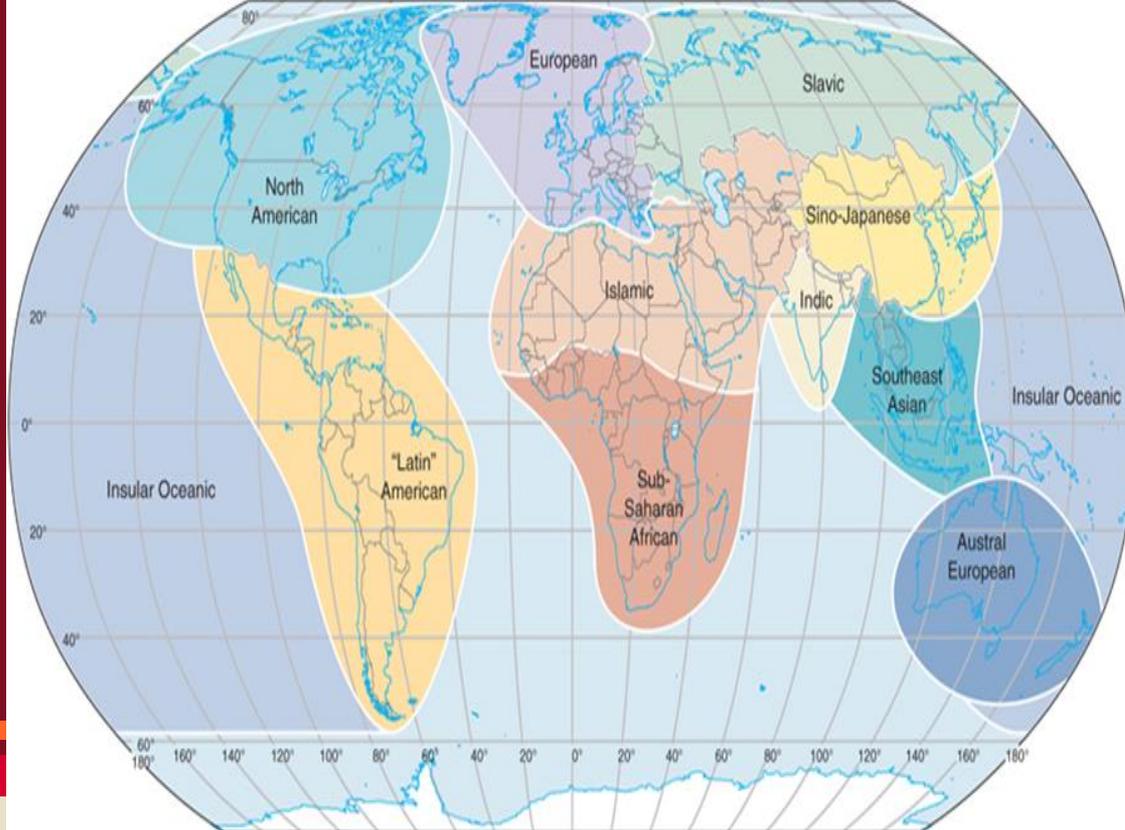


Cultural Realms: Answer the question based on the map below.

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1. Why is Mexico not within the cultural realm of North America?
2. Why would the Central America, South America and the Caribbean be considered 'Latin America'?
3. Which realm is based on a religious affiliation?
4. What does 'Austral European' reflect about the cultural customs of this particular realm?
5. Identify which realms that are based on Geographic location? Explain.
6. Identify which realms that are more tied to cultural factors? Explain.

Unit 3: Day 1

Popular Culture vs Folk Culture

A series of horizontal stripes in various colors (yellow, green, blue, dark blue, orange, red, white, light green) running across the bottom of the slide.

Popular Culture

Popular Customs-

- do not provide identity to a particular group
- tend to modify local landscapes
- are spread over large areas and
- are imposed on the physical environment.

Pop Culture Around the World





STARBUCKS STORES BY COUNTRY 2003

- 1 - 24
- 25 - 99
- 100 - 249
- 250 - 999
- 1,000 +

THE MAGIC BEAN SHOP

A single cup of Starbucks coffee can depend upon as many as 19 different countries. Between the coffee beans, the milk, the sugar, and the paper cup, Starbucks coffee is a global hub that connects some of the poorest countries in the world with some of the wealthiest.

