

X Folk and Popular Culture

A. Folk Culture

1. Folk Culture is limited to a smaller region and a smaller group of people than popular culture

2. Folk cultures are usually isolated groups that have long lasting culture traits that have not changed substantially.

Ex: Amish using horse drawn carriages.

3. Folk culture often spreads through relocation diffusion, when the original group moves to another location and takes their folk traits with them.

B. Popular Culture

1. Pop culture is mass culture that diffuses rapidly
2. Often folk cultures either have not been exposed to pop culture, or have chosen not to adopt.
3. Popular culture often spreads through expansion diffusion across space and varied culture.
4. Some people believe the diffusion of popular culture is threatening local or regional distinctiveness and causing cultural homogeneity, or cultural sameness.
Ex1) Spread of Starbucks reducing the diversity of local coffee shops
Ex2) Spread of Western Media
5. The spread of popular culture can harm the environment \because it can lead to increased consumption of natural resources

C. Cultural Imperialism

1. Diffusion of popular culture can contribute to cultural conflict, when part of a culture group may protest the arrival of a type of popular culture in its region.
2. Cultural imperialism is the invasion of a culture into another with the intent of dominating the invaded culture politically, economically and or socially.
3. Cultural nationalism is the resistance by a group of people against cultural imperialism and cultural convergence.
Ex) McDonalds.

4. Globalization is often seen as causing cultural imperialism and the controversy surrounding its cultural consequences.

D. Maladaptive Diffusion

1. Popular Culture does not necessarily reflect its original environment, or point of invention.

2. Maladaptive diffusion is the adoption of a diffusing trait that is impractical for a region or culture.

a) Wearing blue jeans has diffused greatly, but people wear blue jeans in even warm months, even though jeans are winter clothing.

b) Fast food consumption and car usage in Pacific Island nations