

III Globalization + Culture Change

A. Globalization and Popular Culture

1. Popular Culture: When cultural traits spread quickly over a large area and are adopted by various groups.

Ex: Clothing, music, movies, built landscape

2. Often begin in Urban Areas and diffuse quickly ~~over a large area and~~ are adopted by ~~various~~ groups through the media + internet.

Ex: European Soccer, Anime

3. Pop Culture promotes uniformity in beliefs, values, and the cultural landscape.

B. Pop Culture vs. Folk Culture

1. Pop Culture emphasizes trying what is new rather than preserving what is traditional.

2. Many older generations that follow a folk culture openly resist pop culture movements

a) Preserve traditional languages, religions, values, and foods

b) Can slow down pop culture but rarely can stop it.

Ex: Brazil: As population expands into the interior of the rainforest many folk cultures are coming in contact with outside groups.

C. Traits and how they are viewed Pop vs. Folk

1. Society

a) Folk: Rural + Isolated, Homogeneous and indigenous population

i) Most people speak an indigenous or ethnic local language

b.) Pop Culture

i) Urban + Connected location

ii) Diverse and Multiethnic population

iii) Many people speak a global language like English or Arabic

2. Social Structure

a) Folk

i) Emphasis on community + ~~con~~ conformity

ii) Family's live close to one another

iii) Well-Defined gender roles

b) Pop

i) Emphasis on individualism and making choices

ii) Dispersed families

iii) Weakly Defined Gender Roles

3. Diffusion

a) Folk

i) Relatively slow + limited

ii) Primarily through relocation

iii) Oral traditions + stories

b) Pop

i) Rapid + extensive

ii) Often hierarchical

iii) Social Media + Mass Media

4. Buildings + Housing

a) Folk

i) Materials produced locally such as stone or grass.

ii) Built by community or owner

iii) Similar style for community

iv) Different between cultures

b) Pop

- i) Materials produced in Distant Factories (steel, glass)
- ii) Built by a business
- iii) Variety of Architectural styles
- iv) Similar between cities

5. Food

a) Folk

- i) Locally Produced
- ii) Choices limited by tradition
- iii) Prepared by the family or community

b) Pop

- i) Often imported
- ii) Wide range of choice
- iii) Purchased in Restaurants

6. Spatial Focus

a) Folk

- i) Local and Regional

b. Pop

- i) National + Global

C. Geography of Gender

1. Folk Culture

- a) Clearly defined Gender Specific Roles
 - i) Women take care of the household
 - ii) Men work outside the house to earn money and serve as leaders in Religion + Politics.

2. Pop Culture

a) Gender specific roles are diminishing

i) Women has more access to economic resources, more opportunity to work outside the home, and serve as leaders.

3. In many cultures throughout history certain behaviors have been acceptable for only one gender.

a) Often men operated more freely than women.