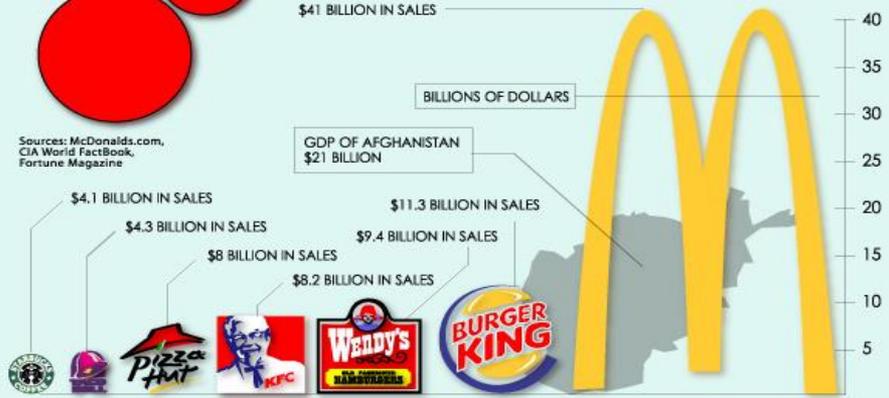


MCDONALD'S RESTAURANTS BY COUNTRY 2003

- 1 - 19
- 20 - 99
- 100 - 499
- 500 - 999
- 1,000 - 1,999
- 2,000 - 9,999
- 10,000 +

THE FRIES THAT BIND US

Probably the single most visible symbol of American influence worldwide, McDonald's has over 31,000 restaurants in 118 countries, employing more than 1.5 million people. Despite its 13,000 restaurants in the USA, McDonald's is slipping at home. Its customer satisfaction is worse than any other fast food chain, and ranks lower than all major airlines and the IRS.



Sources: McDonalds.com, CIA World FactBook, Fortune Magazine



Pop Culture in the Arab World



American Idol in Afghanistan?



Time Space Compression



facebook

December 2010

Folk Culture

Folk Customs-

- provide identity to a particular group
- are derived from local landscapes
- are spread over small areas and
- are influenced by the physical environment

Folk cont.

Maintained

through customs, ethnic neighborhoods
avoiding Cultural Appropriation

Threatened

Commodification (can compromise
authenticity)

Glocalization

Folk Culture in America

Amish and Hutterites

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- Photo Gallery: **The Amish and Photography**
- Photo Gallery: **The Amish Today**
- Timeline: **Amish in America**
- Bonus Video: **Amish Nickel Mines Clip**

Photo Gallery: **The Amish Today** [Other Photo Galleries](#)

These images, taken in Lancaster, PA between 2004 and 2010, show contemporary Amish men, women and children. While the Amish generally do not pose for pictures, some will cooperate with photographers they know and trust. Local freelance photographer Daniel Rodriguez has developed close relationships with a few Lancaster families, and he has been capturing images of Amish and Old Order Mennonites for several years. Rodriguez' friend and colleague Donald Kraybill authored the captions below.



CLOSE

TED Talk (22min)

Wade Davis:

Dreams from endangered cultures

TED2003 · 22:01 · Filmed Feb 2003

Subtitles available in 35 languages

 [View interactive transcript](#)



Diffusion of Pop and Folk cultures

Folk culture

- Anonymous or multiple hearths
- Relocation, not expansion

Popular culture

- Deliberate innovation, advanced economies
- Mass production
- Expansion (hierarchical or contagious)

Problems with the Popularization of Customs

Media Dominance

ideas promoted of glorification of youth

stylized violence (video games)

some pop cultures promote freedom for women while folk/others
do not

pop culture threatens folk elements

Placelessness

Environmental Problems

land, air, water, sound pollution

depletion of scarce resources (pop cultures use more fossil fuels)

Acculturation vs. Assimilation

Acculturation- the process of adopting the cultural traits or social patterns of another group. (can threaten authenticity)

Assimilation- the process by which a cultural minority no longer distinguish itself with the cultural majority. Aspects of a culture are blended with another with the original losing its individual identity.

Examples

Acculturation: 1st generation immigrants into the United States. Ethnic Neighborhoods.

Assimilation: US gov't with N. Americans, Australian gov't with Aboriginals

Other Culture Terms

Custom – frequent repetition of an act until it becomes characteristic of a group of people..

Taboo – a restriction on behavior imposed by social custom.

Habit – repetitive act performed by an individual.



Cultural Landscapes

Treatment of Natural Landscapes

Built Environment

Sequent Occupance - (successive societies leave their cultural imprints on a place- contributing to the cultural landscape?e. g. Islam in Spain

Homework: Cultural Landscape

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 single fast food chain, gas stations, sports stadium, nightclubs, supermarkets, or 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.)

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.