

# Chapter 4

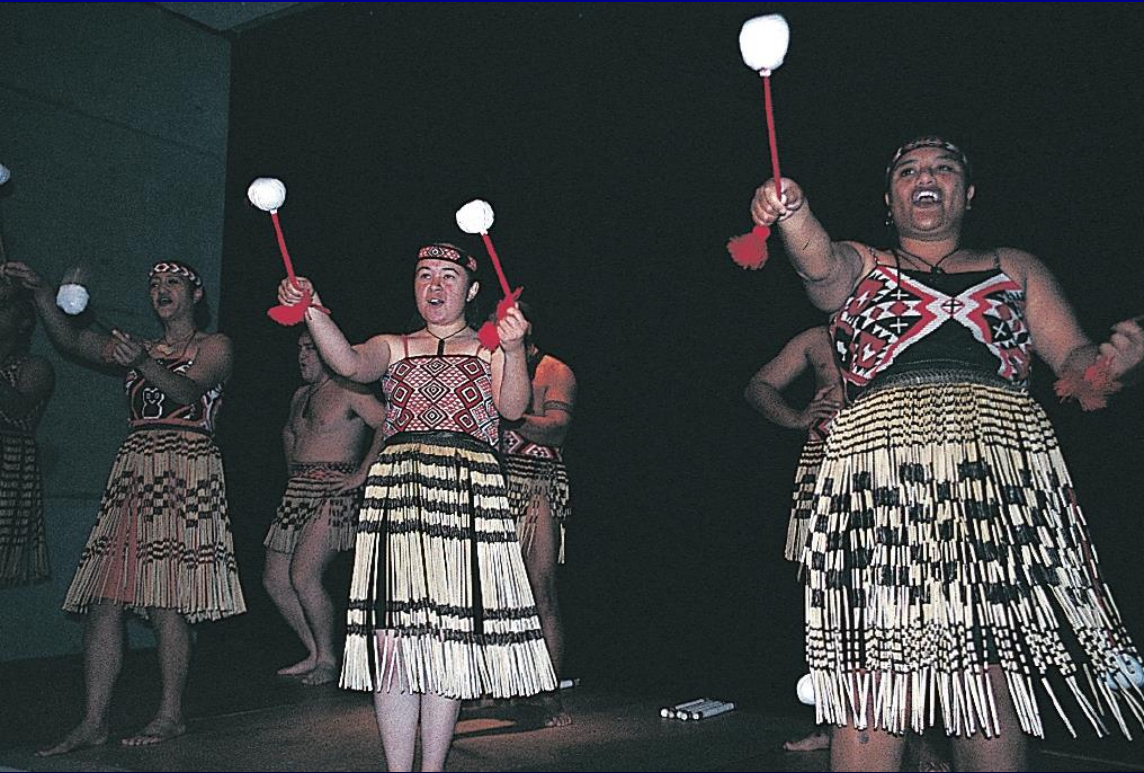
## Study Guide

### Folk and Popular Culture



# What is Culture?

Culture is learned behavior that is passed on by imitation, instruction, and example.





Culture is almost entirely relative. Proper behavior shifts from culture to culture.





# Geographic Importance of Culture

- Geographers study culture because it leaves dramatic imprints on the earth.





# Culture includes:

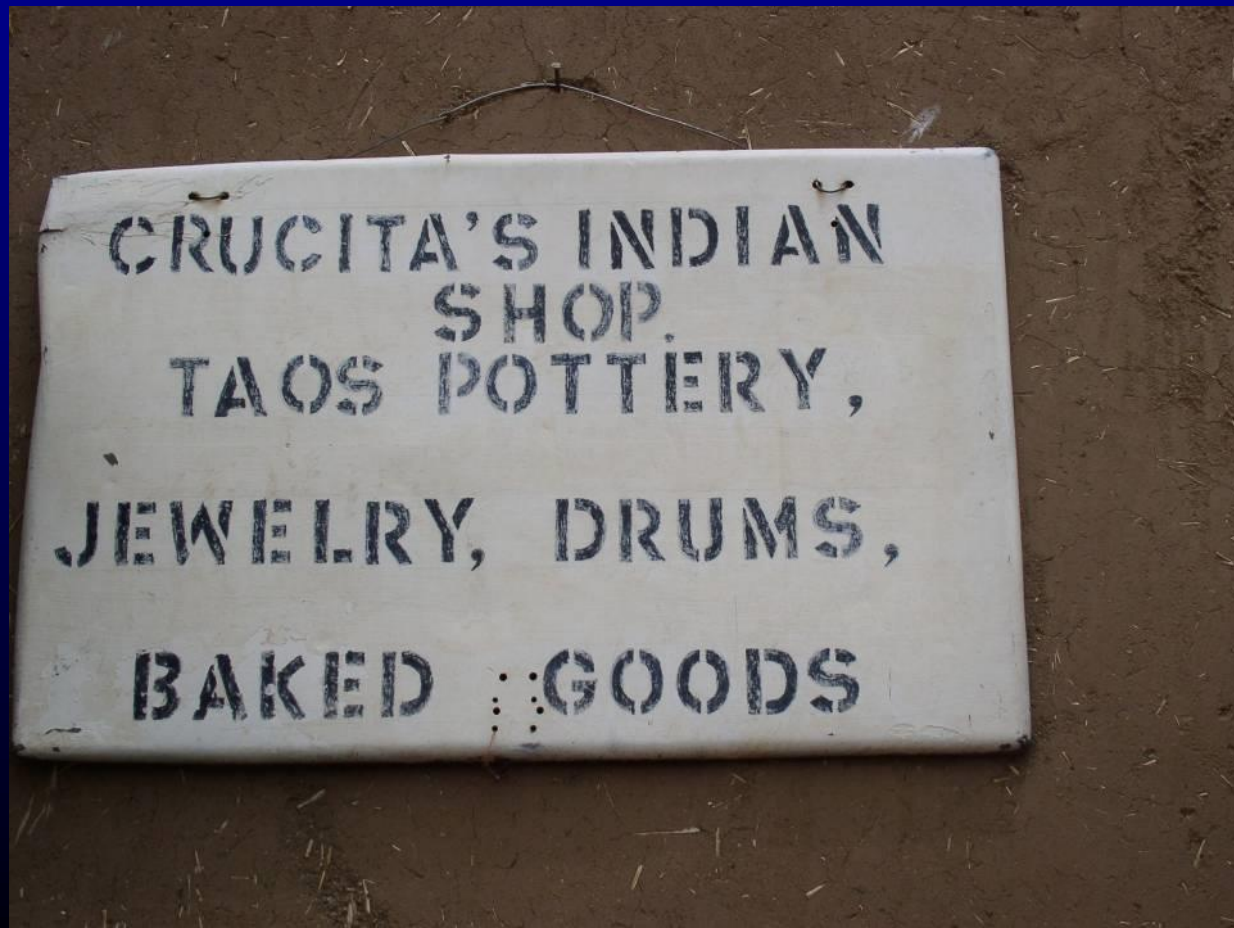
## What people care about (nonmaterial culture)

- Language, religion, ethnicity, ideas, beliefs, and customs



Culture also includes what people take care of (art, food, clothing, and shelter)

Material Culture: the visible aspect of culture





All tangible objects made and used by members of a cultural group, such as clothing, buildings, tools and utensils, instruments, furniture, and artwork



Marginalized (in Haiti)







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Elite (in the United Kingdom)







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Embattled (in Mexico)



# Example: Folk Medicine

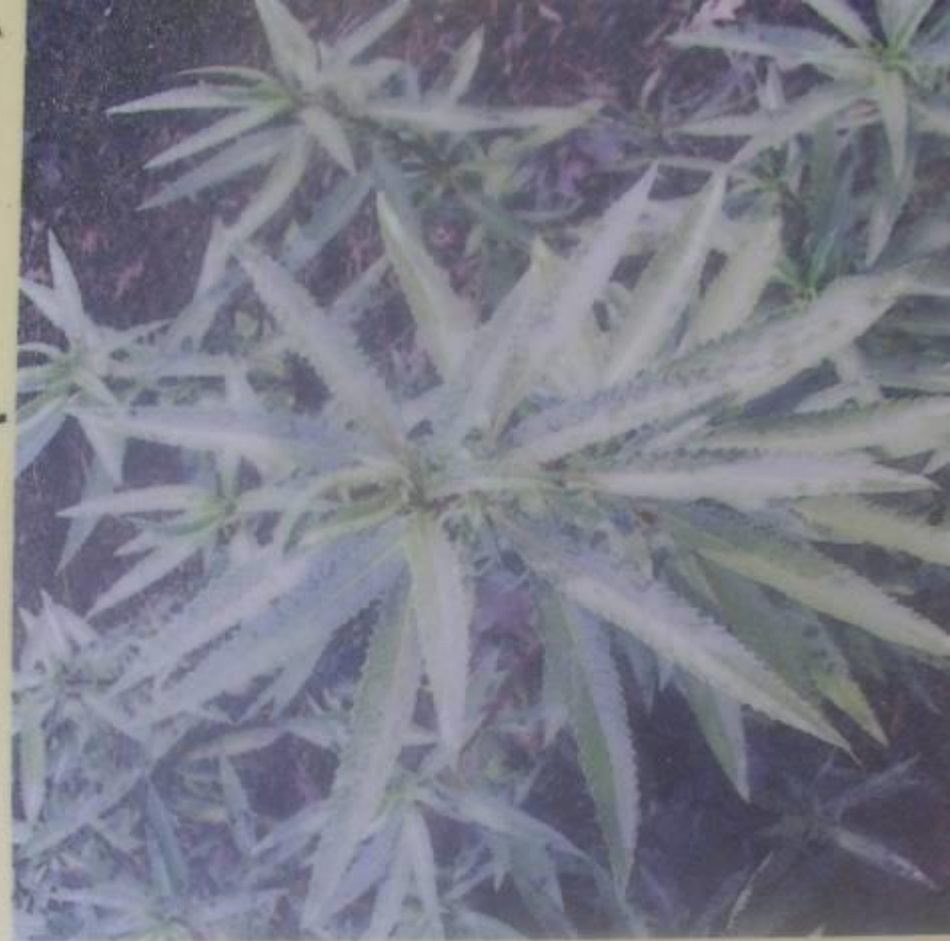


circulation





People in folk societies commonly treat diseases and disorders with drugs and medicines derived from the root, bark, blossom, or fruit of plants.



### **Yerba santa**

*(Eriodictyon californica)*

In local Wintu tradition, this plant is used to treat lung ailments.

