Chapter 4 Lecture

Chapter 4
Folk and Popular Culture

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Folk and Popular Culture: Key Issues

1. Where Are Folk and Popular Leisure Activities Distributed?

2. Where Are Folk and Popular Material Culture Distributed?

3. Why Is Access to Folk and Popular Culture Unequal?

4. Why Do Folk and Popular Culture Face Sustainability Challenges?
Key Issue 1: Where are Folk and Popular Leisure Activities Distributed?

1.1 Introducing Folk and Popular Culture

1.2 Origin, Diffusion, and Distribution of Folk and Popular Culture

1.3 Geographic Differences Between Folk and Popular Culture

1.4 Origin and Diffusion of Folk and Popular Music

1.5. Origin and Diffusion of Folk and Popular Sports
1.1 Introducing Folk and Popular Culture

- Folk culture: small, homogenous groups, relative isolation
- Popular culture: large, heterogeneous groups, widespread
- Both types have daily necessities (food, clothing, shelter) and leisure (arts and recreation).
Figures 4-2 and 4-4: Jewelry, clothing, and food customs are all elements of culture.
## 1.2 Origin, Diffusion, and Distribution of Folk and Popular Culture

### Folk culture
- **Origin:** anonymous, sometimes multiple hearths
- **Diffusion:** slowly, through migration diffusion
- **Distribution:** spatially isolated, influenced by local factors

### Popular culture
- **Origin:** specific point of origin, usually developed country
- **Diffusion:** rapidly through hierarchical diffusion
- **Distribution:** widespread wherever technology allows
1.2 Distribution of Folk Culture

Figure 4-6: Distribution of different folk cultural painting traditions from four different parts of the Himalaya Mountains.
Figure 4-7: Some popular sports, like baseball, display large functional regions of fans.
Figure 4-9: Popular musicians may have more in common with similar styles far across the world than with different styles in the same city.
1.4 Origin and Diffusion of Folk and Popular Music

- Folk music often anonymous origin, tells traditional story
- Popular music from known authors, produced for sale
Figure 4-10: Vietnamese singers perform songs with a 500-year tradition.
Figure 4-11: Musicians and studios cluster in cities for access to music services and employment.
1.4 Favorite Artist by U.S. State

Figure 4-12: Popular music is spatially widespread yet displays regional variations in popularity.
1.5 Origin and Diffusion of Folk and Popular Sports

• Soccer: example of global popular sport with folk origins

• Sports must be widely practiced to be considered for Olympics.

• Some sports have more distinct regional appeal—cricket, wushu, lacrosse.
1.5 Popular Sports: World Cup Soccer

Figure 4-13: Soccer’s popularity extends to countries that have not fielded a World Cup team.
Key Issue 2: Where Are Folk and Popular Material Culture Distributed?

2.1 Elements of Material Culture
2.2 Folk and Popular Clothing
2.3 Folk Food Customs
2.4 Popular Food Preferences
2.5 Folk and Popular Housing
Figure 4-16: Wine production is influenced by favorable climate and soils for grapes as well as cultural factors.
Figure 4-17: Traditional clothing customs of women in North Africa and Southwest Asia vary with respect to cultural views of modesty, including the wearing of a veil.
2.2 Folk and Popular Clothing

- Folk clothing may reflect environmental or cultural factors, including religious tradition.
- Popular clothing reflects occupation and income.
Figures 4-18 and 4-19: Wooden shoes are a Dutch folk clothing custom (left). Muslims (center, top) and Jews (right) may customarily wear modest black clothes.
2.3 Folk Food Customs

- Local environmental conditions influence what can be grown.
- Food taboos may protect the local environment or serve other functions.
2.3 Istanbul Vegetable Garden

Figure 4-23: Bostans in Istanbul provide fresh vegetables that do well in Turkey’s climate.
2.4 Popular Food Preferences

- Popular foods vary globally and regionally in preference.
  - Coca-Cola and Pepsi have different regional distributions.
  - U.S. preferences for popular foods vary by region.
2.4 Popular Food Preferences: Coke vs. Pepsi

Figure 4-25: Pepsi is more popular in Canada, Peru, and a few countries from Egypt to Vietnam.
2.4 Regional Variation: Concentration of McDonald’s’s

Figure 4-26: McDonald’s has the highest concentration of restaurants per capita in the Great Lakes region.
Figure 4-27: Regional factors influence the popularity of fast food brands, here displaying the eight most popular states of four franchises.
2.5 Folk and Popular Housing

- Folk housing can have
  - environmental influences: choice of building materials, climate considerations
  - cultural influences: beliefs about shape and orientation of house

- U.S. folk housing styles diffused from three hearths on Atlantic coast.
Figure 4-28: Local availability can influence the choice of building materials.
Figure 4-29: Different environmental conditions influence the preferred style of house in Oman (left) and Estonia (right).
Figure 4-30: Different beliefs affect the form and position of houses in Laos (left) and Thailand (right).
Figure 4-31: Three styles of folk housing can be traced from their origin on the Atlantic coast.
Key Issue 3: Why Is Access to Folk and Popular Culture Unequal?

3.1 Diffusion of TV and Internet

3.2 Diffusion of Social Media

3.3 Challenges in Accessing Electronic Media
3.1 Diffusion of TV

Figure 4-32:
(a) Television ownership was relatively high in the United States in the 1950s.
(b) By 1970, ownership had increased and diffused to the developed world and many developing countries.
(c) By 2005, TV ownership was widespread in all but the least developed countries; in the United States there were 882 TVs per 1,000 population.
### 3.1 Diffusion of TV

<table>
<thead>
<tr>
<th>Density: Number of U.S. TVs (millions)</th>
<th>1954</th>
<th>1970</th>
<th>2005</th>
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<tbody>
<tr>
<td></td>
<td>32</td>
<td>82</td>
<td>219</td>
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</table>

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<tr>
<th>U.S. diffusion: TVs per 1,000 population</th>
<th>1954</th>
<th>1970</th>
<th>2005</th>
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<td></td>
<td>196</td>
<td>395</td>
<td>882</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Global diffusion: U.S. share of world’s TVs (%)</th>
<th>1954</th>
<th>1970</th>
<th>2005</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>86</td>
<td>25</td>
<td>16</td>
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</tbody>
</table>
Figure 4-33:
(a) Internet users were concentrated in North America and Europe in 1995.
(b) By 2000, users were common in most of the developed world and some more highly developed locations.
(c) By 2014, internet access was common in most developed and high developing countries.
Compare to Figure 4-32.
### Table 4–2 Changing Distribution And Diffusion Of Internet

<table>
<thead>
<tr>
<th></th>
<th>1995</th>
<th>2000</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Density: Number of U.S. Internet users (millions)</td>
<td>25</td>
<td>124</td>
<td>280</td>
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<tr>
<td>U.S. diffusion: Internet users per 1,000 population</td>
<td>94</td>
<td>441</td>
<td>868</td>
</tr>
<tr>
<td>Global diffusion: U.S. share of world’s Internet users (%)</td>
<td>63</td>
<td>35</td>
<td>10</td>
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</tbody>
</table>
3.2 Diffusion of Social Media

Figure 4-36(a): Most popular social network, 2009. A wide variety of social media were in use globally, especially in Eastern Europe and Southeast Asia.
Figure 4-36(b): Most popular social network, 2014. Facebook is the global leader in social media; many of the social media shown in Figure 4-36 (a) are no longer present.
# 3.2 Diffusion of Social Media

## TABLE 4–3  Changing Distribution and Diffusion of Facebook and Twitter

<table>
<thead>
<tr>
<th></th>
<th>Twitter 2009</th>
<th>Twitter 2014</th>
<th>Facebook 2009</th>
<th>Facebook 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Density: Number of U.S. users (millions)</td>
<td>7</td>
<td>108</td>
<td>55</td>
<td>152</td>
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<tr>
<td>U.S. diffusion: Users per 1,000 population</td>
<td>22</td>
<td>340</td>
<td>179</td>
<td>477</td>
</tr>
<tr>
<td>Global diffusion: U.S. share of world’s users (%)</td>
<td>51</td>
<td>38</td>
<td>34</td>
<td>10</td>
</tr>
</tbody>
</table>
3.3 Challenges in Accessing Electronic Media

Some governments concerned with citizen’s use of social media:

• Control use by banning or limiting technology
• Censor or filter Internet content
• Surveil and harass or punish users
Figure 4-38: Different governments around the world limit user’s use and access to technology, or violate their personal rights with respect to electronic media.
Key Issue 4: Why Do Folk and Popular Culture Face Sustainability Challenges?

4.1 Sustainability Challenges for Folk Culture

4.2 Sustainability Challenges for Popular Culture
4.1 Sustainability Challenges for Folk Culture

• Some folk cultures are threatened by popular culture.

• Unexpected interactions with popular culture
  – status of women
  – dowries
4.1 Amish Cultural Identity

Figure 4-41: The Amish maintain a distinctive folk culture despite being surrounded by elements of popular culture.
4.1 Distribution of Amish

Figure 4-42: Influenced by the price of land, Amish settlements have diffused from the culture’s hearth in Pennsylvania.
4.2 Sustainability Challenges for Popular Culture

• Popular culture creates uniform landscapes.
• Demands of popular culture can strain resources.
Figure 4-45: This uniform landscape from Florida is visually similar to many other places in the United States.
Figure 4-46: In Scotland (left), a golf course makes relatively few modifications of the natural landscape. In the U.S., a golf course in Nevada (right) requires extensive use of water resources.