Chapter 4

Key Issue 1: Where are Folk and Popular Leisure Activities Distributed

- Characteristics of Folk and Popular Culture
- Origin:
    - Hearth: a centre of innovation, origin of culture
        - Folk culture may have anonymous hearths
        - May also have multiple hearths
    - Popular culture is most often a product of developed countries
    - Popular culture is typically traceable to a specific person or corporation in particular place
    - Folk culture typically has an unknown point of origin
    - Popular culture arises from a combination of advances in industrial technology and increased leisure time
        - Industrialisation ➜ technology & large production ➜ creates leisure time
- Diffusion
    - Folk culture is transmitted from one location to another more slowly and on a smaller scale (Involving movement of people).
        - Primarily through relocation diffusion (migration)
    - The spread of popular culture typically follows the process of hierarchical diffusion (only the cultural traits will move).
        - Hierarchical diffusion: the spread from nodes of power or influence to others in a ranked order
        - Contagious diffusion applies to all kinds of backgrounds of people. (social, cultural, gender…).
- Distribution
    - The distribution is influenced by the ability of people to access the material
    - The principal obstacle to access is a lack of income to purchase the material

- A combination of local physical and cultural factors influences the distinctive distribution of folk culture
  - E.g. paintings and religions among the Himalaya Mountains
    - Tibetan Buddhists in the North
      - Idealised divine figures
      - Reflecting the inhospitable environment
    - Hindus in the South
      - Scenes from everyday life and familiar local scenes
      - Frequently represent the region's violent and extreme climatic conditions
    - Muslims in the West
      - Beautiful plants and flowers
      - Do not depict harsh climatic conditions
    - Southeast Asian animists in the East
      - Symbols and designs that derive from their religion rather than from the local environment
- Origin and Diffusion of Folk and Popular Music
- Folk music
  - Usually originate anonymously and are transmitted orally
  - A song may be modified from one generation to the next as conditions change
  - The content is most often derived from events in daily life that are familiar to many people
  - Folk music travels with migrants as part of the diffusion of folk culture
  - May tell a story or convey information about life-cycle events (birth, death, etc.)
  - May convey information about environmental features
- Popular music
  - Written by specific individuals for the purpose of being sold to or performed in front of many people
  - Displays a high degree of technical skill through the manipulation of sophisticated electronic equipment
  - Popular musicians have more connections with performers of similar styles, regardless of where in the world they happen to live, than they do with performers of different styles who happen to live in the same community

- Popular musicians are also increasingly attracted to a handful of large clusters to have better access to agencies that book live performances, which have become increasingly important compared to recordings
- Origin and Diffusion of Folk and Popular Sports
- Popular sports: Soccer
  - Origin of soccer: folk culture
    - The earliest documented contest took place in England in the 11th century
    - Early football games resembled mob scenes
    - King Henry II banned football from England in the late 12th century because it disrupted village life
    - Legalised in 1603 by King James I
  - Diffusion of soccer: popular culture
    - Began in the 1800s
    - Football and other recreation clubs were founded in the UK to provide factory workers with organised recreation during leisure hours
    - Soccer became a subject that was taught in school
    - Increasing leisure time permitted people to view sporting events
      - To meet public demand, football clubs began to hire professional players
- Olympic sport
  - To be included in the Summer Olympics, a sport must be widely practised in at least 75 countries and on four continents
- Surviving folk sports
  - Cultural groups still have their own preferred sports, which are often unintelligible to people elsewhere
    - E.g. cricket (UK), wushu (China), Baseball (Japan)

Key Issue 2: Where are Folk and Popular Material Culture Distributed?
- Material culture: the physical objects, resources, and spaces that people use to define their culture
- Nonmaterial culture: abstract ideas, rules, and ways of thinking that guide people's behaviour