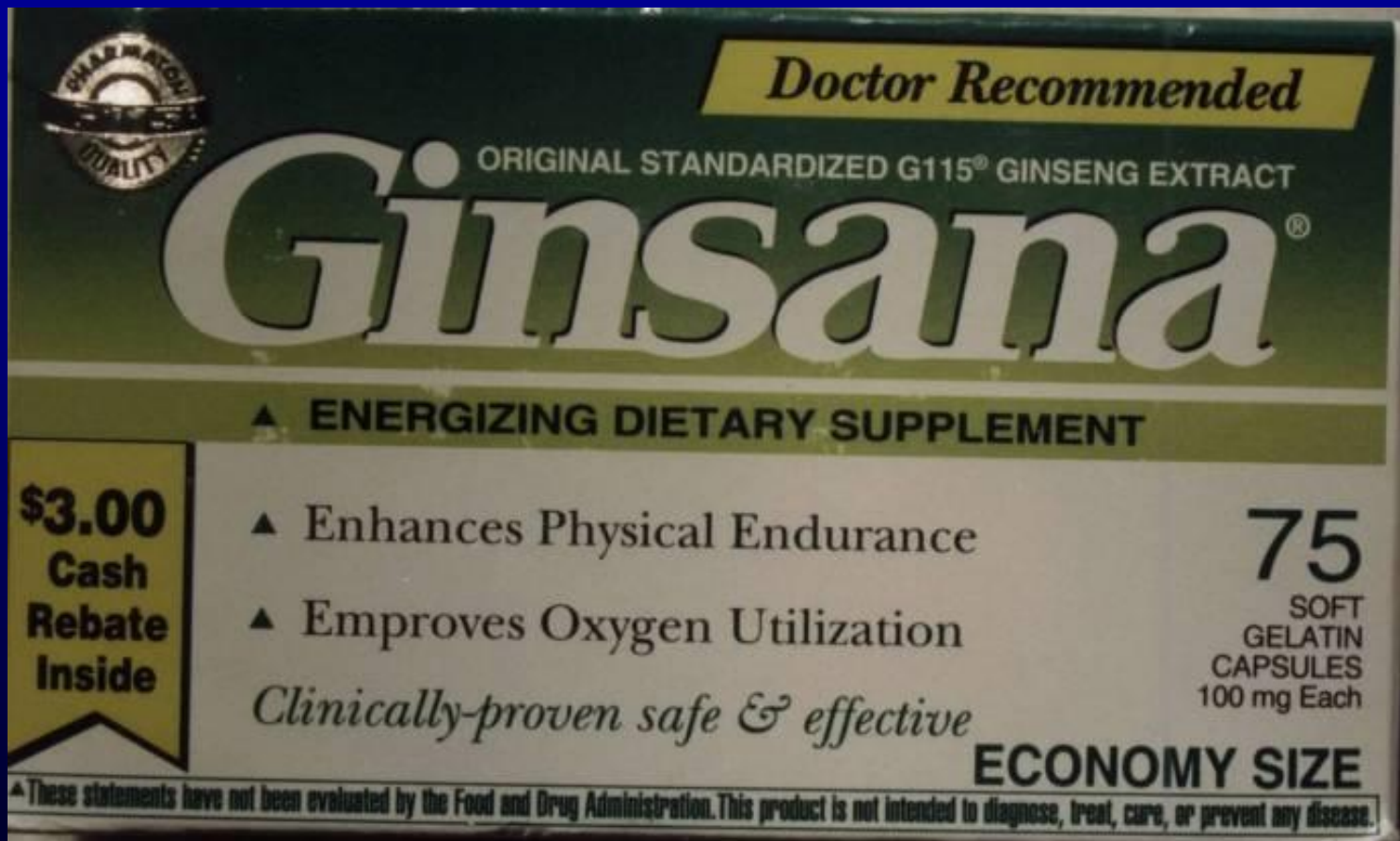


Food and medicine in folk cultures comes from intimate knowledge of the physical environment TQ





# Alternative Medicine in the U.S. is a Billion dollar industry



The image shows a box of Ginsana, an energizing dietary supplement. The box is primarily green and white. At the top left, there is a circular seal that says "Ginsana Quality". To the right of this seal, the text "Doctor Recommended" is written in a yellow banner. Below this, it says "ORIGINAL STANDARDIZED G115® GINSENG EXTRACT". The brand name "Ginsana" is prominently displayed in a large, white, stylized font. Underneath the brand name, it says "ENERGIZING DIETARY SUPPLEMENT". On the left side of the box, there is a yellow banner that says "\$3.00 Cash Rebate Inside". In the center, there are two bullet points: "Enhances Physical Endurance" and "Improves Oxygen Utilization". Below these bullet points, it says "Clinically-proven safe & effective". On the right side, it says "75 SOFT GELATIN CAPSULES 100 mg Each". At the bottom right, it says "ECONOMY SIZE". At the very bottom, there is a small disclaimer: "These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease."

**Doctor Recommended**

ORIGINAL STANDARDIZED G115® GINSENG EXTRACT

# Ginsana®

▲ **ENERGIZING DIETARY SUPPLEMENT**

**\$3.00 Cash Rebate Inside**

- ▲ Enhances Physical Endurance
- ▲ Improves Oxygen Utilization

*Clinically-proven safe & effective*

**75**  
SOFT GELATIN CAPSULES  
100 mg Each

**ECONOMY SIZE**

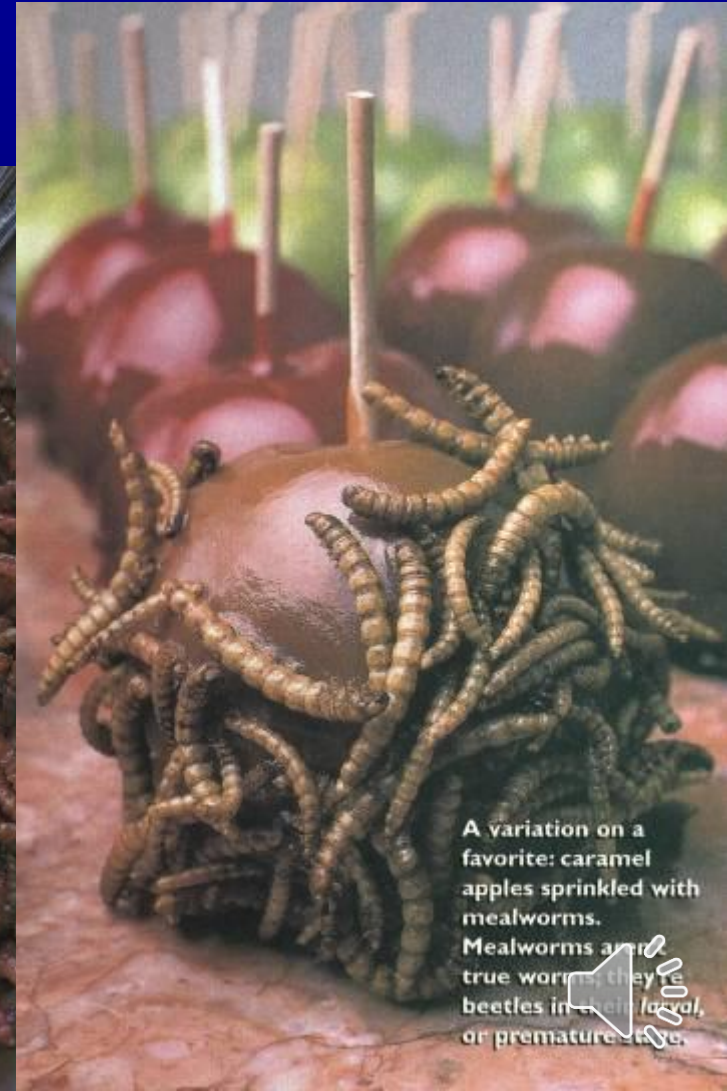
▲ These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



# Taboo: A restriction on behavior imposed by social custom



Red agave (ah-GHA-vay) worms are a perfect addition to Mexican tortillas. (Left) Roasted grasshopper in teeth.



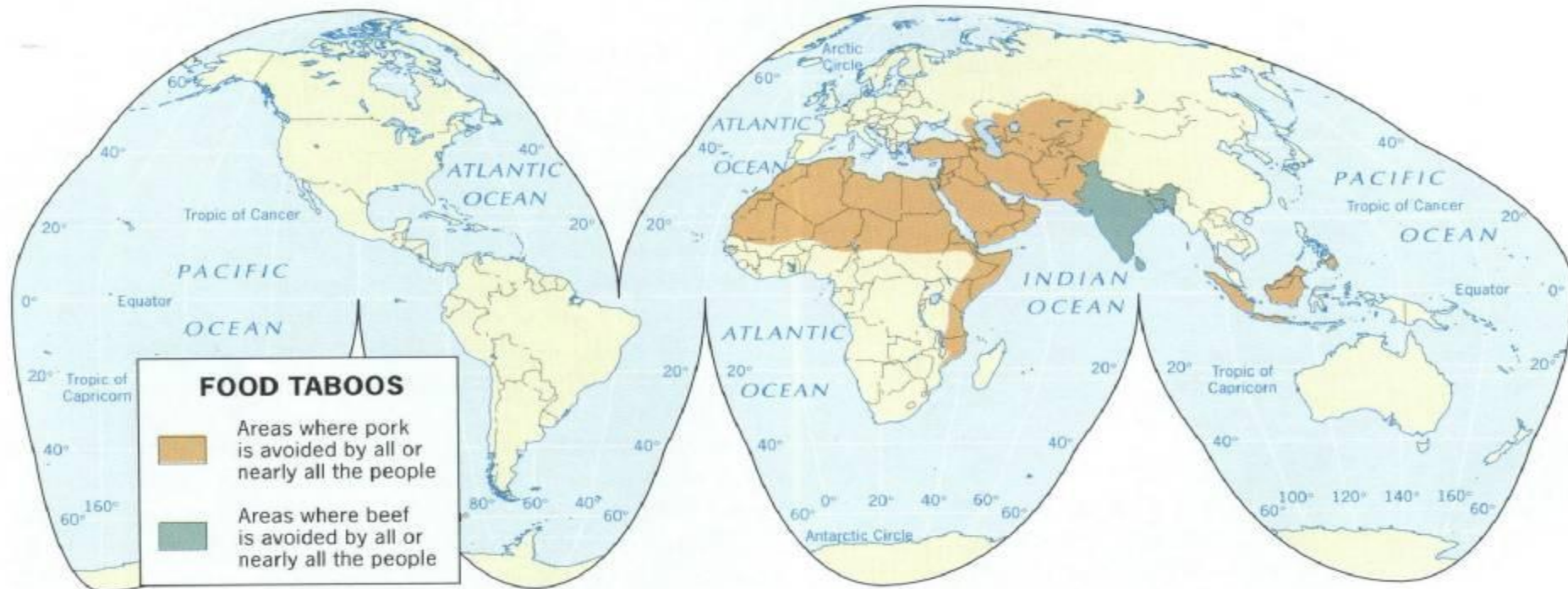
A variation on a favorite: caramel apples sprinkled with mealworms. Mealworms are true worms; they're beetles in their larval, or premature, stage.



Some taboo activities or customs are prohibited under law and transgressions may lead to severe penalties. Other taboos result in embarrassment, shame, and rudeness.



Taboos can include dietary restrictions (halal (Islam) and kosher (Judaism) diets, and religious vegetarianism.)



**Figure 18-1 World Areas of Food Taboos.** Prohibitions and bans against certain foods affect diets in many areas of the world. Here only the major taboos are mapped.



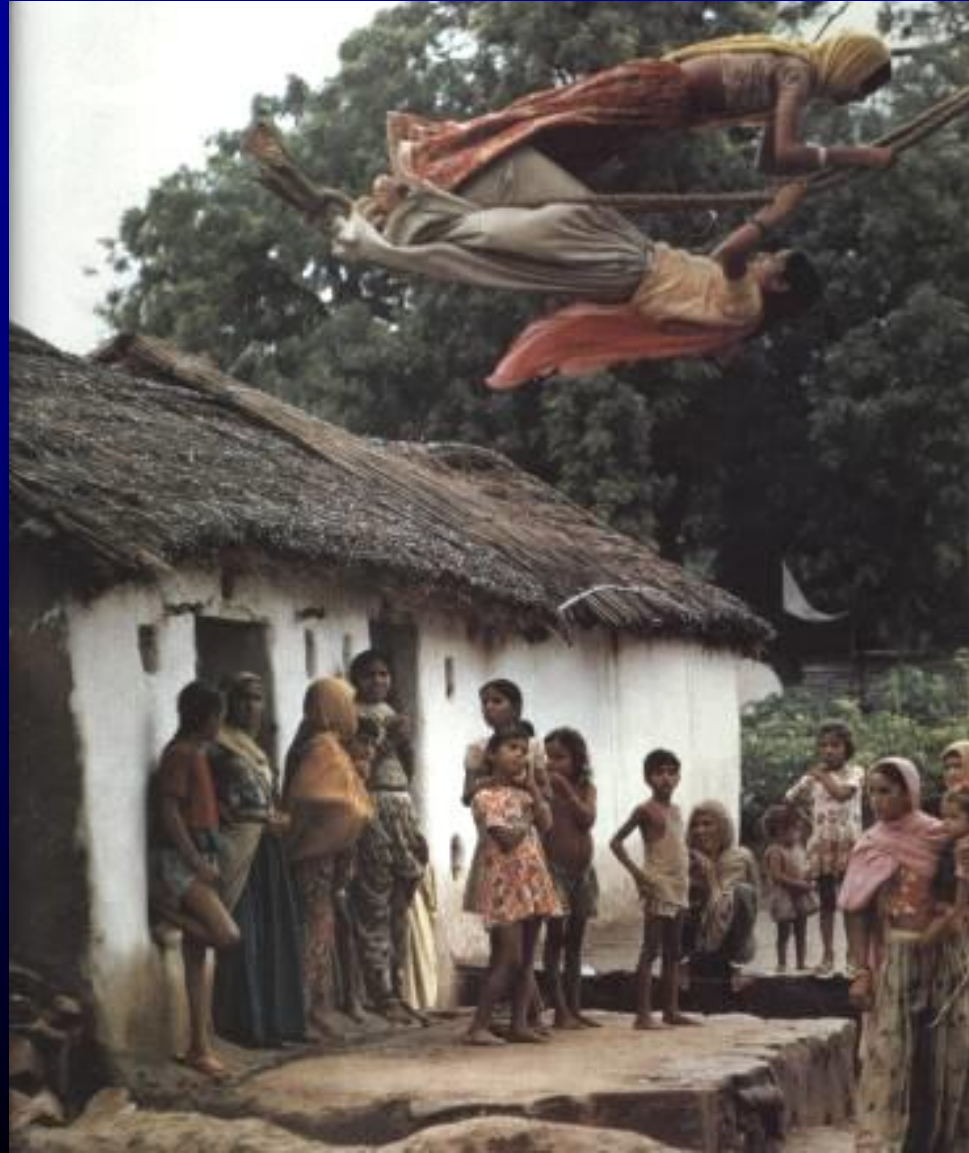


A variety of substances are considered as harmful for humans to consume and, therefore, forbidden as per various Qur'anic verses:

- Pork
- Blood
- Alcohol
- Animals slaughtered in the name of anyone but "Allah". An animal that has been strangled, beaten (to death), killed by a fall, gored (to death), savaged by a beast of prey (unless finished off by a human)[Quran 5:3]



# Folk culture: a rural homogenous group retaining the traditional way of life





A large majority of people in folk societies are directly involved with food production TQ



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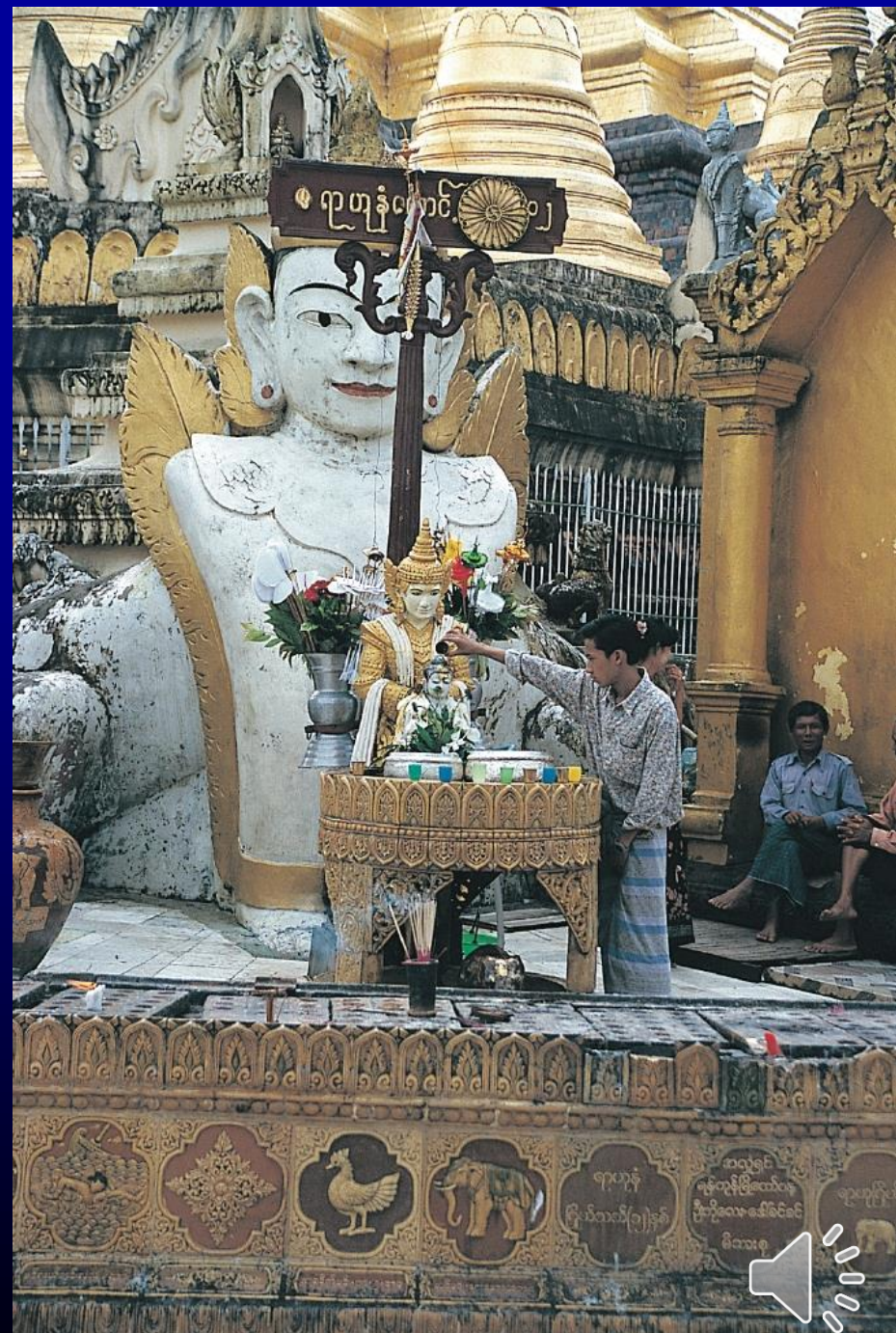
Therefore folk cultures often have unique landscapes and characteristics: fields, terraces, grain storage, beast of burden, dirt roads, lack of technology





Folk Culture: a rural  
homogenous group  
retaining the traditional  
way of life

1. Much variation from  
Place to Place





# Folk Landscape are usually of limited size









## 2. Little variation from Time to Time (Temporal Variation)





3. Little variation from Person to Person (The “culture” decides.)

4. Communal (Individualism is frowned upon)



# 5. Isolated





# 6. Highly Immobile



# 7. Strong Attachment to Places





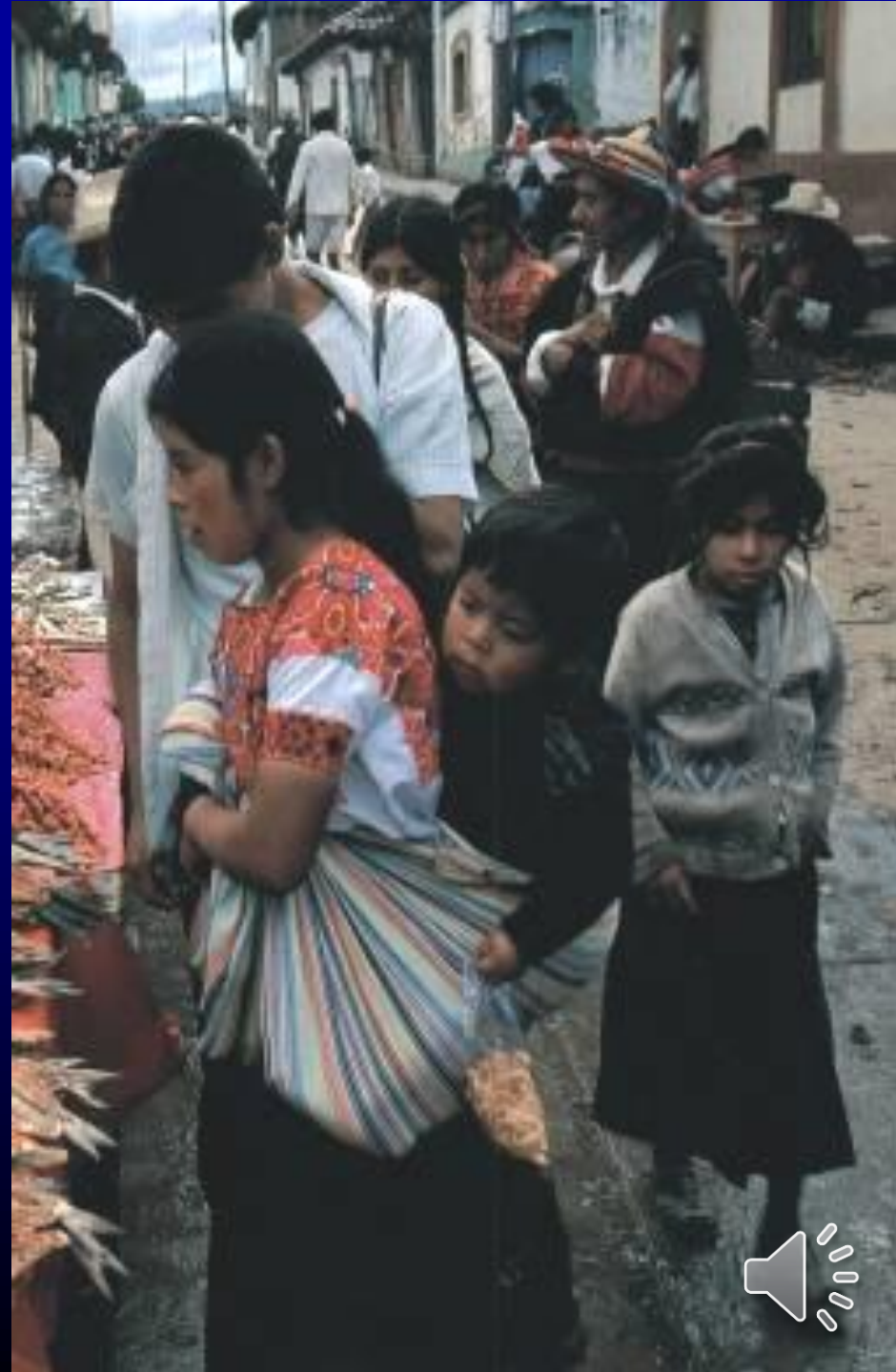
8. Resistant to Change (infrequently and slowly)

9. Conservative



10. Strong  
Interpersonal  
Relationships

11. Strong  
Extended Family  
Structure





# 12. Strong Religious Institutions (to maintain order)



13. Dependent on Local Resources (self-sufficient, subsistence economy prevails)

14. Customized Production (handmade goods)





15. Generalized Professions (Relatively little division of labor. Rather, each person performs a variety of tasks, although duties may differ between the genders)





# 16. Losing Ground

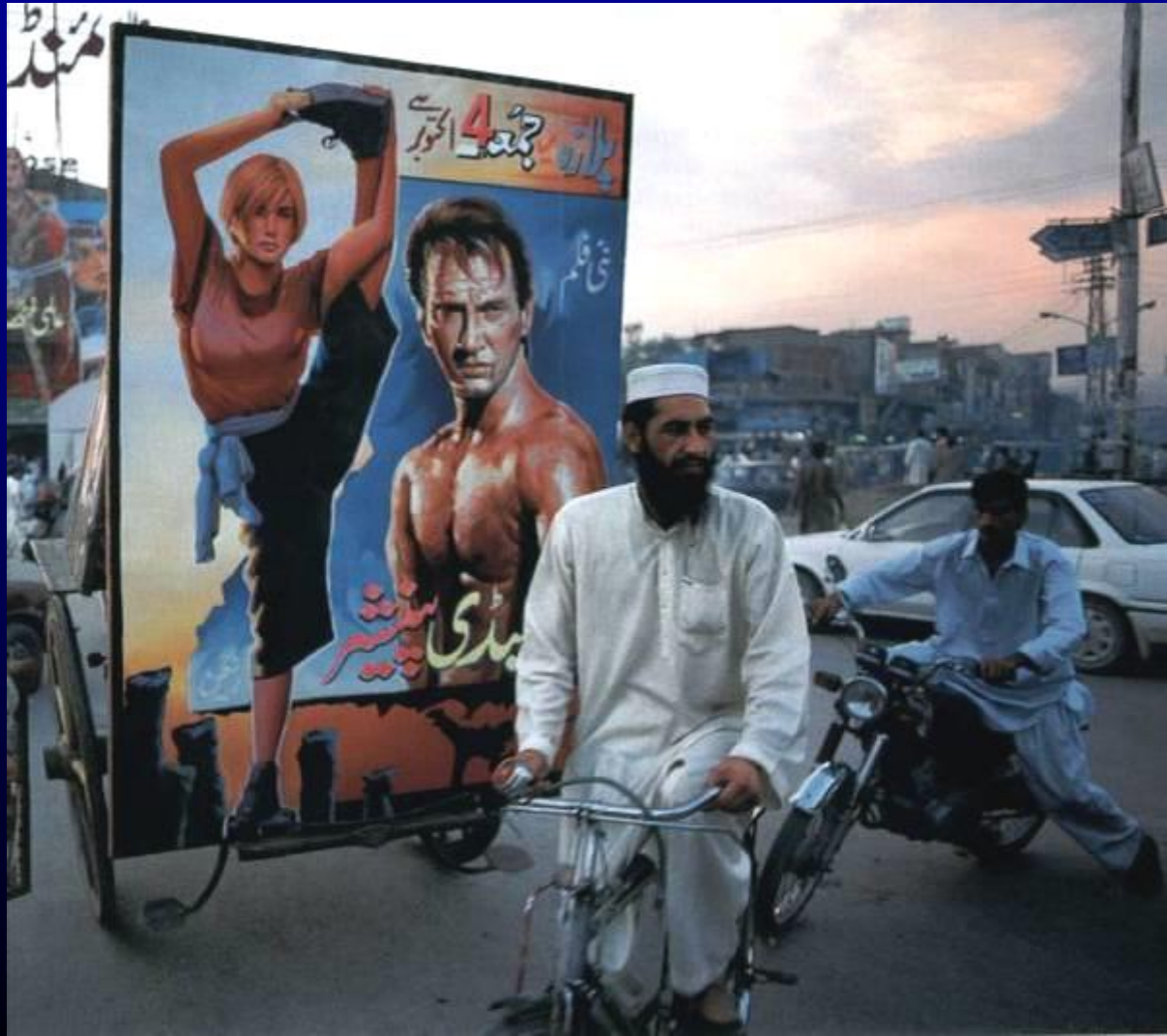




# Popular Culture: a large heterogeneous group open to change



Popular Culture diffuses on a global scale and extremely fast because of T.V., satellites, the internet, and the media.





