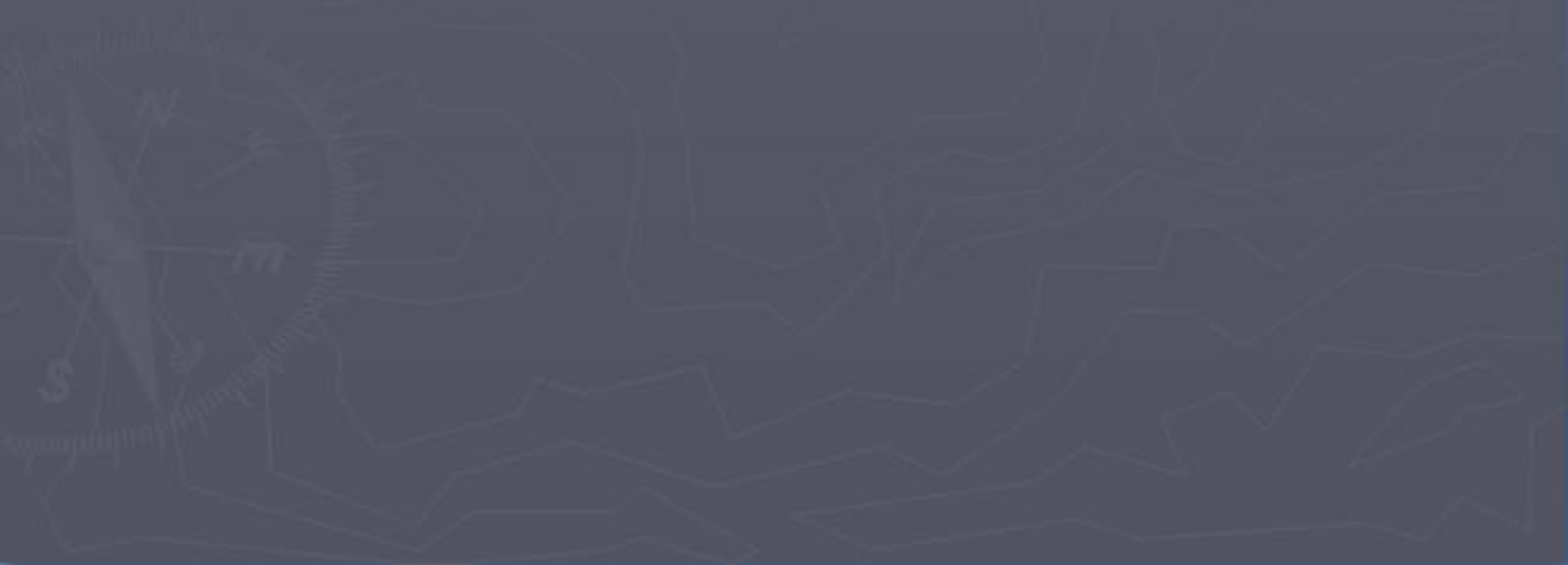


Differences in Culture: Folk Culture



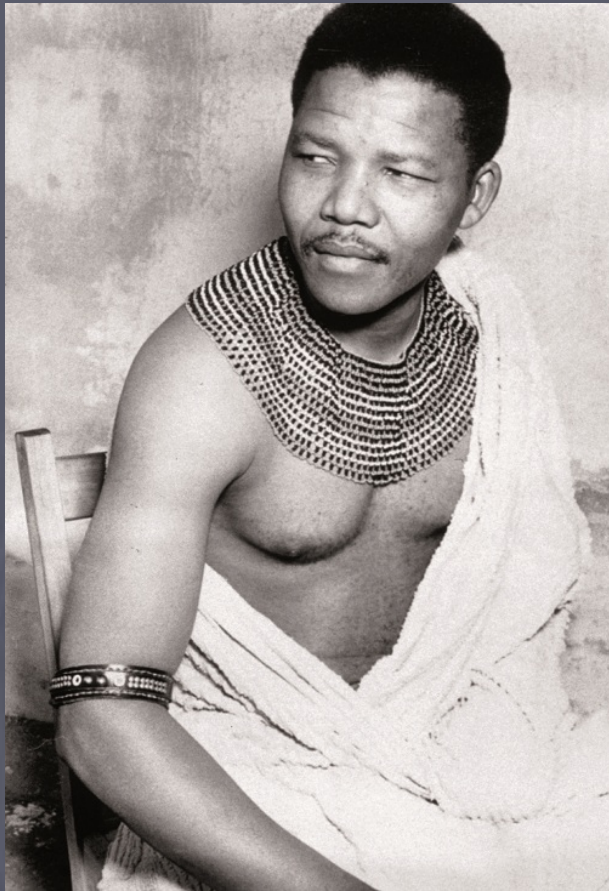
Examining Behavior

- **Habit:** An action one person does repeatedly (biting nails, reading the newspaper each day)
- **Custom:** An action of a group done often enough that it becomes a characteristic of the group (clothing style choices)
- **Taboo:** An act or behavior that is prohibited by social and religious norms

Defining Folk and Popular Culture

- **Folk Culture:** Traditionally practiced by groups in homogeneous, rural, isolated areas.
- **Popular Culture:** Found in large, heterogeneous societies that share certain habits even if there is much diversity.