A) Folk and Popular Clothing
- Folk clothing preferences

- Affected by environmental reasons
    - Netherlands wooden shoes & wet climate
    - Arctic fur-lined boots & cold snow
- Affected by cultural factors
- Increased travel and the diffusion of media have exposed North Americans and Europeans to other forms of dress
    - E.g. Poncho of South America has been adopted by people elsewhere
- The continued use of folk costumes may persist because
    - The distinction could attract tourists
    - Preservation of memories
- Wearing traditional clothing in countries dominated by popular culture can be controversial
    - E.g. some European countries prohibit women from wearing the burqa in public
- Rapid diffusion of popular clothing styles
    - Popular clothing habits reflect
        - Occupation
            - E.g. a lawyer or business executive tends to wear a dark suit
            - E.g. a factory worker wears jeans and a work shirt
        - Income
            - E.g. for social purposes, people with sufficient income may update their wardrobe frequently with the latest fashions
    - Improved communications have permitted the rapid diffusion of clothing styles across regions
        - E.g. clothes by Milan designers are reproduced in large quantities at factories in Asia and sold for relatively low prices in North American chain stores

B) Folk and Popular Food Preferences
- Folk food customs and the environment
    - Strongly embedded in the environment
    - Humans eat mostly plants and animals
    - Inhabitants of a region must consider the soil, climate, terrain, vegetation, and other characteristics of the environment in deciding to produce food
    - Terroir

- Terroir: the contribution of a location's distinctive physical features to the way food tastes
- The sum of the effects on a particular food item of soil, climate, and other features of the local environment
- Foods to crave or avoid
    - In folk culture, certain foods are eaten because their natural properties are perceived to enhance qualities considered desirable by society
        - E.g. the Ainu people in Japan avoid eating otters because they are believed to be forgetful animals, and consuming them could cause loss of memory
- The Bostans of Istanbul
    - Supplied the city with fresh produce for hundreds of years
    - Istanbul has around 1,000 Bostans, running primarily by immigrants from Cide, a rural village
    - Bostan farmers can maximise yields from their small plots of land through clever and efficient manipulation of space, season, and resources
- Food and the environment
    - People adapt their food preferences to conditions in the environment
        - E.g. In Asia, rice is grown in milder, moister regions
        - E.g. In Europe, traditional preferences for quick-frying foods in Italy resulted in part from fuel shortages
    - Soybeans
        - Widely grown in Asia
        - Toxic in the raw state
        - Asia lacked fuel ➔ derived from soybean foods that do not require extensive cooking (e.g. bean sprouts, soy sauce, etc.)
- Food Taboos
    - According to many folk customs, everything in nature carries a signature based on its appearance and natural properties
    - People may desire or avoid certain foods in response to perceived beneficial or harmful natural traits
    - People refuse to eat particular plants or animals that are thought to embody negative forces in the environment
    - Taboo: restriction on behaviour imposed by social customs

- Some folk cultures may establish food taboos because of concerns for the natural environment
    - These taboos may help to protect endangered animals or to conserve scarce natural resources
- Hebrews
    - The ancient Hebrews were prohibited from eating a wide variety of foods
    - These taboos arose partially from concern for the pastoral environment
- Muslims
    - Embrace the taboo against port because pigs are unsuited for the dry lands of the Arabian Peninsula
    - Pigs compete with humans for food and water without offering compensating benefits
    - Widespread raising of pigs would be an ecological disaster in Islam's hearth
- Hindu
    - Embrace the taboo against consuming cattle
    - Cows are the source of oxen, the traditional choice for pulling ploughs as well as carts
    - A large supply of oxen must be maintained in India because every field must be ploughed at approximately the same time
- Social values could also influence the choice of diet
    - E.g. Christians ignore the biblical food injunctions because they desire to distinguish themselves from Jews.
- Popular food culture
    - Differences among countries
        - E.g. Coke preferences
            - Coca-Cola is the sales leader in most of the Western Hemisphere
            - Pepsi is preferred in Quebec because of its advertisement that tied Pepsi to elements of uniquely French-Canadian culture
            - Influenced by politics in Russia
                - Under communism, government officials made a deal with Pepsi to allow that cola to be sold in the Soviet Union
                - With the breakup of the Soviet Union and the end of communism, Coca-Cola entered the Russian market

- - - Russians quickly switched their preference to Coca-Cola because Pepsi was associated with the discredited communist government
  - Southwest Asian religions influence cola preferences
    - The regions' predominantly Muslim countries boycotted products that were sold in predominantly Jewish Israel
    - Coke was sold in Israel ➔ Pepsi was preferred
- Regional differences within the U.S.
  - Americans may choose particular beverages or snacks in part based on preference for what is produced, grown, or imported locally
    - Wine consumption is relatively high in California because most of the U.S. production is concentrated there
    - Beer and spirits consumption are relatively high in the upper Midwest, where much of the grain is grown
    - Southerners may prefer pork rinds because more hogs are raised there
  - Cultural backgrounds affect the amount and types of alcohol and snack foods consumed
    - Utah has a low rate of consumption of all types of alcohol because of the concentration of members of the Church of Jesus Christ of Latter-day Saints, who abstain from all alcohol consumption
    - Nevada has a high rate of consumption of all types of alcohol because of the heavy concentration of gambling and other resort activities
    - Texans prefer tortilla chips because of the large number of Hispanic Americans there
- Wine production: environmental factors
  - Environmental factors can have some influence on the distribution of popular food customs
  - Climate
    - Vineyards are best cultivated in a temperate climate of moderately cold, rainy winters and long, hot summers
    - Hot, sunny weather is necessary in the summer for the fruit to mature properly
  - Topography
    - Vineyards are planted on hillsides

- A site near a lake or river is also desirable because water can temper extremes of temperature
- Soil
  - The best wine tends to be produced from grapes grown in soil that is coarse and well-drained
- Wine production: cultural factors
  - The distribution of wine production shows that the diffusion of popular customs depends on the presence of beliefs, institutions, and material traits conducive to accepting those customs
  - Wine is made primarily in locations that have a tradition of excellence in making it, and people who like to drink it and can afford to purchase it
  - France and Italy
    - Wine consumption declined after the fall of Rome, and many vineyards were destroyed
    - Monasteries preserved the wine-making tradition in medieval Europe for both sustenance and ritual
    - Wine consumption has become extremely popular again in Europe in recent centuries
    - Vineyards are now typically owned by private individuals and corporations rather than religious organisations

C) Distribution of Folk and Popular Housing
- Environmental influences on folk housing
  - A group's unique folk customs develop through centuries of relative isolation from customs practised by other cultural groups
  - E.g. the construction of a pitched roof is important in wet or snowy climates to facilitate runoff and to reduce the weight of accumulated snow
  - E.g. window openings may be smaller to protect the interior from the full heat of the sun in hotter regions
  - Types of building materials is influenced partly by the resources available
    - Wood
      - Easy to build with
      - Forest settlers built log cabins for themselves
      - Lumber could be bought and cut into shapes nowadays
    - Brick

- - - Made by baking wet mud in the sun
    - In hot, dry climates
  - Even in areas that share similar climates and available building materials, folk housing can vary because of minor differences in environmental features
    - E.g. Chinese villages
      - Kashgar
        - Have a second-floor open-air patio for the evening breeze to run in
        - Poplar and fruit trees are planted around the houses because of the availability of constant-flowing river
      - Turpan
        - Small, open yards for social gatherings
        - No second floor because the village is subjected to strong winds
      - Yinchuan
        - Courtyards are considered private spaces because most residents are Muslims
        - Tall trees to provide shade from the large sun
      - Dunhuang
        - Walled central courtyards to protect from intense direct summer heat and light, while allowing the free movement of air
        - Sloped roof for rainfall to run off
- Sacred spaces in houses
  - The distinctive form of folk houses may derive primarily from religious values and other customary beliefs rather than from environmental factors
  - Houses may have sacred walls or corners
    - E.g. Java: the front door always faces south because it's the direction of the South Sea Goddess
    - E.g. Fiji: the eastern wall of a house is considered sacred

D) U.S. Housing
- U.S. folk housing
  - When families migrated westward, they cut trees to clear fields for planting and used the wood to build houses, barns, and fences

- Hearths of house types
    - Middle Atlantic
        - Two full stories in height
        - One room deep
        - 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/Tidewater

        - A steep roof
        - Chimney at either end
        - Migrants spread these houses from the Chesapeake Bay/Tidewater, Virginia, area along the Southeast Coast
    - New England
        - Cape cod

- One chimney in the middle
- Steep roof
- Symmetric

- Saltbox

- A unique sloped roof on the back side

- Georgian Colonial

- Symmetric
- Paired chimneys
- Columns on each side of the door
- Five windows across the front

- Folk housing can still be seen in the U.S. in older housing that survives from the 19th century

- U.S. popular housing
  - Houses built in the U.S. since the mid-twentieth century display popular culture influences
  - Regional distinctiveness in housing style has diminished because rapid communication and transportation systems provide people throughout the country with knowledge of alternative styles
  - Most people do not build their own houses
  - Construction companies usually mass-produce houses
  - U.S. houses were built in a modern style after World War II
  - 1960s neo-eclectic housing styles have predominated
E) Modern Houses
- Stressed efficiency
- Boxy and symmetrical
- Built of concrete and glass
- Unique culture/personal experience is ignored
- Its function will be more important than its look

Key Issue 3: Why is Access to Folk and Popular Culture Unequal?
- The principal obstacle to popular culture is a lack of access to electronic media
  - Access is limited primarily by lack of income
  - Access is also limited by a lack of electricity, cell phone service, and other electronic media (in developing countries)
A) Electronic Diffusion of Popular Culture
- The world's most important electronic media format by far is TV
  - Most popular leisure activity in the world
  - TV has been the most important mechanism by which popular culture rapidly diffuses around the world
- Diffusion of TV: mid-twentieth century
  - From the U.S. to Europe and other developed countries, and then to developing countries
  - Early 20th century: multiple hearths
    - TV technology was developed simultaneously in the UK, France, Germany, Japan, the U.S., and the Soviet Union
    - The U.S. held a near monopoly
  - Mid-20th century: The U.S. had 86% of the world's 37 million TV sets

- Late 20th century: diffusion to Europe
  - Rapid growth of ownership in Europe ➔ the share of the world's sets in the U.S. declined to ¼
  - Half of the countries in the world had little TV broadcasting
- Early 21st century: ownership rates climbed sharply in many developing countries, diminishing international differences
- People around the world don't all watch the same programs
- Diffusion of the internet: late 20th century
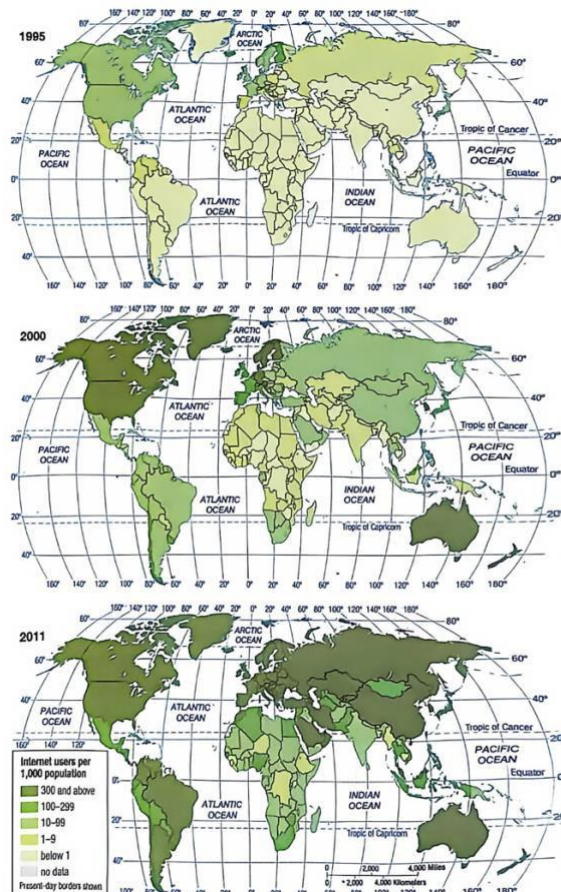
  ○
- The diffusion of the Internet took only a decade
- The Internet is likely to diffuse further in the years ahead at a rapid rate
- Diffusion of social media: 21st century
  - The U.S. dominated the use of social media during the early years
  - Diffusion of Facebook
    - The U.S. started with far more Facebook users than any other country
    - Four years after Facebook's founding, the U.S. had 1/1 of all users worldwide