# Advertising may be the most effective device for diffusion in the popular culture

## SILVERADO

Possessing a new exterior and updated interior for 2003, Chevy Silverado continues to prove it's **THE TRUCK**, and still able to handle any challenge you throw its way. Powered by **five proven dependable Vortec engine choices**, and featuring a **new center console** and **Driver Information Center**, Chevy Silverado is the blend of smarts and strength you can count on. After all, it's a big part of the Chevy Truck family — the most dependable, longest-lasting trucks on the road.\*





# 1. Little variation from Place to Place (Spatial Variation)





## 2. Much variation from Time to Time (Temporal Variation)



### 3. Much variation from Person to Person (The “individual” decides.)

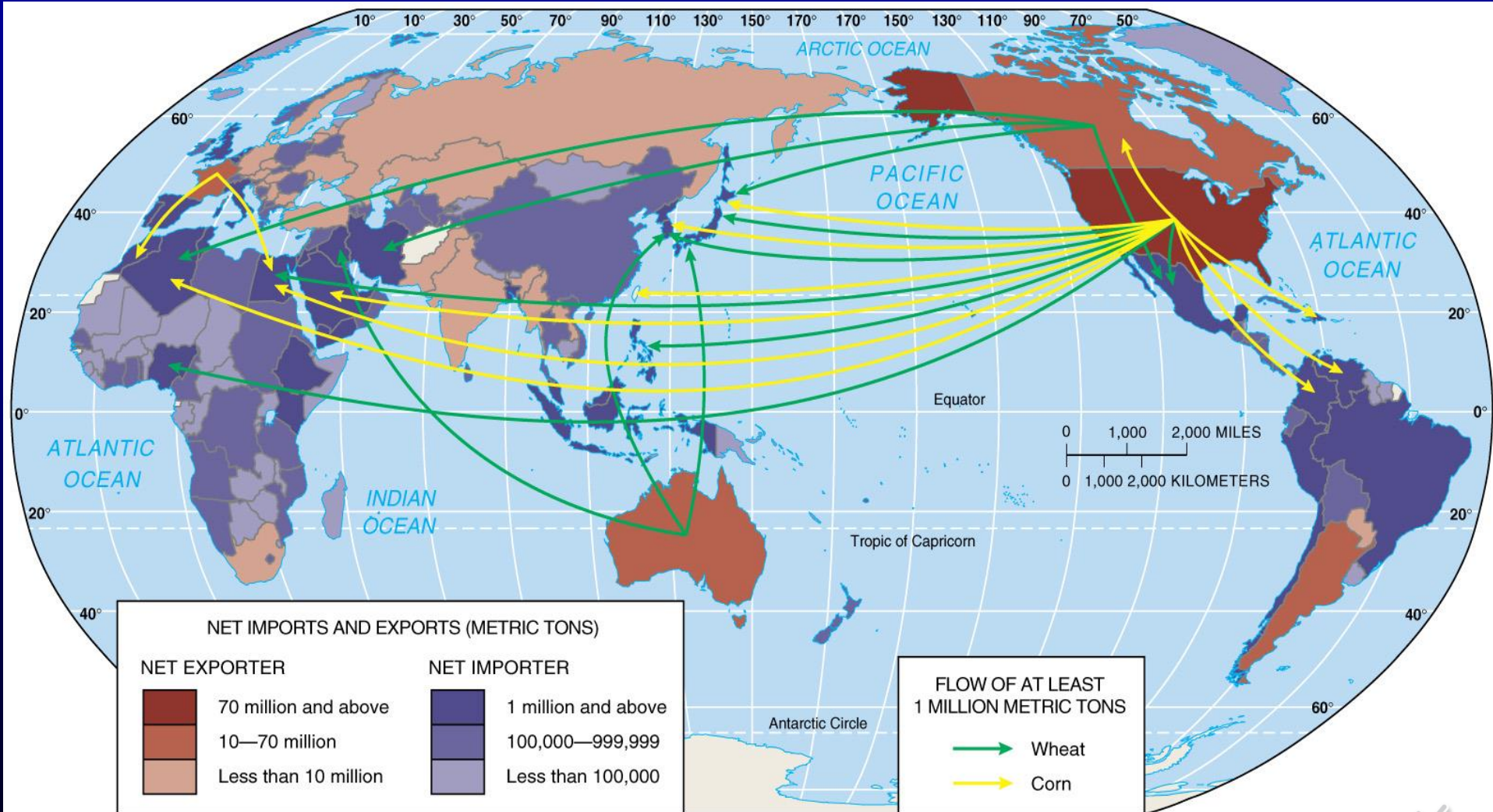




# 4. Individualistic, competitive, and superficial



# 5. Interdependent





# 6. Highly Mobile



# 7. Weak Attachment to Places





# 8. Constantly Changing (progress, fads)



# 9. Progressive





10. Weak Interpersonal Relationships  
(Relationships are more numerous but less personal, contractual relationships)

11. Weak Extended Family Structure



12. Strong Secular Institutions (police, army, and courts, take the place of family and church in maintaining order) (science challenges religion for dominance in our daily lives)





# 13. Dependent on Distant Resources



# 14. Mass Production (factories) and materialistic





# 15. Specialized Professions (A distinct division of labor, with a highly specialized professions and jobs)



# 16. Gaining Ground

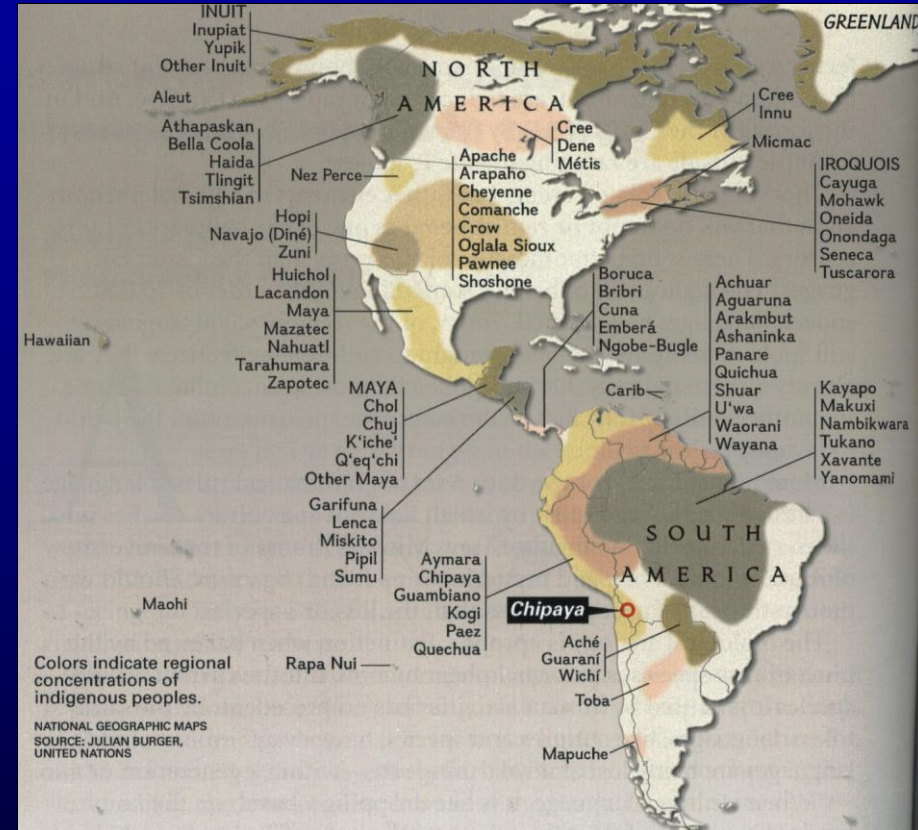


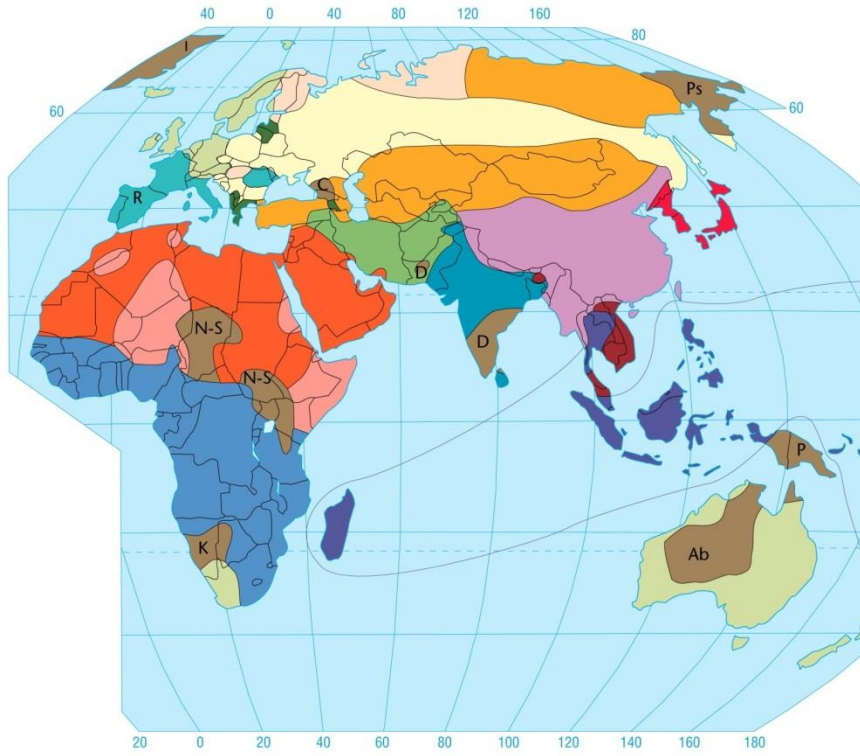
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# Popular and folk cultures have different geographic patterns (in ap syllabus)



