**ORIGIN OF FOLK AND POPULAR CULTURE**

This section looks at the origin and diffusion of specific examples of both folk and popular culture. Specifically examined examples of folk culture are FOLK MUSIC and AMISH CULTURE. Examples used to illustrate popular culture are POPULAR MUSIC and SOCCER.

1. List elements of the *origin* and *characteristics* of **FOLK MUSIC**.

2. List elements of the *origin* and *diffusion* of **POPULAR MUSIC**.

3. Draw and label some kind of graphic to illustrate how hip-hop music illustrates elements of both folk and popular culture. Be creative here and give it a shot ;)

---

*Folk and Popular Culture: Key Issue 1*

*Where Do Folk and Popular Cultures Originate and Diffuse?*

Rubenstein, pp. 106-111
DIFFUSION OF FOLK AND POPULAR CULTURE

THE AMISH

4. Where did Amish culture originate and how did it diffuse to the United States?

5. In what ways is Amish culture distinct from the popular culture of the United States?

What is happening to the Amish in the United States today?

6. Use dots to identify the Amish core area. Label each of the states which have large numbers of Amish.

7. How was soccer transformed from a folk custom into popular culture?

8. Despite their anonymous folk origins, what characteristics of organized spectator sports today characterize them as popular culture?

9. Draw a small graphic in the space below to link popular sports with the countries in which they are most popular and with which they are best associated.
Why is Folk Culture Clustered?

Rubenstein, pp. 111-117

**INFLUENCE OF THE PHYSICAL ENVIRONMENT**

3. How does clothing style (in this case, shoes) indicate the influence of the environment on folk culture?

4. List 5 different examples of food habits and the unique folk cultures each illustrates.

   -
   -
   -
   -
   -

**ISOLATION PROMOTES CULTURAL DIVERSITY**

1. Briefly summarize how cultural diversity in the Himalayas is displayed in local art.

2a. What cultural institution is shaping these differences?

2b. What environmental conditions (which are the same for all groups here) are NOT ensuring similar artforms in this case?
5. Indicate some food attractions and taboos, along with the cultures that practice them, in the table below.

<table>
<thead>
<tr>
<th>FOOD ATTRACTIONS</th>
<th>FOOD TABOOS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cultures/regions</td>
<td>Foods/reasons</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

5. In what sense are building materials of folk housing unique? Provide examples.

6. List 5 examples of house form and the unique folk cultures each illustrates.

●
●
●
●
●

7. Fred Kniffen, a cultural geographer, has identified three source regions for American folk housing styles: New England, Middle Atlantic, and Lower Chesapeake. List the housing styles he identified with each region.

**New England** (4 styles)

a. 

b. 

c. 

d. 

**Middle Atlantic** (1 dominant style)

Lower Chesapeake
Folk and Popular Culture: Key Issue 3

*Why Is Popular Culture Widely Distributed?*
Rubenstein, pp. 117-125

1. In contrast to folk culture, popular culture diffuses____________ across the earth’s surface to locations with a wide variety of __________________________. This diffusion depends, however, upon a group of people having a sufficiently high level of __________________________ in order to acquire the __________________________ associated with the popular culture.

● **DIFFUSION OF POPULAR HOUSING, CLOTHING, AND FOOD**

1. Complete the chart below to indicate the decade(s) during which each housing style was dominant and a fact about the particular style of house.

<table>
<thead>
<tr>
<th>Style</th>
<th>Decade(s)</th>
<th>Fact</th>
</tr>
</thead>
<tbody>
<tr>
<td>minimal traditional</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ranch house</td>
<td></td>
<td></td>
</tr>
<tr>
<td>split-level</td>
<td></td>
<td></td>
</tr>
<tr>
<td>contemporary style</td>
<td></td>
<td></td>
</tr>
<tr>
<td>shed style</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3. List the so-called “neo-eclectic” styles of the 1960's and 70's.
   a. 
   b. 
   c. 
   d.
4. In MDCs of North American and Western Europe clothing styles generally reflect __________________________ rather than particular _________________________________.

5. Complete a bullet chart with 5 facts about clothing styles associated with popular culture.

- 
- 
- 
- 
- 

6. Summarize the four facts you believe to be most important to remember about jeans as an example of popular culture.

7. Consumption of large quantities of what two food products are characteristic of popular culture?
   a. 
   b. 

8. How is each of these food preferences expressed regionally, according to culture?
   A (from above).
   B (from above).

9. Summarize the four facts you believe to be most important to remember about wine production in the box at right.
• ELECTRONIC DIFFUSION OF POPULAR CULTURE

10. Give two reasons for which television is an especially significant element of culture:

1) 

2) 

11. Make a note about the situation of worldwide internet usage in each of the following years.

<table>
<thead>
<tr>
<th>1995</th>
<th>2000</th>
<th>Today</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

13. Describe the differences between US/Western hemisphere television control and that found elsewhere by completing the table below.

DIFFUSION OF FACEBOOK

14. How does the diffusion of Facebook resemble that of TV and internet?

15. Using the choropleth map on page 125:

A. which country has the highest amount of Facebook users (red)?

B. Which countries follow (orange)?

C. Which countries have very low Facebook usage (light orange)?
Folk and Popular Culture: Key Issue 4

*Why Does Globalization of Popular Culture Cause Problems?*
Rubenstein, pp. 125-130

- **THREAT TO FOLK CULTURE**
  1. How and where has folk clothing styles worldwide been threatened by popular culture?

  2. How have women in many parts of the world been helped by the spread of popular culture? How have they been hurt?

  3. What three countries dominate worldwide television markets? What regions does each dominate?

<table>
<thead>
<tr>
<th>Country dominating television . . .</th>
<th>Region it dominates . . .</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

  4. Why do developing nations view television as a new source of cultural imperialism?

  5a. What are the world’s two largest newspaper organizations? Who owns them?

  5b. How is news media different in most of Africa and Asia than in Western democracies?

  6. In many parts of the world, what is the only reliable and unbiased source of news information?
● ENVIRONMENTAL IMPACTS OF POPULAR CULTURE

1. How is the playing of golf and golf courses an example of a popular custom which is not generally in harmony with the local environment?

2. What is a “uniform landscape”?

3. How and why is this concept utilized by fast-food restaurants?

4. What are the two ways in which popular customs have an adverse effect on the natural environment?
   a.
   b.