- The share of users in the U.S. has declined as Facebook has diffused to other countries
  - Diffusion of Twitter
    - The U.S. was the source of 1/3 of all Twitter messages in 2011
    - The 2nd leading country is one of the world's poorest, India
      - Electronic communications advances diffuse rapidly to developing countries, not just to other developed countries

B) Challenges in Accessing Electronic Media

- External threat: developed countries control the media
  - Cultural Imperialism vs. Entertainment
    - Leaders of many developing countries view control of TV as a new method of economic and cultural imperialism
      - E.g. American TV programs present characteristically American beliefs and social forms
      - These attractive themes may conflict with and drive out traditional folk culture
    - To avoid offending traditional folk culture, many satellite and cable providers in developing countries block offending networks and censor unacceptable programs
  - News
    - Developing countries fear the threat of the new-gathering capability of the media
    - The news media in most developing countries are dominated by the government
  - News coverage and press freedom
    - Many African and Asian government officials criticise the Western concept of freedom of the press
      - They argue that the American news organisations reflect American values and do not provide a balanced view of other countries
- Internal threat: social media
  - Limiting access to TV
    - Changing technology has made TV a force for political change

- - - Satellite dishes and the Internet enable people to choose from a wide variety of programs produced in other countries ➡ people in different countries can watch the same program
    - Governments have had little success in shutting down satellite technology
  - Limiting access to the internet
    - Countries limit access to four types of Internet content
      - 1. Political content that expresses views in opposition to those of the current government or that is related to human rights, freedom of expression, minority rights, and religious movements
      - 2. Social content related to sexuality, gambling, and illegal drugs and alcohol, as well as other topics that may be socially sensitive or perceived as offensive
      - 3. Security content related to armed conflicts, border disputes, separatist movements, and militant groups
      - 4. Internet tools, such as e-mail, Internet hosting, and searching
  - Eluding control
    - It's hard for governments to block individual social media

Key Issue 4: Why do Folk and Popular Culture Face Sustainability Challenges
  - Elements of folk and popular culture face challenges in maintaining identities that are sustainable into the future
  A) Sustainability Challenges for Folk Culture
  - Increased connection with popular culture can make it difficult to maintain centuries-old practices
  - The Amish
    - Their folk culture remains visible on the landscape in at least 19 U.S. states
    - Travel by house and buggy
    - Continue to use hand tools for farming
    - Distinctive farming, clothing, religious practices, and other customs
    - Distributed throughout the northeastern U.S.
    - Lived in rural and frontier settlements, relatively isolated from other groups ➡ Amish retained their traditional customs
    - Amish folk culture continues to diffuse slowly through interregional migration within the U.S.
    - Migrate to Kentucky

- Land suitable for farming is expensive and hard to find in Lancaster County because of its proximity to growing metropolitan areas ➔ sell their farms in Pennsylvania to own larger farmland in Kentucky
- To escape the influx of tourists who come from the nearby metropolitan areas to gawk at the distinctive folk culture

- Rapid changes in long-established cultural values can lead to instability and violence in society
  - Traditional women's roles
    - Perform household chores
    - Bear and raise large numbers of children
    - Women who worked outside the home were likely to obtain food for the family
  - Contact with popular culture has negative impacts on women in developing countries
    - Prostitution increases in some developing countries
      - "Sex tours"
        - Primarily from Japan and Northern Europe
        - International prostitution is encouraged in these countries as a major source of foreign currency
    - Popular culture may regard women as essentially equal at home, but as objects that money can buy in foreign folk societies
  - Marriage in India
    - Increase in demand for dowries
    - Dowry: a "gift" from one family to another, as a sign of respect
    - Traditionally, the local custom in much of India was for the groom to provide a small dowry to the bride's family
    - In the 20th century, the family of a bride was expected to give a substantial dowry to the husband's family
    - Anti-dowry laws
      - The government of India enacted anti-dowry laws in 1961
      - Widely ignored
    - Dowries have become larger in modern India, and are an important source of income for the groom's family
    - Dowry's adverse impact on women