Case Study: Nelson Mandela



Nelson Mandela in traditional Xhosa
Style clothing



Nelson Mandela in modern business suit

Folk Culture Characteristics

- Stable and close knit communities
 - Usually a rural community
 - Clustered in isolated areas
 - Allows for unique characteristics tied to physical landscape
- Traditional controls
 - Resistant to change
 - Few changes over time
 - Culture spreads slowly via migration diffusion

Diffusion of Culture

- Popular Culture: Hierarchical diffusion
 - Rapid diffusion through modern communication and transportation
 - Ex. Films or Internet
- Folk Culture: Relocation diffusion
 - Slow diffusion through the actual movement of people

Human-Environment Interaction of Folk Cultures

- Clothing is made from available materials to meet environmental needs
- Diets based on available agriculture and social norms
- Housing styles are initially a result of the natural world.



Case Study: Mongolia

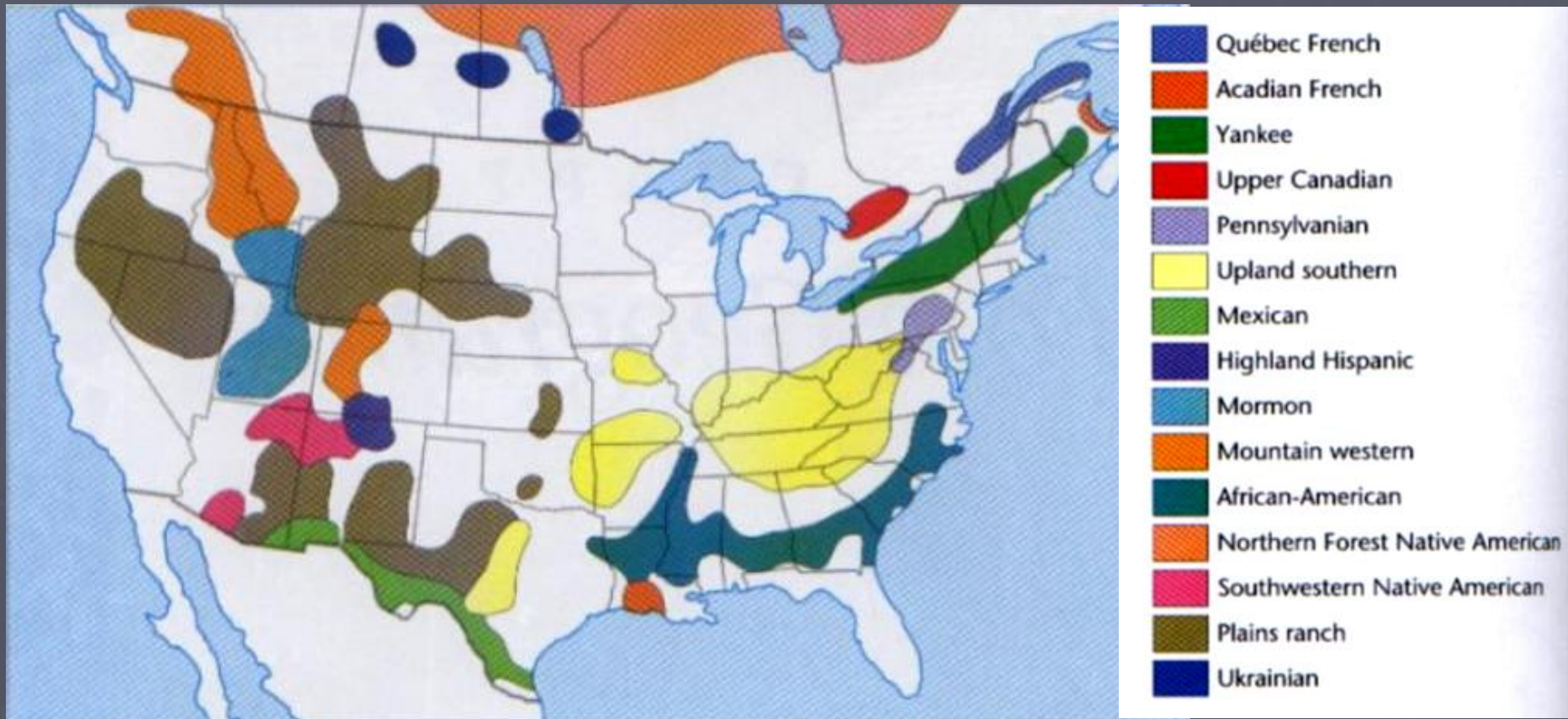


Cultural Isolation

- Spatial location makes contact with popular culture difficult
 - Located in high mountains, forests, deserts, or arctic regions
 - Prevents sharing of cultural traits



Folk Regions of North America

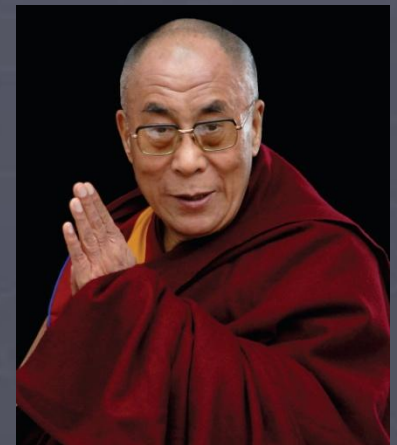


Case Study: Inuit



Threats to Folk Culture

- Loss of traditional values
 - Change in food, shelter, and clothing preferences because of exposure to popular culture
- Changes in culture can lead to controversy, especially in very religious places.
 - Ex. State Religious Affairs Bureau Order 5



Case Study: United States

Tom Torino (Navajo), pictured 1882 (left), and three years later (right)
Carlisle Indian Industrial School.

