

A large, dense crowd of people is shown from an overhead perspective. The image is mostly grayscale, but several individuals are highlighted with bright, solid colors: red, blue, green, yellow, orange, purple, and pink. These highlighted figures are scattered throughout the crowd, representing diversity. The overall scene suggests a large gathering or event.

Differences in Culture

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.



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



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: Mongolian Herders

- Nomadic Herders on the Mongolian Steppe
 - Live far out away from large cities
 - Reliant on large herds of animals
- Have to rely on the land primarily for their livelihoods
 - Eat animal products
 - Make clothing from animal skins
 - Travel using horses
 - Terrain too difficult and lack of infrastructure for most vehicles
 - Houses (Gers) able to easily be moved to follow herds



Cultural Isolation

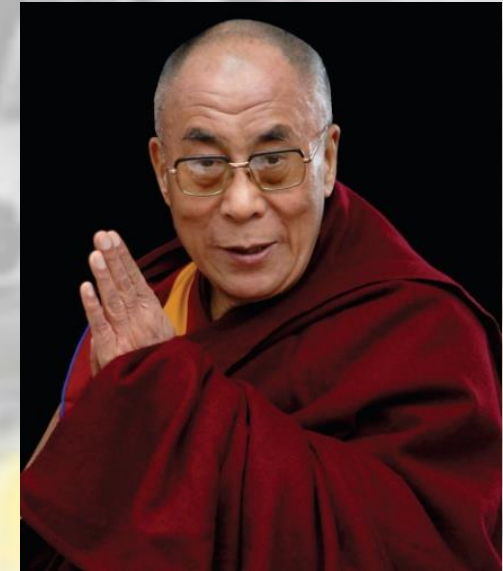
- Spatial location makes contact with popular culture difficult
 - Located in high mountains, forests, deserts, or arctic regions
 - Prevents sharing of cultural traits
 - Once group comes into contact with outside cultures their culture begins to change



A tribe in the Amazon jungle that had previously been un-contacted reacts to a helicopter flying above

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

- Boarding Schools used in the United States from late 19th century into early 20th century
 - Native American children taken from their homes on the reservations and sent to schools to be given a western education
 - Goal of the schools was to assimilate the children into United States society
 - Motto of the schools was “Kill the Indian, Save the man”



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

Defining Popular Culture

- Culture found in a large, heterogeneous society that shares certain habits despite differences in other personal characteristics.



Effects of Popular Culture: Globalization

- The process by which people, places, regions, and countries become more interlinked and more interdependent at a planetary scale



Effects of Popular Culture: Destruction of Folk Cultures

- Folk traditions and values are often replaced by main-stream concepts
 - Sometimes preserved as museum pieces or “tourists traps”



Actors portray traditional Korean culture in Seoul, South Korea

Effects of Popular Culture: Cultural Imperialism

- Media/Commercial hegemony by British, American, and Japanese companies
 - Transition of focus to MDCs
 - Ex. Few news stories about LDCs
 - Worldwide glorification of violence, sexuality, and consumerism



McDonalds in Beijing



Marlboro man in Egypt