

Cultural Landscape

Part I: Homework

The built environment in culture regions is full of clues about the values, beliefs and perceptions of the people in these areas. As we see with shopping malls, parts of the popular cultural landscape can also demonstrate a remarkable uniformity.

Your assignment is to select your own aspect of the popular cultural landscape to study. Possibilities include:

- A particular fast-food chain
- Gas stations
- Sports stadiums
- Dance clubs
- Supermarkets
- Churches

Use any image search engine such as Google/Yahoo images to collect data. Your job is to find images for your specific "piece" of the built environment (do your best to find images from a variety of different geographic locations.)

- Print out your images and indicate their source (write down the specific website address.)
- A minimum of five images is needed.

Part II: Collage and Classwork

1. Create a collage of the pictures.
2. Answer the following questions as part of your collage:
 - What are some common characteristics to these structures (layout, color scheme, size of structure, logo, etc.?) Please discuss specific details.
 - Why are common characteristics used?
 - In your opinion, what ideas, beliefs, and values are conveyed by these structures? What clues about values/beliefs are visible?
 - Does this expression of the cultural landscape display any geographic variations- as you go from one place to another (states, countries, etc.), does anything change? Explain.