- If the bride's family is unable to pay a promised dowry or instalments ➔ the groom's family may cast the bride out on the street
- Women were killed or tortured

- The global diffusion of popular culture has challenged the subservience of women to men that is embedded in some folk customs

B) Sustainability Challenges for Popular Culture

- Landscape pollution
  - Popular culture can pollute the landscape by modifying it with little regard for local environmental conditions
  - Uniform landscapes
    - The distribution of popular culture ➔ produces more uniform landscapes
    - The spatial expression of a popular custom in one location will be like another
    - Promoters of popular culture want a uniform appearance to generate "product recognition" and greater consumption
    - E.g. fast-food restaurants
      - Organised as franchises ➔ lets the local outlet use the company's name, symbols, trademarks, methods, and architectural styles ➔ the buildings are immediately recognisable as a part of a national or multinational company
        - Franchises: a company's agreement with businesspeople in a local area to market that company's product
      - Much of the attraction of fast-food restaurants comes from the convenience of the product and the use of the building as a low-cost socialising location for teenagers
      - People who travel or move to another city immediately recognise a familiar place
      - Newcomers know what to expect in the restaurant because the establishment does not reflect strange and unfamiliar local customs that could be uncomfortable
  - Golf courses
    - An example of imposing popular culture on the environment
    - Connected to increased income and leisure time
    - This trend slowed in the 21st century because of the severe recession

- Designed partially in response to local physical conditions
- Sometimes, remake the environment
- Environmental capacity
  - The environment can accept and assimilate some level of waste from human activities
  - Popular culture generates a high volume of waste ➔ often discarded rather than recycled
- Resource Depletion
  - Increased demand for the products of popular culture can strain the capacity of the environment
  - Demand for animal products
    - Resulting in the depletion or even extinction of some species
    - Some animals are killed for their skins ➔ shaped into fashionable clothing, and sold to people
    - Increased meat consumption
      - Caused the extinction of cattle and poultry
      - People raise more animals
  - Recycling of resources
    - The developed countries that produce endless supplies of consumer products for popular culture have created the technological capacity both to create large-scale environmental damage and to control it
      - A commitment of time and money must be made to control the damage
    - Recycling: the reuse of unwanted material
  - Recycling collection
    - 1. Pick up and processing: materials are collected and sorted in four ways
      - Curbside programs
        - Recyclables are separately placed from non-recyclables
        - The trash collector usually supplies homes with specially marked containers for the recyclable items
      - Drop-off centres
        - A separate container is designated for each type of recyclable material
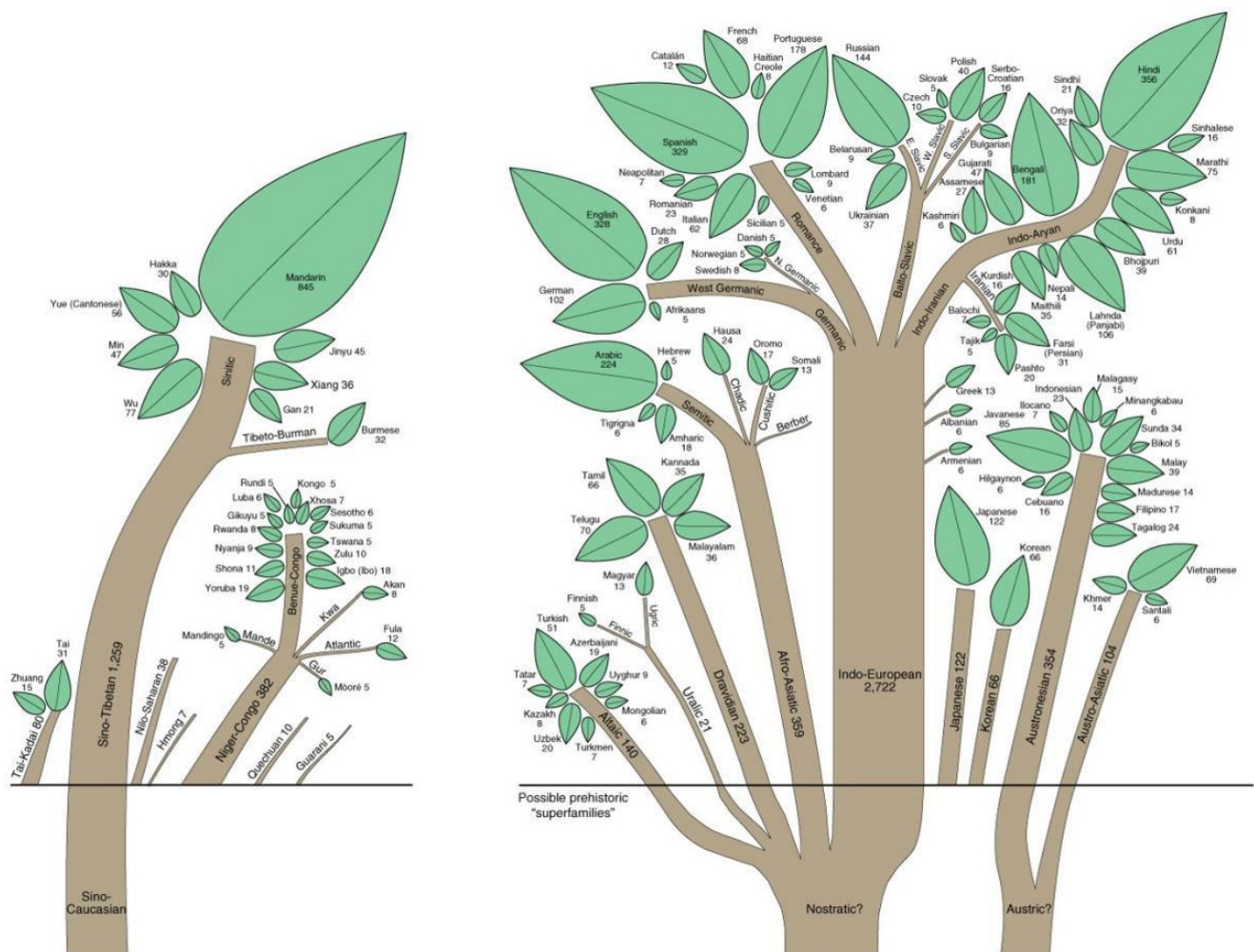
- - - The containers are periodically emptied by a processor or recycler
    - Buy-back centres
        - Commercial operations sometimes pay consumers for recyclable materials
    - Deposit programs
        - Glass and aluminum containers can sometimes be returned to retailers
- 2. Manufacturing: materials are manufactured into new products for which a market exists
    - Paper
        - Most types of paper can be recycled
        - Newspapers have been recycled profitably for decades
        - Rapid increases in virgin paper pulp prices have stimulated the construction of more plants capable of using wastepaper
        - There must be large quantities of clean, well-sorted, uncontaminated, dry paper
    - Plastic
        - Different plastic types must not be mixed
        - A small amount of the wrong kind of plastic can ruin the melt
        - The plastic industry has developed a system of numbers marked inside triangles on the bottom of containers
    - Glass
        - 100% recyclable
        - Unbroken clear glass is valuable
        - Mixed-colour glass is nearly worthless
    - Aluminum
        - The principle source is beverage containers

