and Popular Culture

	Folk/Local Culture	Popular Culture
1. Define and describe the key characteristics of folk and popular culture.		<ul style="list-style-type: none"> • The culture traits found in large, urban populations that are heterogeneous (different from each other) but who nonetheless share the popular culture traits. • Popular culture varies little from place to place but changes quickly. • Commodified/commercialized on global scale (created for financial gain).
2. Describe the hearths of folk and popular culture.	<ul style="list-style-type: none"> • Folk customs are so deeply embedded in a local culture that the time, hearth and innovator of folk culture traits are usually unknown. • Folk culture arises out of the everyday activities of rural life. 	
3. Describe the typical patterns of diffusion for folk and for popular culture.		<ul style="list-style-type: none"> • The spread of popular culture follows the process of hierarchical diffusion from hearths or nodes of innovation. • Popular culture diffuses rapidly and extensively through the use of modern communications and transportation systems.
4. Describe the distribution of folk and popular culture.	<ul style="list-style-type: none"> • Folk cultures survive in a dwindling number of isolated areas in less-developed countries (LDC's) and in rural areas of MDC's where culture groups can achieve some level of isolation from the dominant popular culture. • Folk culture can also be found in ethnic enclaves/districts in urban areas. 	

5. Explain the typical **cultural landscape** (the visible imprint of a culture on the natural landscape) for folk and for popular culture.

Answer the questions about food/agriculture, clothing, and the *built environment*. (total of six examples)

- The food, clothing, and built environments of folk cultures are likely to reflect the local environment and the impact of the local landscape. Folk cultures also are less likely to harm or modify the natural environment because they are small-scale and use limited technology.
- The material culture of folk societies may reflect religious principles or other social values of the local culture.

EXAMPLES

- ✓ Italian quick-fry food VS. English slow-cooked stew. Why?

- ✓ *Wine is all about the dirt – and there is great dirt in the Middle East, but yet there is no wine.* Explain.

- ✓ List 2 examples of folk footwear that reflects the influence of environmental or climatic conditions.

- ✓ The Amish cluster their farm houses and wear pocketless pants. Why?

- ✓ List 2 examples of folk houses that derive from the land.

EXAMPLES

- ✓ What does a McDonalds in New York have in common with a McDonalds in New Mexico?

- ✓ How has mass marketing of highly processed food affected dietary habits and health worldwide?

- ✓ Highly paid lawyers in Japan are less likely to dress like Japanese school teachers and more likely to dress like highly paid lawyers in Nashville. What does this tell us?

- ✓ Even folk in hot, muggy climates wear jeans. Why?

- ✓ “Nothing special about my street. I live in Anywhere, USA.” Explain.

<p>6. Identify 3 examples of folk culture and 4 examples of pop-culture <i>traits</i>.</p> <p>For the folk cultures, describe their current <u>distribution</u> (where are the).</p> <p>For the pop culture traits, describe their <u>diffusion</u> (how have they spread).</p>	<p>EXAMPLES OF FOLK CULTURES:</p>	<p>EXAMPLES OF POP-CULTURE TRAITS (i.e. hip-hop):</p>
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