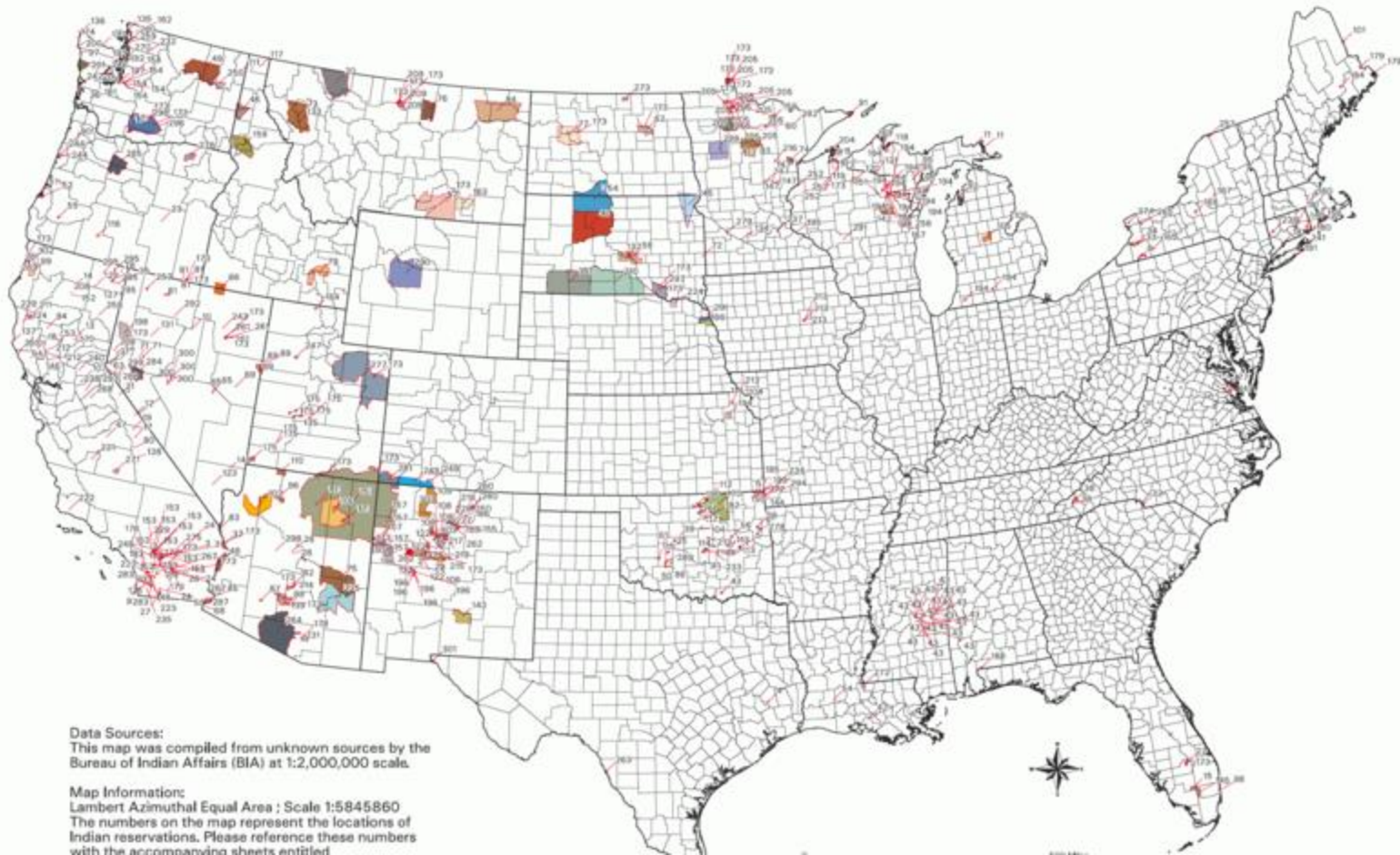




The US is almost completely dominated by popular culture.  
How and where is folk culture preserved here?

- Indian reservations that speak and teach the native language and traditions

### Indian Reservations in the Continental United States









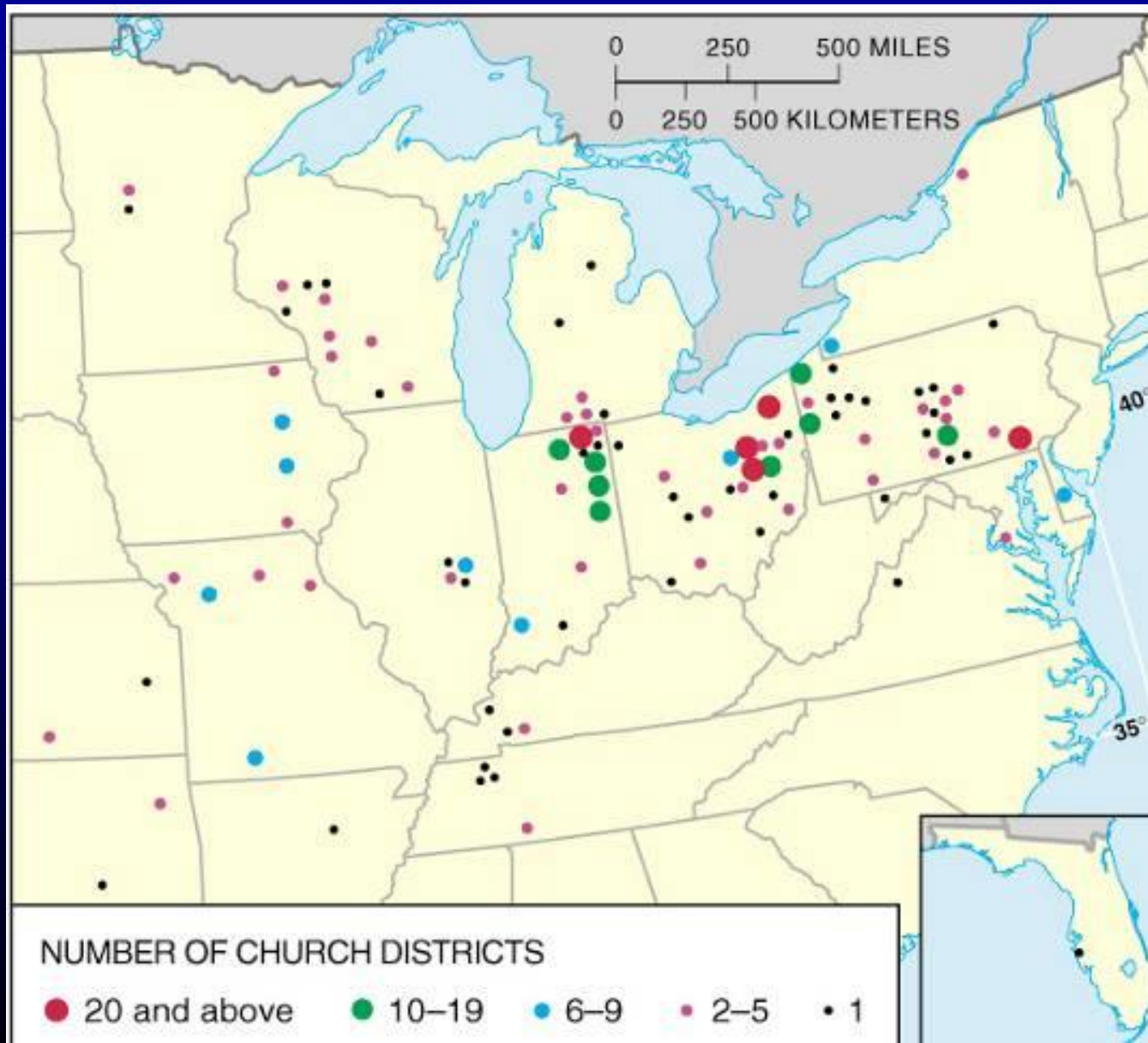
- Museum cities such as Colonial Williamsburg



Photo: Colonial Williamsburg Foundation, Williamsburg, Va



- The Amish – society cuts itself off from modern day world (Western Pennsylvania and Ohio),





The population of Amish in North America is doubling every 22 years, and could reach 1 million by midcentury, a new study reveals. In 1990 there were 179 settlements now there are 456



# Folk Culture example (case study): The Amish

The various Amish or Amish Mennonite church fellowships are Christian religious denominations that form a very traditional subgrouping of Mennonite churches.

The Amish are known for simple living, plain dress, and reluctance to adopt modern convenience.





Amish church membership begins with baptism, usually between the ages of 16 and 25. It is a requirement for marriage, and once a person has affiliated with the church, she or he may only marry within the faith. Church districts average between 20 to 40 families and worship services are held every other Sunday in a member's home. The district is led by a bishop and several ministers and deacons.



The rules of the church must be observed by every member. These rules cover most aspects of day-to-day living, and include prohibitions or limitations on the use of power-line electricity, telephones and automobiles, as well as regulations on clothing.

As Anabaptists, Amish church members practice nonresistance and will not perform any type of military service. Members who do not conform to these expectations and who cannot be convinced to repent are excommunicated (kicked out of the church).





In addition to excommunication, members may be shunned — a practice that limits social contacts to shame the wayward member into returning to the church.



Amish church groups seek to maintain a degree of separation from the non-Amish world. There is generally a heavy emphasis on church and family relationships. They typically operate their own one-room schools and discontinue formal education at grade eight. They value rural life, manual labor and humility.





# Folk and Popular Culture's Human Environmental Impact:

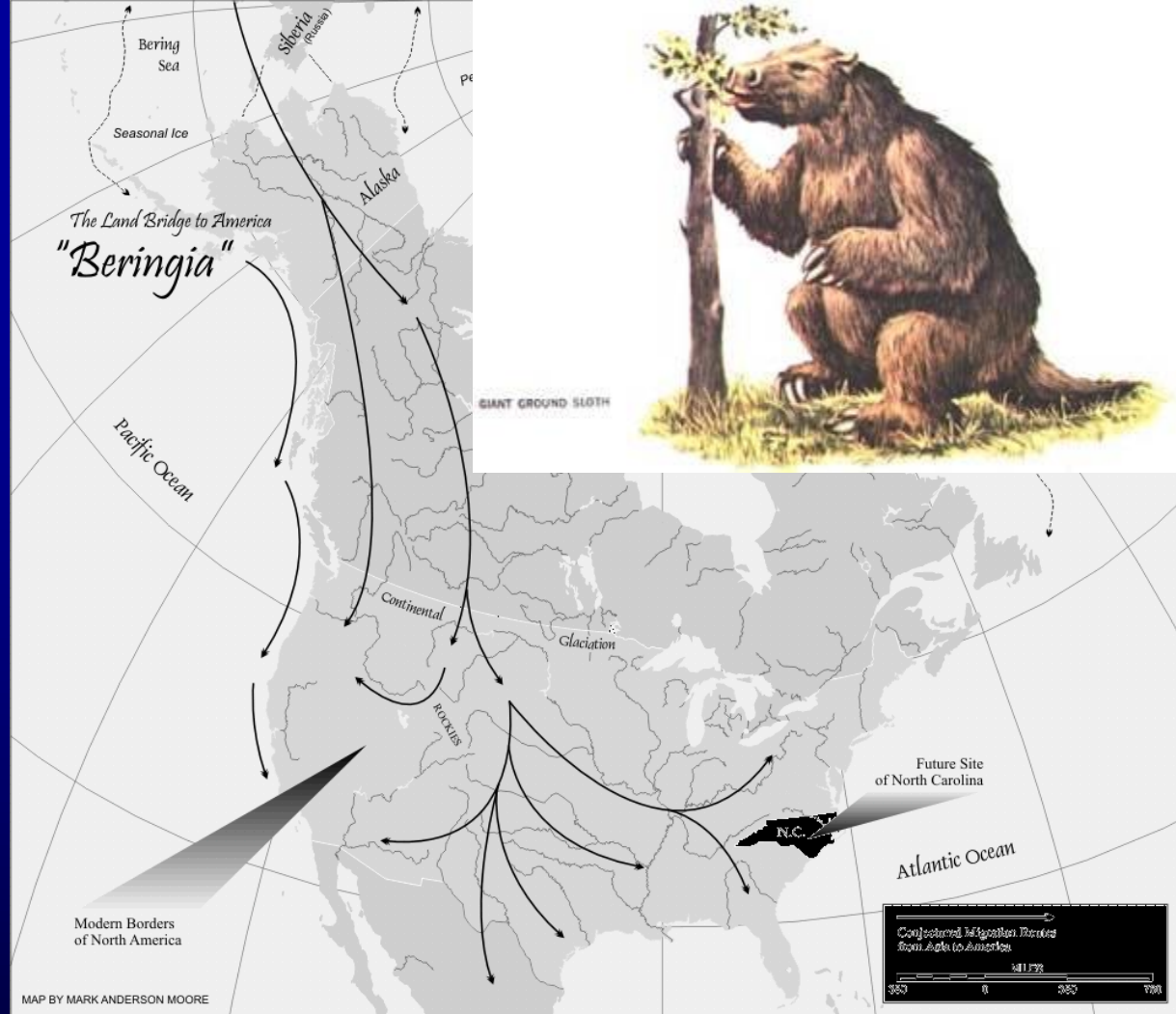
Folk cultures may be more sensitive than popular cultures to the qualities of the soil, climate, and terrain, it does not follow that they are wholly shaped by their physical surroundings,







nor is it necessarily true that folk groups live in close harmony with their environment, for often soil erosion, deforestation, and overkill of wild animals can be attributed to traditional rural folk



