### KNOW
- acculturation
- assimilation
- artifact
- built environment
- contagious diffusion
- core-domain-sphere model
- cultural convergence
- cultural perception
- cultural ecology
- cultural landscape
- cultural realm
- cultural relativism
- culture
- culture hearth
- culture complex
- culture trait
- culture region
- custom
- environmental determinism
- ethnic enclave
- folklife
- folk culture / local culture
- globalization
- glocalization
- habit
- hierarchical diffusion
- indigenous culture
- maladaptive diffusion
- material culture
- mentifact
- place/placelessness
- popular culture
- possibilism
- sequent occupance
- sociofact
- stimulus diffusion
- taboo
- terroir
- uniform landscape
- vernacular region

### BE ABLE TO
- ✓ define culture, cultural geography, and culture regions.
- ✓ identify and name macrocultural regions and identify the major language and religion of each.
- ✓ compare and contrast aspects of folk and popular culture:
  - origins
  - methods of diffusion
  - culture regions
  - current distributions
- ✓ provide specific examples of folk culture and folk regions.
- ✓ provide specific examples of specific popular cultural traits and discuss their diffusion.
- ✓ discuss ways in which cultural traits are affected by and affect:
  - the natural environment.
  - the “built environment” (cultural landscape).
  - the economics of a region.
- ✓ discuss ways in which communications technologies differ in terms of:
  - their effects on culture.
  - their diffusion and distribution.
  - the ways in which different governments respond to them.

### CASE STUDIES
________________________________________________________
________________________________________________________
**Acculturation** - The adoption of cultural traits, such as language, by one group under the influence of another.

Example:

**Assimilation** - The process through which people lose originality differentiating traits, such as dress, speech, particularities, or mannerisms, when they come into contact with another society or culture.

Example:

**Artifact** - The material manifestation of culture, including tools, housing, systems of land use, clothing, etc.

Example:

**Built Environment** - Part of the physical landscape that represents material culture, including buildings, roads, bridges, etc.

Example:

**Contagious Diffusion** – The rapid, widespread diffusion of a feature or trend throughout a population

Example:

**Core-domain-sphere model** - A model that defines cultural regions and shows diffusion using colors. Purpose is to display the place where concentration of culture traits that characterizes a region is greatest.

Example:

**Cultural Convergence** - The tendency for cultures to become more alike as they increasingly share technology and organizational structures in a modern world united by improved transportation and communication

Example:

**Cultural Ecology** – Geographic approach that emphasizes human-environment relationships

Example:

**Cultural Perception** - The varying attitudes and ideas that culture groups have regarding how space, place, and territory are identified and used.

Example:

**Cultural Landscape** – Fashioning of a natural landscape by a cultural group

Example:

**Cultural Realm** - A collective of culture regions sharing related culture systems; a major world area having sufficient distinctiveness to be perceived as set apart from other realms in terms of cultural characteristics and complexes

Example:

**Culture** – The body of customary beliefs, social forms, and material traits that together constitute a group of people’s distinct tradition

Example:

**Culture Complex** - A related set of culture traits descriptive of one aspect of society’s behavior or activity – may be associated with religious beliefs or business practices

Example:

**Culture Hearth** - Locations on earth’s surface where specific cultures first arose.

Example:

**Culture Region** - a region defined by similar culture traits and cultural landscape features.

Example:

**Culture Trait** - The specific customs that are part of the everyday life of a particular culture, such as language, religion, ethnicity, social institutions, and aspects of popular culture.

Example:

**Custom** - The frequent repetition of an act, to the extent that it becomes characteristic of the group of people performing the act.

Example:
Environmental Determinism – A nineteenth and early twentieth century approach to the study of geography that argued that the general laws sought by human geographers could be found in the physical sciences. Geography was therefore the study of how the physical environment caused human activities.

Example:

**Ethnic Enclave** – a small area occupies by a distinctive minority culture

Example

**Ethnocentrism** – is a feeling of one's own ethnic group superiority that tends to encourage isolation and to inhibit the amalgamation of complex societies. Ethnic distinctions may be based either on cultural or racial characteristics. The former involves acquired traits, the latter genetic differences.

Example:

**Folk culture (local culture)** - Culture traditionally practiced by a small, homogeneous, rural group living in relative isolation from other groups.

Example:

**Globalization** – Actions or processes that involve the entire world and result in making something worldwide in scope

Example:

**Glocalization.** The adaptation of a product or service specifically to the culture of each region where it's being sold. For example the McDonald's restaurants in Korea are trying appeal to that culture by selling 'Kimchi burgers' or 'Bulgogi Burger'

Example:

**Habit** - A repetitive act performed by a particular individual.

Example:

**Hierarchical Diffusion** – The spread of a feature or trend from one key person or node of authority or power to other persons or places

Example:

**Indigenous culture** - A culture group that constitutes the original inhabitants of a territory, distinct from the dominant national culture, which is often derived from colonial occupation.

Example:

**Maladaptive Diffusion** - An idea or innovation that is not suitable for the environment in which it spreads into.

Example:

**Material Culture** - The tangible, physical items produced and used by members of a specific culture group and reflective of their traditions, lifestyles and technologies

Example:

**Mentifacts** - The central, enduring elements of a culture expressing its values and beliefs, including language, religion, folklore, etc.

Example:

**Place** – Uniqueness of a location

Example:

**Placelessness** - the loss of uniqueness of place in the cultural landscape so that one place looks like the next

Example:

**Popular culture** - Culture found in a large, heterogeneous society that shares certain habits despite differences in other personal characteristics.

Example:

**Possibilism** - The theory that the physical environment may set limits on human actions, but people have the ability to adjust to the physical environment and choose a course of action from many alternatives

Example:
**Sequent Occupance** - Notion that successful societies leave their cultural imprints on a place each contributing to the cumulative cultural landscape
   Example:

**Sociofact** - Institutions & links between individuals & groups that unite a culture, including family structure & political, educational & religious institutions.
   Example:

**Stimulus Diffusion** – The spread of an underlying principle, even though a specific characteristic is rejected.
   Example:

**Taboo** - A restriction on behavior imposed by social custom.
   Example:

**Terroir** – The contribution of a location’s distinctive physical features to the way food tastes.
   Example:

**Uniform landscape** - The spatial expression of a popular custom in one location being similar to another
   Example: