







What does "Culture" include

- Language
- Religion
- Architecture
- Clothing
- Food
- Music
- Agriculture
- Art
- Education
- Technology

Artifacts of Culture

- Survival vs. leisure activities
 - Housing, food, clothing
 - Arts, recreation
- Folk vs. popular culture
 - Local, homogenous groups
 - Large, heterogeneous groups

Environmental Influence

- Old: environmental determinism
 - Physical environment shapes everything
 - Prone to racist conclusions
- New: possibilism
 - People are the driving force
 - But environment shapes cultural activity

Important Terminology

- ❑ **Folk Culture** – traditionally practiced by a small, homogeneous, rural group living in relative isolation

- ❑ **Popular Culture** – found in a large, heterogeneous society that shares certain habits despite differences in personal characteristics

Important Terminology

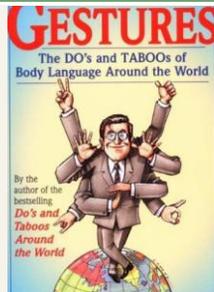
- ❑ **Material Culture** – the physical objects produced by a culture in order to meet its material needs: food, clothing, shelter, arts, and recreation
 - ❑ Carl Sauer (Berkeley, 1930s – 1970s)

- ❑ **Custom** – frequent repetition of an act until it becomes characteristic of a group of people

Important Terminology

- ❑ **Taboo** – a restriction on behavior imposed by social custom

- ❑ **Habit** – repetitive act performed by an individual



Folk Culture

- Folk Culture – rapidly changing and/or disappearing throughout much of the world



Portuguese Fishing Boat



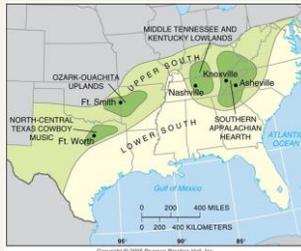
Turkish Camel Market



Guatemalan Market

Origin of Country Music

- U.S. country music has four main hearths, or regions of origin:
 - southern Appalachia,
 - central Tennessee and Kentucky,
 - the Ozark-Ouachita uplands,
 - and north-central Texas

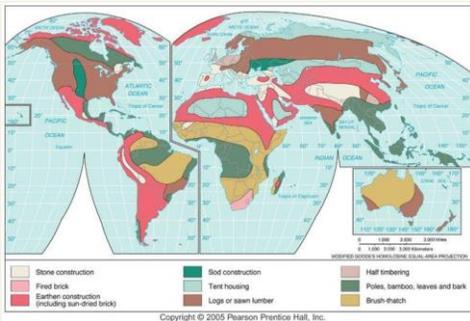


Architecture

Architecture

- ❑ Building materials based on environment
- ❑ Wood in forested areas
- ❑ Brick in hot, dry places
- ❑ Grass or sod on prairies
- ❑ Skins for nomads

Folk Architecture



Folk Architecture

- ❑ Effects on Landscape:
usually of limited scale and scope
 - ❑ Agricultural: fields, terraces, grain storage
 - ❑ Dwellings: historically created from local materials: wood, brick, stone, skins; often uniquely and traditionally arranged; always functionally tied to physical environment

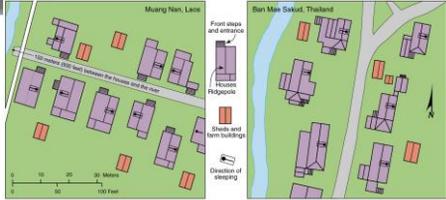




Brooklyn



Guyana



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Yemen



Poland



Korea

Diffusion of House Types in U.S.

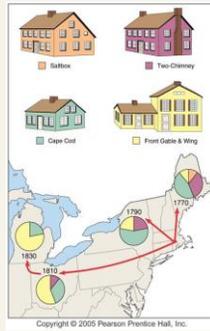
- Distinct house types originated in three main source areas in the U.S. and then diffused into the interior as migrants moved west



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Diffusion of New England House Types

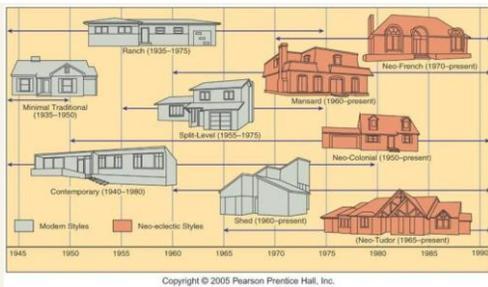
- Four main New England house types of the eighteenth and nineteenth centuries diffused westward as settlers migrated



U.S. House Types, 1945–1990

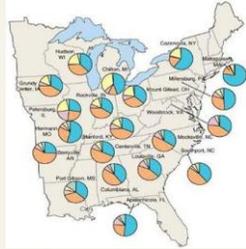
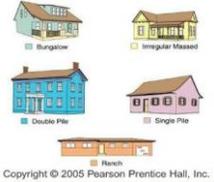
- Several variations of the “modern style” were dominant from the 1940s into the 1970s
- Since then, “neo-eclectic” styles have become the dominant type of house construction in the U.S.

U.S. House Types, 1945–1990



United States House Types by Region

- Small towns in different regions of the eastern U.S. have different combinations of five main house types



Clothing & Food

Clothing

- Based on climate
 - Warm or cold
 - Wet or dry
- May reflect occupation/status
- Also reflect values, traditions



Samoa



Netherlands



Morocco



Guatemala



China



Clothing

Clothing: Jeans, for example, and have become valuable status symbols in many regions including Asia and Russia despite longstanding folk traditions.



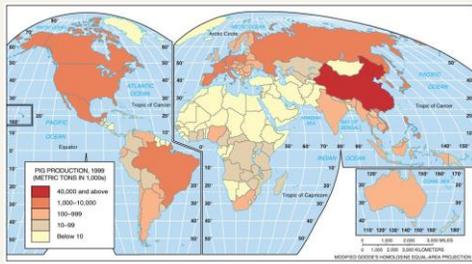
Food

- Strong part of group identity
- Demonstrates innovation, diffusion, acculturation, and assimilation
- Can be part of place identity
- Back and forth between culture and place

Hog Production and Food Cultures

- Annual hog production is influenced by religious taboos against pork consumption in Islam and other religions.
 - The highest production is in China, which is largely Buddhist

Hog Production and Food Cultures



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 Annual hog production is influenced by religious taboos against pork consumption in Islamic and Jewish religions. The highest production is in China, which is largely Buddhist and Communist (no religion). Although Buddhists, supposedly, shouldn't KILL anything

American Food-ways

- Colonial foods (Thanksgiving)
- Foods diffused back to New World
 - Potatoes to Ireland
 - Tomatoes to Italy
 - Chocolate to Spain
 - Peanut and sweet potato to Africa
- Mixing of foods (Creole)

American Food-ways

- ❑ Acculturation (or not)
- ❑ Southern cooking retains strong regional identity
 - ▣ African slaves cooked on plantations
 - ▣ Less urban influence
 - ▣ Anti-North attitudes discouraged

American Food-ways

- ❑ More immigrants mean more foods
- ❑ Similar diffusion pattern to place names
- ❑ Anti-immigrant attitudes through dieticians
 - ▣ Chili power bad for stomach
 - ▣ Common pot unsanitary
 - ▣ Pickles unhealthy

American Food-ways

- ❑ Towards "fusion cooking"
- ❑ Depression, wars encouraged thriftiness
- ❑ Soldiers ate same food, encountered diversity
- ❑ Middle class: "exotic" foods
- ❑ Melting pot or salad bowl?

Pineapples and Hawaii

- ❑ Originally South American
- ❑ Plantations since 1800s
- ❑ Dole's national ad campaign in 1907: *Hawaiian* pineapple
- ❑ Cheaper to grow in Thailand, Philippines
- ❑ Hawaii focuses on fresh fruit for tourists



Lobsters and Maine

- ❑ Originally food for poor, or fertilizer
- ❑ Wealthy New Englanders in 1860s
 - ❑ Summering in Maine
 - ❑ Imitating the locals
 - ❑ Only for wealthy vacationers
- ❑ Now negative symbol for locals



Wine Geography

- ❑ Production based on environmental factors
 - ❑ Temperate climate (hot summer, wet winter)
 - ❑ Hillsides allow drainage, sunlight
 - ❑ Coarse, well-drained soil
- ❑ And social factors that determine consumption



Diffusion of TV, 1954–1999

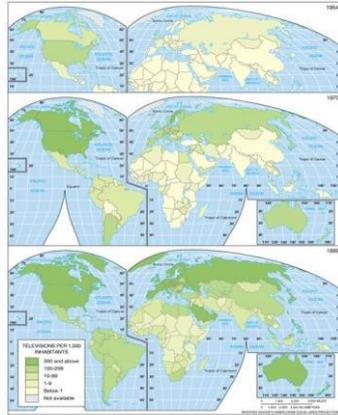
Television has diffused widely since the 1950s, but some areas still have low numbers of TVs per population.

Much media is still state-controlled.

Ten Most Censored Countries:

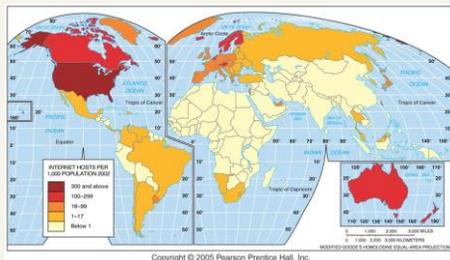
1. North Korea
2. Myanmar (Burma)
3. Turkmenistan
4. Equatorial Guinea
5. Libya
6. Eritrea
7. Cuba
8. Uzbekistan
9. Syria
10. Belarus

Source: The Committee to Protect Journalists.
www.cpj.org.



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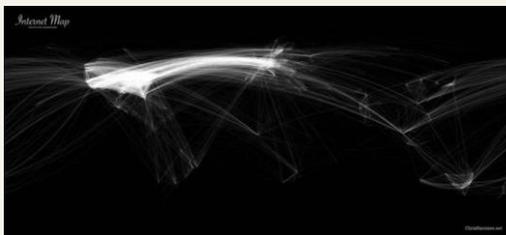
Distribution of Internet Hosts



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The U.S. had two-thirds of the world's internet hosts in 2002. Diffusion of internet service is likely to follow the pattern of TV diffusion, but the rate of this diffusion may differ (How?).

Internet Connections



The Internet is diffusing today, but access varies widely. Some countries censor the Internet, but this is much harder to do

Popular Culture

- **Effects on Landscape:** creates homogenous, "placeless" (Relph, 1976), landscape
 - Complex network of roads and highways
 - Commercial Structures tend towards 'boxes'
 - Dwellings may be aesthetically suggestive of older folk traditions
 - Planned and Gated Communities more and more common



The Built Landscape

- Surfing at Disney's Orlando Typhoon Lagoon
 - Are places still tied to local landscapes?
 - Disconnect with landscape?





Swimming Pool, West Edmonton Mall, Canada



Dubai's Indoor Ski Resort

50



Muslim Women in Traditional Dress at Indoor Ski Resort 51

Problems with the Globalization of Culture

- Often Destroys Folk Culture – or preserves traditions as museum pieces or tourism gimmicks
 - Mexican Mariachis; Polynesian Navigators; Cruise Line Simulations
 - Change in Traditional Roles and Values; Polynesian weight problems



Problems with the Globalization of Popular Culture

- Western Media Imperialism?
 - U.S., Britain, and Japan dominate worldwide media
 - Glorified consumerism, violence, sexuality, and militarism?
 - U.S. (Networks and CNN) and British (BBC) news media provide/control the dissemination of information worldwide
 - These networks are unlikely to focus or provide third world perspective on issues important in the LDCs

Environmental Problems with Cultural Globalization

- Accelerated Resource Use through Accelerated Consumption
 - Furs: minx, lynx, jaguar, kangaroo, whale, sea otters (18th Century Russians) fed early fashion trends.
 - Consumerism evident in most Western Media fashions, including hip hop and rock and roll.
 - Inefficient over-consumption of Meats (10:1), Poultry (3:1), even Fish (fed other fish and chicken) by meat-eating pop cultures

Environmental Problems with Cultural Globalization

- Accelerated Resource Use through Accelerated Consumption
 - Mineral Extraction for Machines, Plastics and Fuel
 - New larger housing desires and associated energy and water use.
 - Golf courses use valuable water and destroy habitat worldwide.
 - Pollution: waste from fuel generation and discarded products, plastics, marketing and packaging materials





Beijing, China



Palm Springs, CA 56

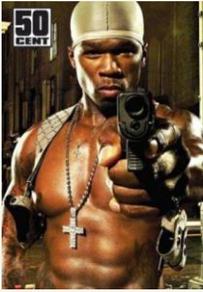
Golf Courses in Metropolitan Areas



Marlboro Man in Egypt



Forbes Hip Hop Cash Kings, 2007



Fiji



Suburban Sprawl, Arizona



“Progress?”