Because popular culture is largely the product of industrialization and the rise of technology, it might seem less directly tied to the physical environment than is folk culture







However, the environment can have an impact on popular culture. Affecting things such as: Sports





Medals

Medallists

Historical Medals

Historical Medallists

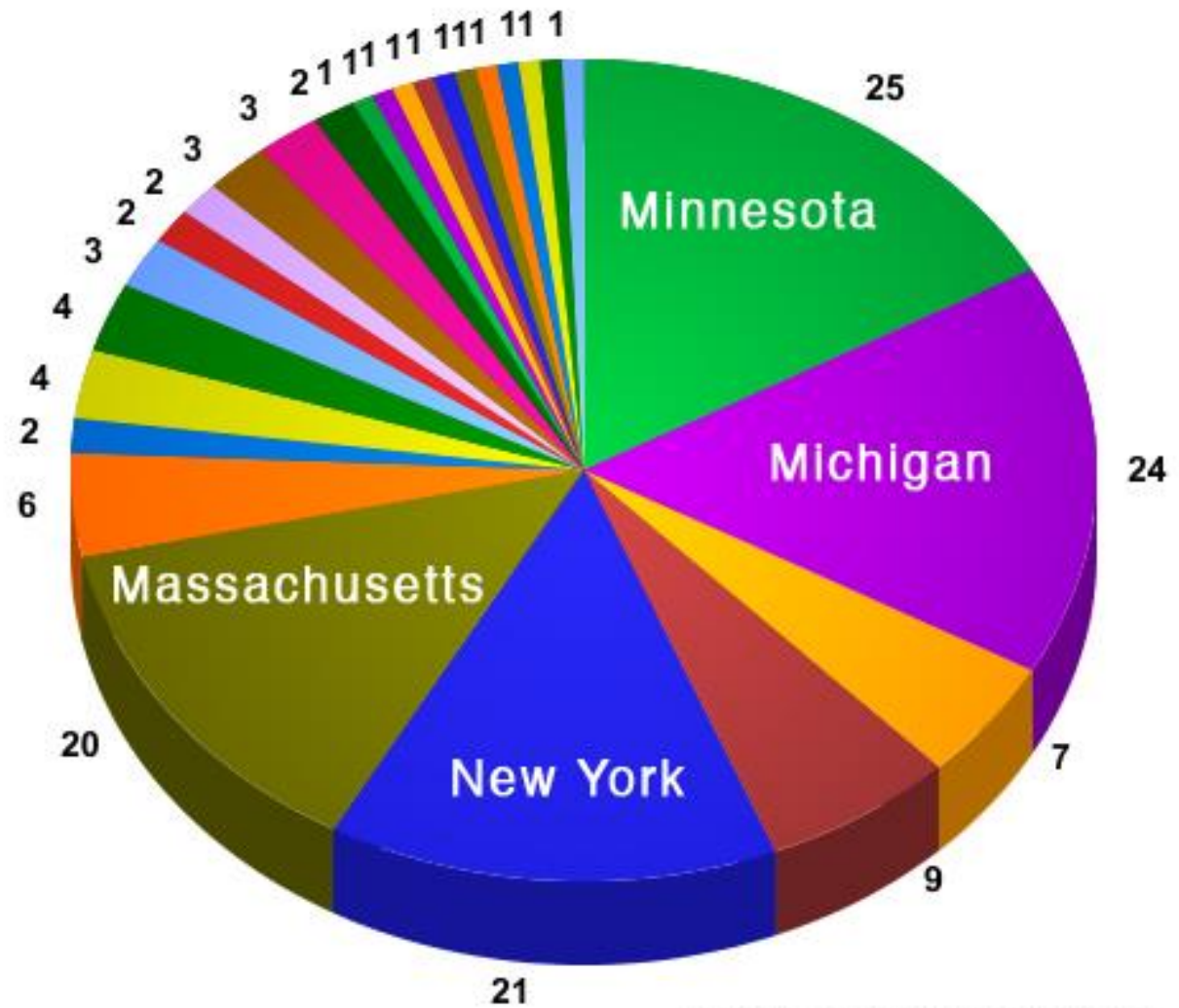
Geo View

	Country	Gold	Silver	Bronze	Total
1	UNITED STATES	9	15	13	37
2	GERMANY	10	13	7	30
3	CANADA	14	7	5	26
4	NORWAY	9	8	6	23
5	AUSTRIA	4	6	6	16
6	RUSSIAN FEDERATION	3	5	7	15
7	KOREA	6	6	2	14
8	CHINA	5	2	4	11
8	SWEDEN	5	2	4	11
8	FRANCE	2	3	6	11
11	SWITZERLAND	6	0	3	9
12	NETHERLANDS	4	1	3	8
13	CZECH REPUBLIC	2	0	4	6
13	POLAND	1	3	2	6
15	ITALY	1	1	3	5
15	JAPAN	0	3	2	5
15	FINLAND	0	1	4	5
18	AUSTRALIA	2	1	0	3
18	BELARUS	1	1	1	3
18	SLOVAKIA	1	1	1	3
18	CROATIA	0	2	1	3
18	SLOVENIA	0	2	1	3
23	LATVIA	0	2	0	2
24	GREAT BRITAIN	1	0	0	1
24	ESTONIA	0	1	0	1



# NHL Birthplaces (US Players by State)

- Minnesota (25)
- Michigan (24)
- Wisconsin (7)
- Illinois (9)
- New York (21)
- Massachusetts (20)
- Pennsylvania (6)
- North Dakota (2)
- Ohio (4)
- Indiana (4)
- Alaska (3)
- Rhode Island (2)
- Connecticut (2)
- California (3)
- New Jersey (3)
- Colorado (2)
- Georgia (1)
- New Hampshire (1)
- North Carolina (1)
- Maine (1)
- Nebraska (1)
- Wash, DC (1)
- Florida (1)
- Oklahoma (1)
- Delaware (1)
- Maryland (1)
- Missouri (1)

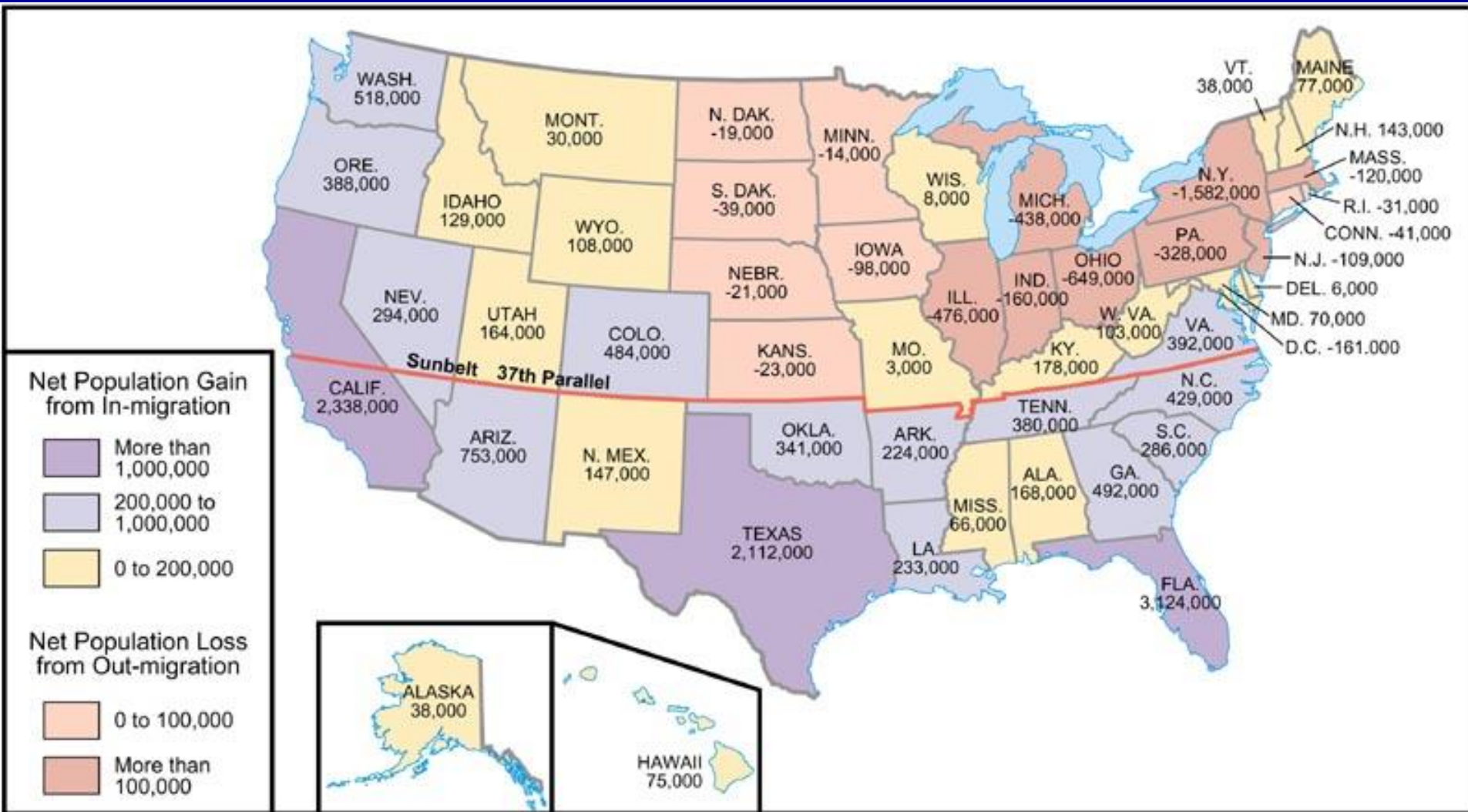


(HockeyWidgets.com - 11/23/07)





