

What is a habit? \_\_\_\_\_

What is a custom? \_\_\_\_\_

What is a groups' entire collection of customs? \_\_\_\_\_

TOPIC	FOLK CULTURE	POPULAR CULTURE
Definition	A culture traditionally practiced by a small, homogeneous, rural group living in isolation	A culture found in a large, heterogeneous society that shares certain habits despite differences in other personal characteristics.
Area it occupies	Small	Large
Where it is found	Mainly in LDCs because they lack strong infrastructure, communication networks, leisure time, and surplus money. There are a few exceptions to their location: the Amish in the USA.	Mainly found in MDCs because they can combine advanced technology, money and leisure time to create products that will be acceptable by a large group to increase profit. Becoming exclusive to one group diminishes profit, so they make it for anyone and everyone.
Variation	Varies place to place at a given time	Varies from time to time at a given place
How it Diffuses	Diffuses through relocation diffusion. As the Jews moved to the United States they brought their culture with them prior to their immigration the Jewish Culture was not found in the United States	Diffuses via hierarchal diffusion. It will often go to the most connected places first which are usually cities. The communication networks facilitate this and as more countries develop and have access they start seeing popular culture customs through their computers or television sets. It can also diffuse contagiously once it gets to an area. It will also diffuse via stimulus diffusion if cultural barriers impede it. In other words, any form of expansion diffusion.
Family	Tends to be patriarchal, the women's sphere of influence is the household, imposing a limit on the education for women, making the total fertility rate high in these cultures. Families tend to be large.	Gender differences are diminished; women are empowered and seek higher levels of education along with men, reducing the total fertility rate. Families tend to be smaller.
Food	What is available in their local environment. Cultural perceptions ban the usage of certain foods, known as food taboos.	Foods that are very profitable, fast-to-make, and attractive to all regardless of ethnic background are found in popular culture. Foods like McDonald's, frozen meals, chips.
Housing	The building material used are the ones that are available in the local environment	Houses are developed more efficiently, with a mixture of materials and in the same style to reduce building costs yet

improve quality and make the appearance appealing to all.

Religion	Tends to share a common religion and some religions are known as ethnic religion that are common to one group of people living in one place. Hinduism, Judaism, Taoism, Shintoism	Religions tend to be taken out of popular culture for it singles out groups and that is not beneficial for companies as it decreases profit.
Origins	Originated at anonymous hearths, from anonymous sources, at unknown dates, through unknown originators	Well-known hearths, developers, and dates of innovations.
Impact on environment	Very minimal, tend to follow subsistence agriculture, very few industries, and no extensive usage of natural resources creating little pollution. Due to lack of tools needed, the people tend to adapt to their environment.	Very large; extensive use of natural resources, large consumer markets and large industries thus pollution is high. Corporations tend to make a uniform landscape to become appealing on a world-wide basis as they are recognizable by their logos and architecture. Tend to have highly-developed tools to change the environment to the advantage of the humans.

#### Addendum

Topic	Folk Culture	Popular Culture
Materials	These materials usually come from daily life and are comprised of bare necessity materials. Think food, shelter, and clothing.	Popular culture comes from leisure time, disposable income and buying items that change over time and are not necessities most of the time. Even food is bought in excess to its needs.
Population growth	Reinforces gender roles and the traditions of family	Alternative lifestyles become acceptable. DINKS and YUPPIES become more a part of life and people wait to have children till later in life due to economic and educational opportunities
Creation of materials	Handmade using local materials	Corporate made using supply chains that are global
Standards	Authenticity determined by use of local materials, traditions and family and ethnic history (history and lineage usually goes back a long way)	Money determines how products are produced and is the usual corporate standard and usually has no sense of history for determining its materials or standards



## Environmental Issues

### General Environmental Impact:

- Unlike folk culture, popular culture modifies the environment instead of developing from it.
- Modification of an environment can be with the intention of increasing leisure activity participation by the public and/or promotion of a consumer good being sold.
- Creating a 'natural' environment can sometimes hide the modification but the purpose remains to purposefully invite people to visit the location by terms of popular culture.
- The distribution of popular culture tends to establish uniform landscapes. Such as Route 66 with an influx of large signs for motels, gas stations, and restaurants.
- In order to generate greater consumption and 'product recognition', promoters of popular culture create a uniform landscape.
- With the advent of faster communication and transportation, distribution of popular culture does not depend on a single place instead; the customs can arise from any place across the globe as long as the popular culture customs fit with consumer preference.
- Diffusion of some popular culture across the globe or even locally can impact the environment negatively in two major ways: -Depletion of scarce natural resources and pollution of the landscape.