Key definitions for distinguishment.
- Habit: repetitive act performed by an individual.
- Custom: frequent repetition often an act until it becomes characteristic of a group of people.
- Folk Culture: traditionally practiced by a small, homogeneous, rural group living in relative isolation.
- Popular Culture: found in a large, heterogeneous society that shares certain habits despite differences in personal characteristics.
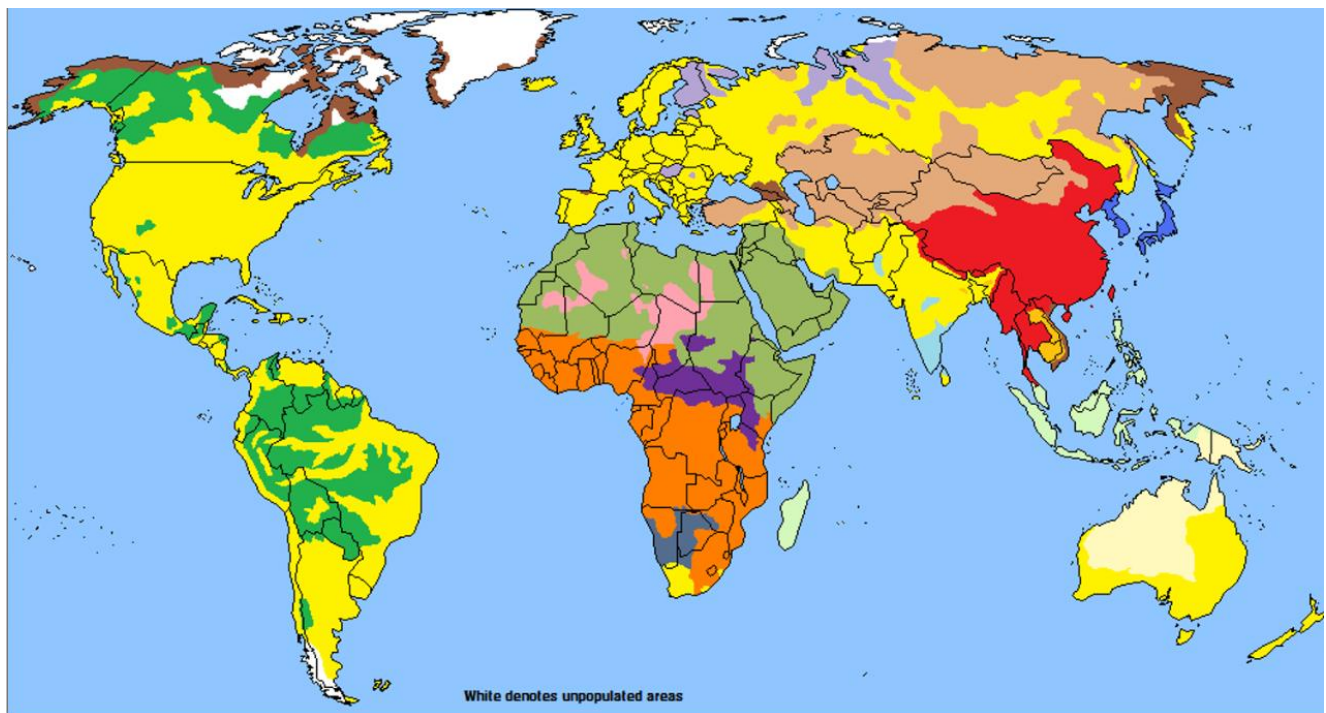
	Custom	Culture
Scope	Specific and narrow.	Broad and abstract.
Relationship	A single practice or ritual, as a component of culture.	The entire complex whole, which contains customs, beliefs, values, etc.
Example	In Japanese culture: The custom of bowing when greeting.	Japanese culture: Includes values of respect, harmony, group consensus, and customs like bowing, tea ceremonies, gift-giving.

Chapter 5

Family-> Branch -> Group

White denotes unpopulated areas

Indo-European	Austro-Asiatic	Korean and Japanese	Sudanic
Americdian	Sino-Tibetean	Trans-New Guinea and Australian	Niger-Congo
Afro-Asiatic	Dravidian	Altaic	Khoisian
Uralic	Austronesian	Saharan	Other