KEY ISSUES 3 AND 4 REVIEW

Electronic diffusion of Pop Culture. The most popular media format is TV, it has supplanted other formats like radio and telegram. It is the most popular leisure activity in the world.

Diffusion of TV:

1. Early 20th century. It was developed in the UK, France, Germany, Japan, Soviet Union, and US
2. Mid-20th century. US haws 86% of the world’s TB sets
3. Late 20th century. The rapid growth of ownership in the EU made US share drop to ¼. There were still many countries that had no broadcasting, mostly in Africa and Asia.
4. Early 21st century. Ownerships climbed in developing countries

Diffusion of internet:

1. 1995: There were 40million internet users in the world, 25 million in US
2. 1995-2000: Internet increases in the US pop from 9% to 44% of the population. US shared dropped from 62% to 31% all internet usage in the world.
3. 2000-2011: Usage in the US increased to 77%. However, its share still dropped to 10%.

Diffusion of Social Media:

Facebook: founded by Harvard students, diffused quickly, US had 1/3 of the users in 2008 before dropping to 1/5. It’ll diffuse across the world or be replaced by other social media

Twitter: Americans or US based sources dominate the most popular twitter postings. India was 2nd.

YouTube: US had 30% of users in early years, other countries in EU was the rest. Developing countries don’t use it yet.

External threat to folk culture:

Developed countries control the Media: (Japan, UK, US). Developing countries don’t like it because US TV programs have US beliefs and social forms, which can drive out traditional folk culture. So many developing countries block offending networks.

Developing countries fear the news-gathering ability of the media because they think American news organizations reflect American values and do not provide a balanced view of other countries. Also, developing countries are too poor to develop their own news networks, like Ms. Green.

There are 4 types of internet that are limited:

1. Political content: things that express views in opposition to those of the current government.
2. Social content: sexuality, gambling, illegal drugs, alcohol.
3. Security content: related to armed conflicts, border disputes
4. Internet tools: email, internet hosting, and searching.

Key issues 4

Amish: there are only a quarter million of these, their folk culture is visible in 19 US states. They still travel by horse and buggy, and use hand tools for farming. They have distinctive clothing, farming, and religious practices.

It started in Europe by Jakob Amman, they migrated around EU, then they came to NA in a few waves.

Marriage in India. In India, a Dowry is a gift from one family to another as a sign of respect. It was a local custom in India for a groom to give a dowry to the bride’s family. However nowadays the bride gives the gift to the groom. (20th century) This has caused violence, like if no dowry was paid the groom’s family could cast the bride on to the streets. This killed 8391 women and led to 90000 cases of torture by men in 2010.

Popular culture can modify or control the environment, such as landscape pollution. This is like making golf courses.

Uniform landscape is when the spatial expression of a popular custom in one location will be similar to another. This creates “product recognition”. An example of this is fast-food restaurants using the same sign and is shown in gas stations, supermarkets, and hotels.

Golf courses can be 80 hectares and is a big example of pop culture of the environment.

Resource depletion is when resources ranging from rare wildlife to common domesticated animals, and some raw materials, like minerals and other substances.

Animals are killed for their skins, unbalancing some eco-systems.

There is recycling, which has increased dramatically in the US. To collect:

1. Bins: recyclables are placed on the curb in a container separate from non-recyclable trash at a certain time of the week.
2. Sites: are placed with large containers at central locations.
3. Buy-back centers: commercial operations sometimes pay consumers for recyclable resources, like aluminum cans, but sometimes plastic bottles.
4. Deposit Programs: Glass and aluminum containers can be returned to retailers for a small reward (₵5 or ten)

What materials can be recycled (very fun info, just like Ms. Greens class. Ha)

1. Paper: most types are recycled.
2. Plastic: there are a few types. 1 and 2 can be recycled, others not. The 2 types cannot be mixed because that would ruin the melt.
3. Glass: can be repeatedly used with no loss in quality. 100% efficient
4. Aluminum: principal source is from beverage containers.