### Negative Environmental Impact:

- Depletion of Scarce Natural Resources:
- Diffusion of popular culture, which can possibly be through hierarchical diffusion and/or contagious diffusion, increases the demand for raw materials dug from the Earth. The demand can hinder the resources scarce and depleted the environmental supply.
- In terms of clothing, popular culture may demand a large supply of animals for their skins and cause certain species to become extinct.
- Increased meat consumption through popular culture is an inefficient way the world is nourished. It takes twice as much grain in weight that is fed to an animal to produce half the weight of the animal in meat for consumption. With malnourishment in some countries, this is seen as a highly inefficient use of grain.
- Pollution of the Landscape:
- Popular culture generates high volumes of waste in forms of solids, liquids, and gases. Some of the waste can be absorbed of the environment, but high levels can overwhelm it. The most visible, solids are often discarded and not recycled and as more and more people follow popular culture, this becomes an issue.
- More developed countries produce endless supplies to meet demands of popular culture with the advent of technology that both damages the environment and controls the damage made. Often times it is cheaper to damage the environment than to restore it.
- Popular culture demands more because it is for items that are not necessary whereas folk culture is about items needed for daily life. Meaning folk culture makes use of fewer materials
- Popular culture changes over time demanding more use of materials as what's in style changes. Folk culture remains the same and objects are valued so less waste is generated

### Examples:

- An example of uniform landscape would be fast-food restaurant franchises that allow business people of an establishment to use their trademark. Once many establishments follow, the trademark becomes a recognized and uniform landscape. Often times, the symbol can be recognized internationally because of its uniformity.
  - Automobiles also are an example of uniformity. Before the 1970s, automobiles from different countries varied greatly in size and appearance. After the 1970s, when Japanese automobiles were sold globally, they won consumer preference and became the standard in style of automobiles, which began the uniformity.
- An example of a negative impact on the environment would be of the large number of demands for animals in order to produce clothing worn by consumers thousands of miles from the animal's habitat. The skins of these

animals are used to produce clothing, which hinders certain species instinct. This can cause an imbalance in the ecological system that the animal belongs to.

-Many popular culture items, ranging from cups from fast-food chains to CD's of the latest music artist, end up being improperly discarded instead of recycled. This solid waste ends up in landfills, shantytowns, bodies of water, and so on.

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## **Wine**

-The spatial distribution of wine production demonstrates that the environment plays a role in the distribution of popular as well as folk food customs.

-Vineyards are best cultivated in temperate climates of moderately cold, rainy winters and fairly long, hot summers.

-A site near a lake or river is desirable because water can temper extremes of temperature.

-Grapes can be grown in a variety of soils, but the best wine tends to be produced from grapes grown in soil that is coarse and well drained-a soil not necessarily fertile for other crops.

-The distinctive character of each region's wine is especially influenced by the unique combination of trace elements, such as boron, manganese, and zinc, in the rock or soil.

-Because of the unique product created by these distinctive soil and climate characteristics, the world's finest wines are most frequently identified by their place of origin.

-Wine production is discouraged in regions of the world dominated by religions other than Christianity. Hindus and Muslims in particular avoid alcoholic beverages. Thus wine production is limited in the Middle East and southern Asia primarily because of cultural values, especially religion.

Wine (Some basic facts about wine)

Folk

- (time period - pre1800s)

-wine

-anonymous - unknown

-natural and uses the natural landscape to gets its unique flavor

-rural

-local (unique to a place – identity) and goes along with the local, natural setting and is therefore less or not environmentally damaging

-ties an ethnic group together and has set values

-ties an ethnic group to a set area (homeland)

-stays the same but differs from place to place

-relocation diffusion because tied to one ethnic group/culture that makes it authentic or ethnic homeland as in it was made there

-gender roles and this goes along with job specialization

## Pop

-factory-made / capitalism and from modern times

-plastic

-makes the landscape the same through common ads and logo and wants all areas to grow the same ingredients or factory make them so bends the landscape to its will

-materials come from everywhere and are the same in all locations

-value is monetary

-change over time

-more garbage / more consumption

-expansion diffusion

-no gender roles and more job specialization but with no divisions according to background