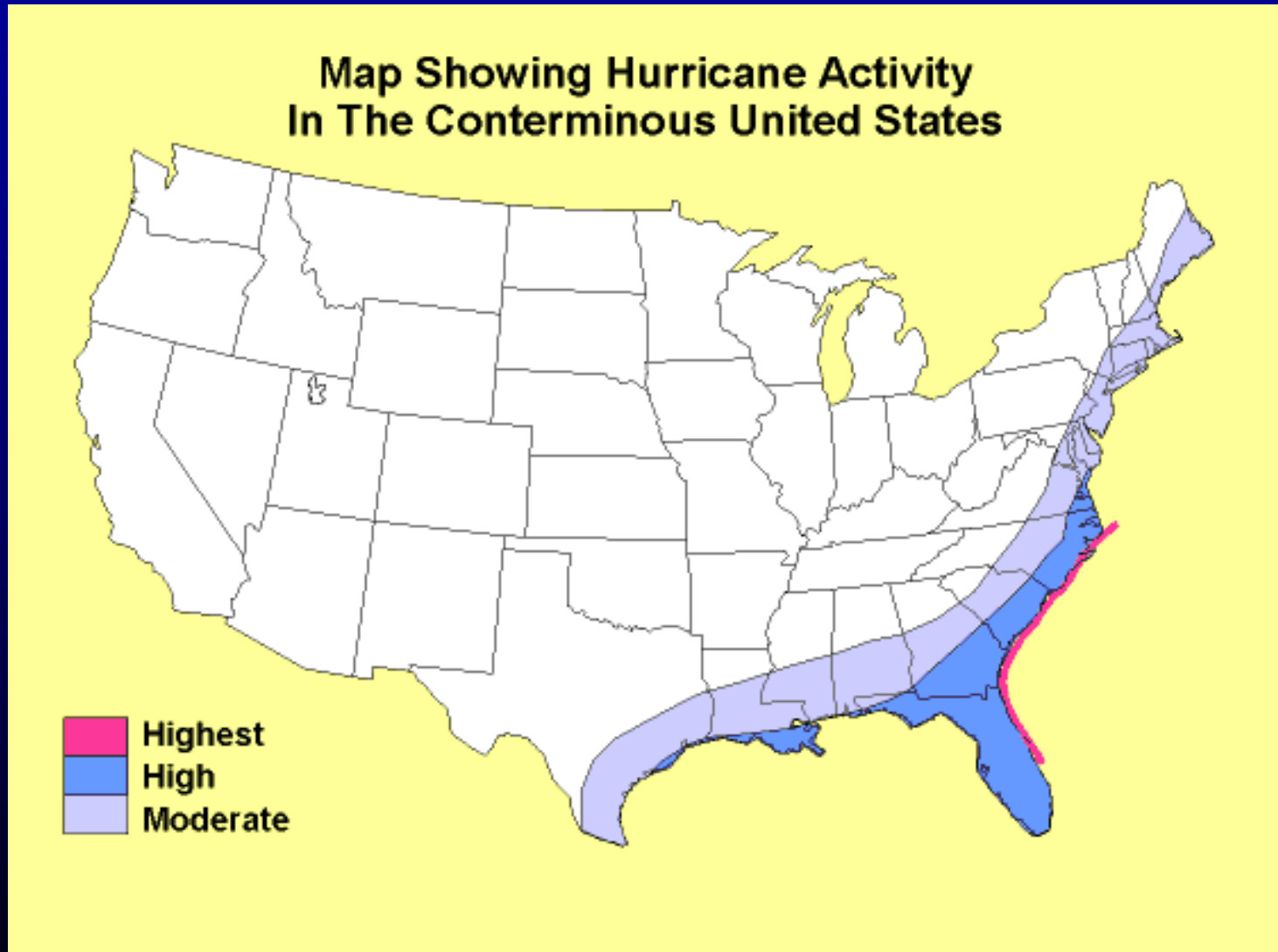
# migration, clothes, health



MIGRATION TO THE SUNBELT, 1970-1981

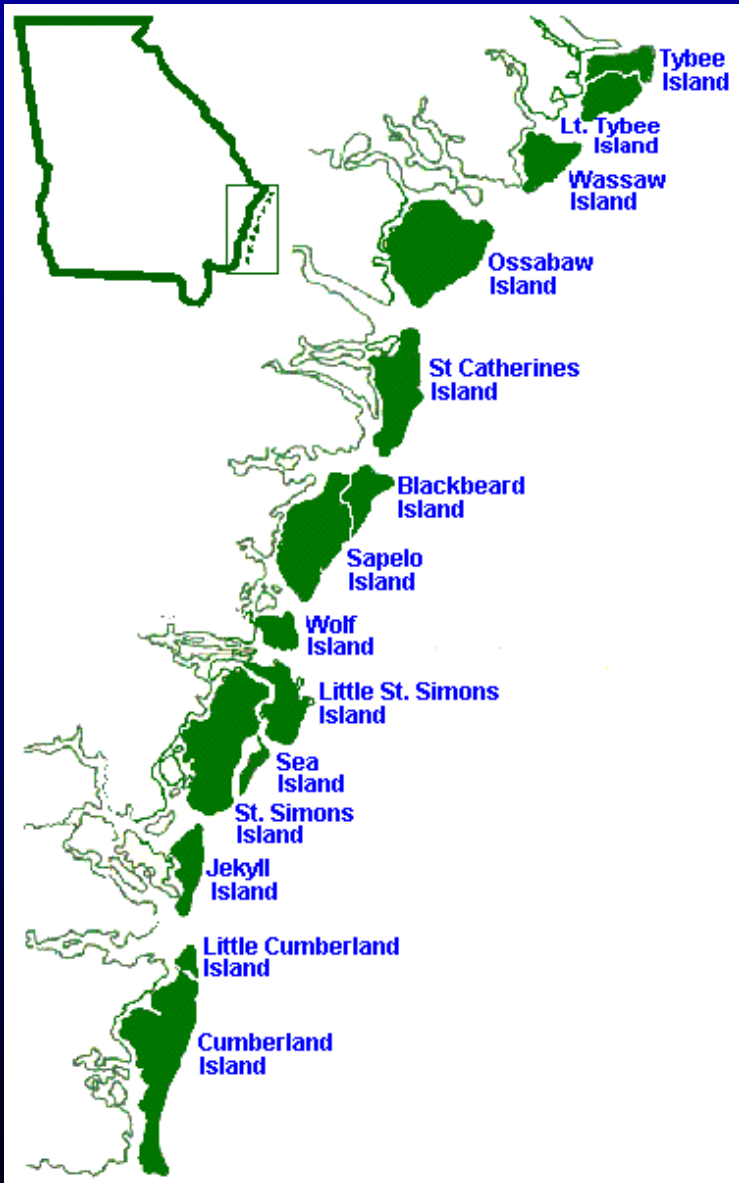


# Some natural hazards are actually intensified by popular culture. Examples





# • Living on the coast







- Living in huge cities on faults







- Building homes on cliffs

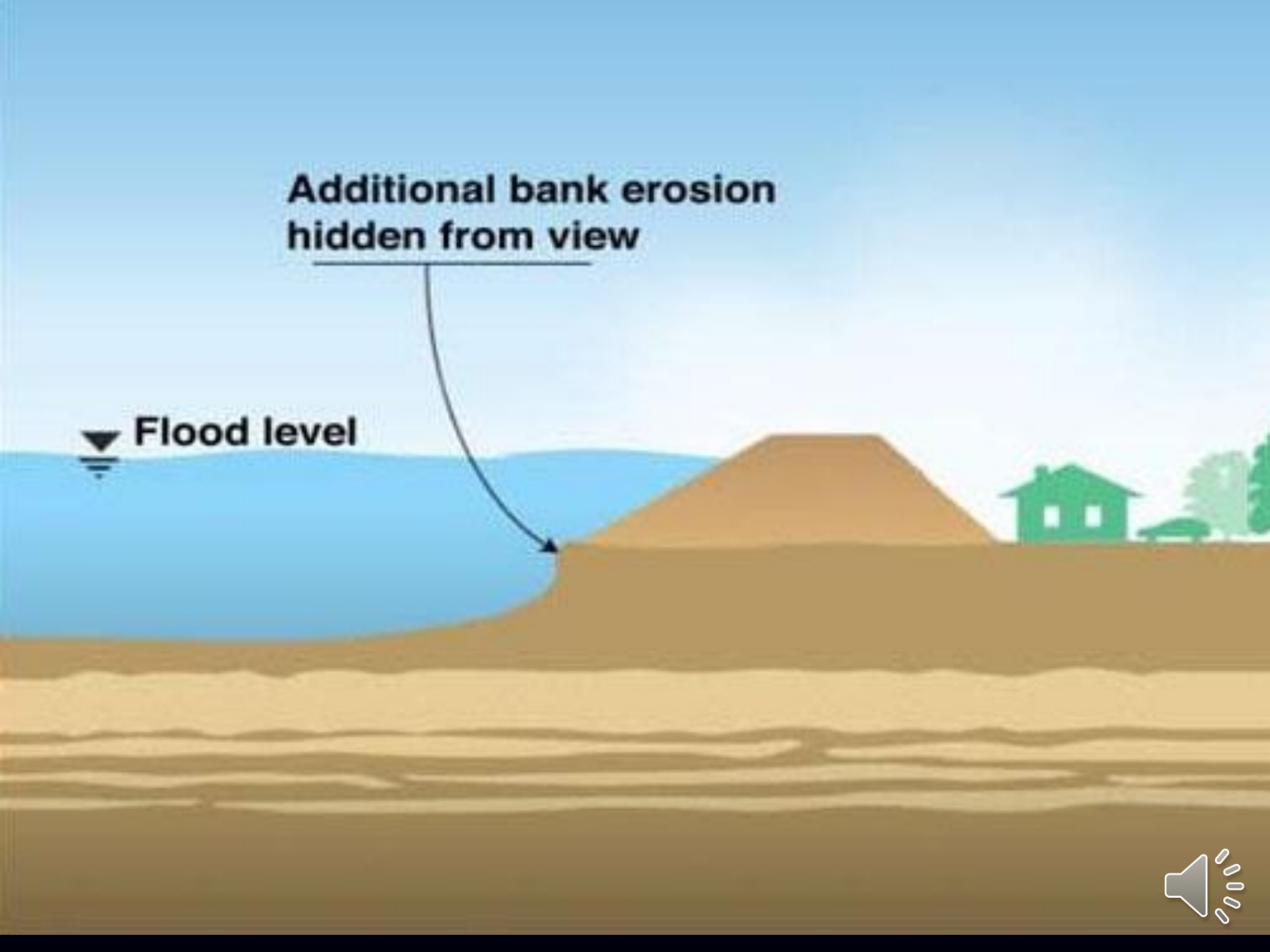


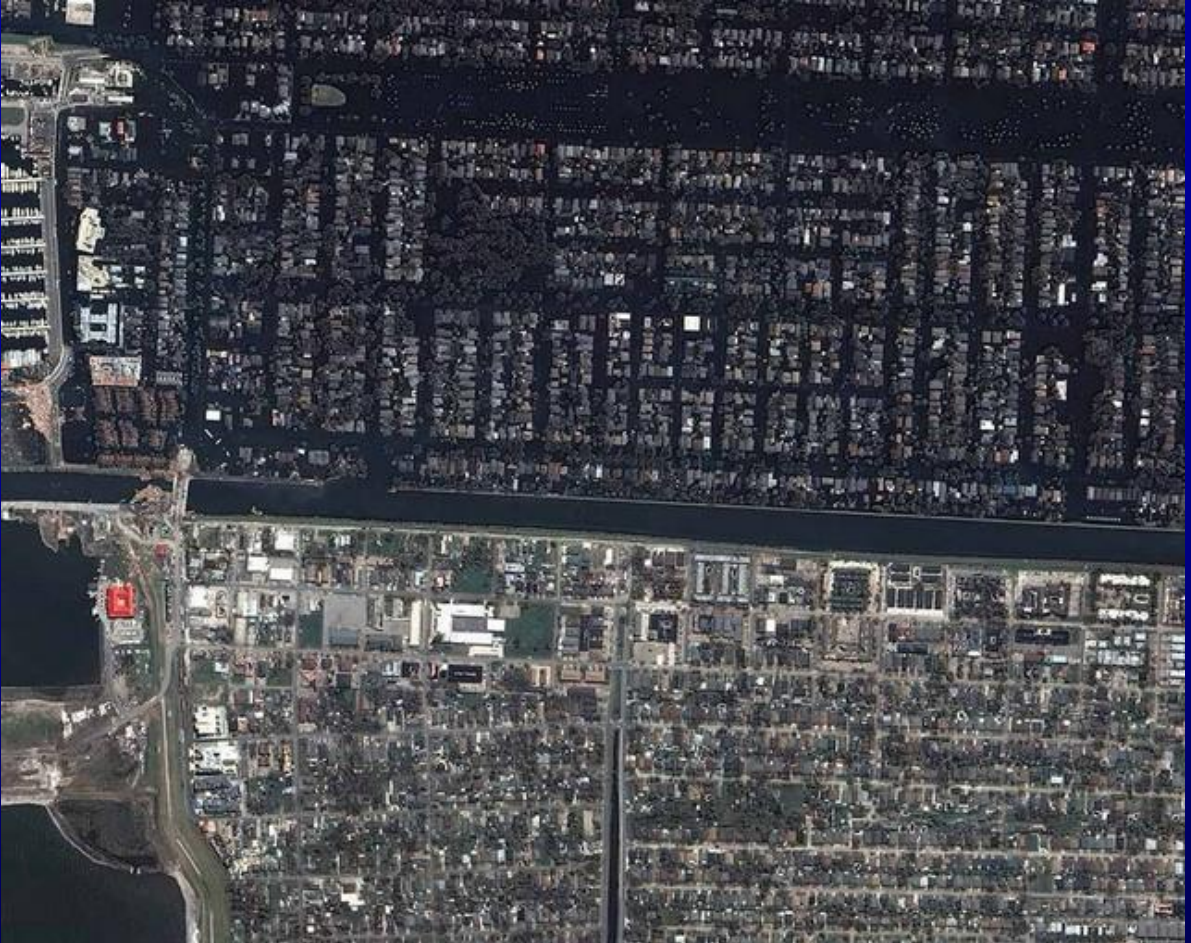




**Additional bank erosion  
hidden from view**

**Flood level**







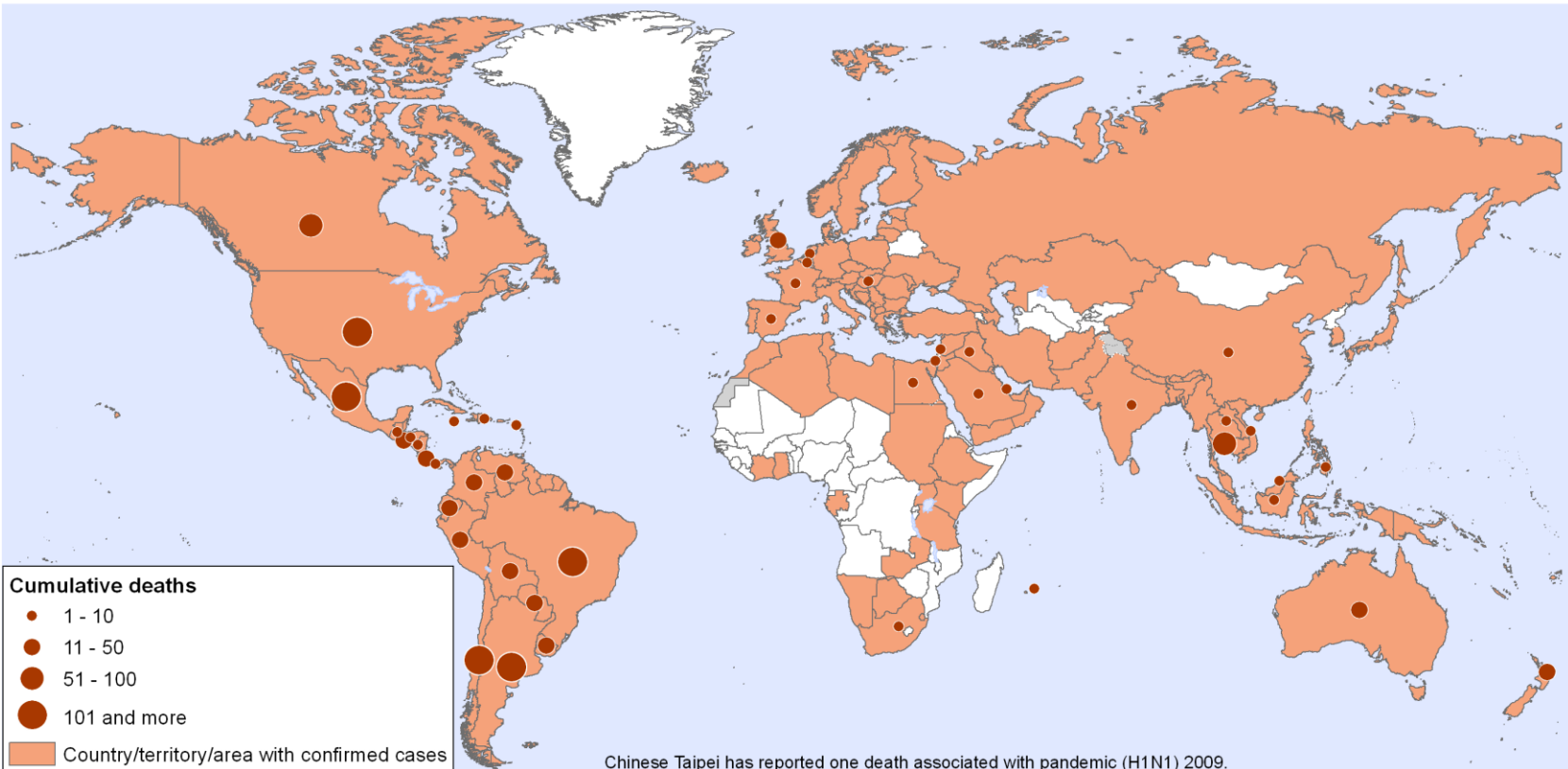


- Improved transportation allows disease to spread faster and further

**Pandemic (H1N1) 2009**

*Status as of 13 August 2009*

**Countries, territories and areas with lab confirmed cases and number of deaths as reported to WHO**



The boundaries and names shown and the designations used on this map do not imply the expression of any opinion whatsoever on the part of the World Health Organization concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. Dotted lines on maps represent approximate border lines for which

Data Source: World Health Organization  
Map Production: Public Health Information and Geographic Information Systems (GIS)





Many AP Human Geography Free Response Questions will ask to discuss or explain something.

For example discuss the difference between folk and popular cultures.

You will then get points for identifying and discussing.



In other words before you discuss you need to define/identify what you are going to discuss.

This question would be worth 6 points  
2 for identifying and 4 for discussing.





**Folk culture: a rural homogenous group retaining the traditional way of life**

often with unique landscapes

A large majority of people in folk societies are directly involved with food production

**Popular Culture: a large heterogeneous group open to change**



1. Much variation from Place to Place
2. Little variation from Time to Time (Temporal Variation)
3. Little variation from Person to Person (The “culture” decides.)
4. Communal (Individualism is frowned upon)
5. Isolated
6. Highly Immobile
7. Strong Attachment to Places
8. Resistant to Change
9. Conservative
10. Cohesive
11. Strong Interpersonal Relationships
12. Strong Extended Family Structure
13. Strong Religious Institutions (to maintain order)
14. Dependent on Local Resources
15. Customized Production (handmade goods)
16. Generalized Professions (Relatively little division of labor. )
17. Very little leisure time
18. Losing Ground





# Identify and Discuss the positive and negative aspects of globalization.

Identify Positive aspects: It has created wealth



Discuss: Trade between countries has increased making products less expensive and often has improved quality



## Identify

- Overall health has improved in the last 100 years

## Discuss

- Better health care
- Less infectious disease
- Acquiring food is much easier
- Infant mortality has been reduced
- Life expectancy has increased





## Identify

- Incomes have increased and standard of living has improved

## Discuss

Vague explanation: New technologies have been introduced

Specific explanation: Improvements in:

- housing has increased in size with better heating and cooling,
- communication through the internet and cell phone,
- travel is easier, cheaper, and faster because of improved roads and highways and access to public transportation and cars.



# Identify

- Globalization can enrich ones culture

# Discuss

New ideas have been introduced: women's rights, education, entertainment, increases in the variety of food, clothing, music etc.



# Negative Aspects of globalization:

## Identify

- The world economy is dominated by rich countries and corporations

## Discuss

- poor people remain poor
- Some people are not able to provide for themselves when growing cash crops instead of food)
- Transnational corporations (TNCs) push out smaller businesses





Identify: Globalization has created homogenous, “placeless” landscapes

Discuss:

- Commercial structures are often big box stores, housing is often bland, and cities are crowded with traffic









- Franchises and brands have eliminated much local variation in cuisine and beverages.











Marlboro Man in Egypt



Identify: Globalization has caused environmental problems and accelerated resource use through accelerated consumption





# Discuss:

- Burning of fossil fuels creates air pollution and other environmental problems



- Mining creates huge environmental problems





- New larger housing use more energy and water.





# • Deforestation





- Loss of natural habitat (housing, industry, development, golf-courses, hotels, etc.)



- Killing of animals for their fur, tusks, horns, and meat on an industrial scale





- Increase consumption of meat



- Even leisure activities in MDCs are harsh on the environment and consume a lot of energy.







Daytona 500

AfterTheCheckeredFlag.com



# Other Examples:





# Identify

- Globalization often destroys the traditional way of life (folk culture)



- homogenization of culture





# Discuss

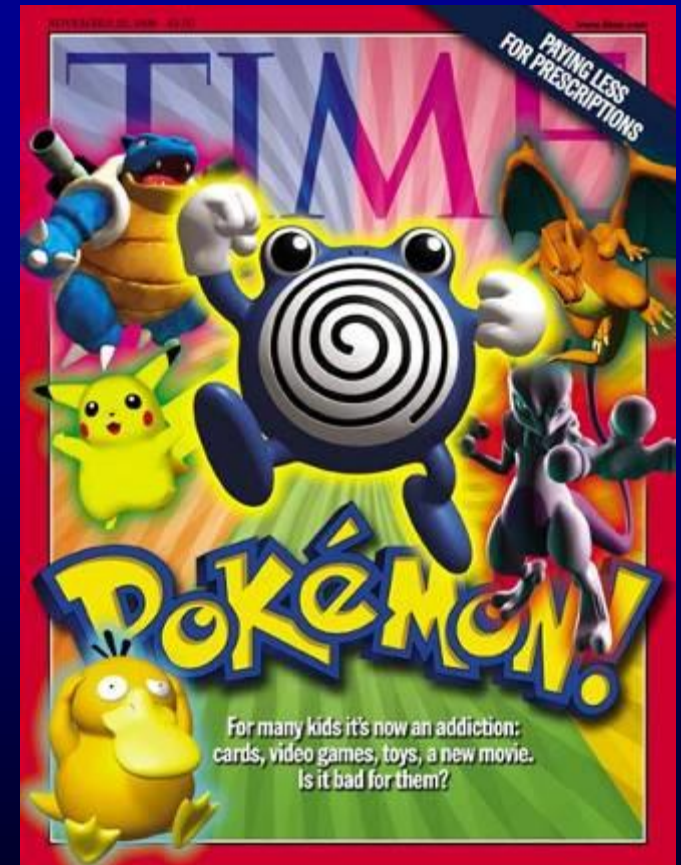
- loss of traditional religion (secularization)
- extinction of native languages





# Examples:

- North America , Europe, and Australia have become rather similar and are constantly in contact with one another.





- Native Americans speak English follow Christianity
- Maori (Whale Rider)
- Tibet
- Amish
- Mayan in Mexico
- Aborigines in Australia



# Identify: Globalization can change traditional roles and values



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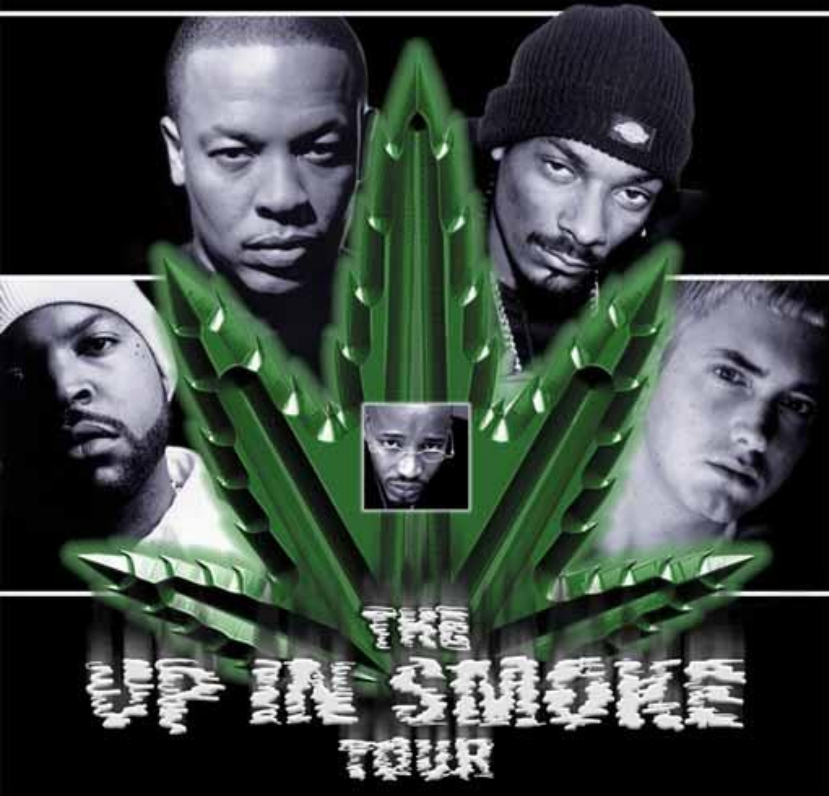


# Discuss

- The elderly lose respect for not being beautiful and cool
- Empowerment of women can increase divorce and decrease interaction with children
- Some children could be affected by lack of good role models and turn to violence



- drugs and alcohol use often increases



# ALCOHOL

Thank you, Mr. Daniels. Thank you, Mr. Guinness. Muchos Gracias, Senor Tequila.







- Materialism often becomes significant





Globalization of culture often glorifies consumerism, violence, and sexuality.



who says you can't buy love?



- Commodification of culture: the transformation of goods and services (or things that may not normally be regarded as goods or services) into a commodity.







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