

Introduction to Culture

What is it?

Popular Culture vs. Folk Culture

Culture Defined

Culture: The behaviors and beliefs characteristic of a particular social, ethnic, or age group

(Dictionary.com)

With your partner come up with a list of about 10 things that make up culture.

Cultural Facets

- Education
- Government
- Agriculture
- Economy
- Sport
- Grooming
- Values
- Work ethic
- Etiquette
- Courtship
- Recreation
- Gestures
- Religion
- Language
- Architecture
- Cuisine
- Technology
- Music
- Dance
- Sports
- Medicine
- Dress
- Gender roles
- Law

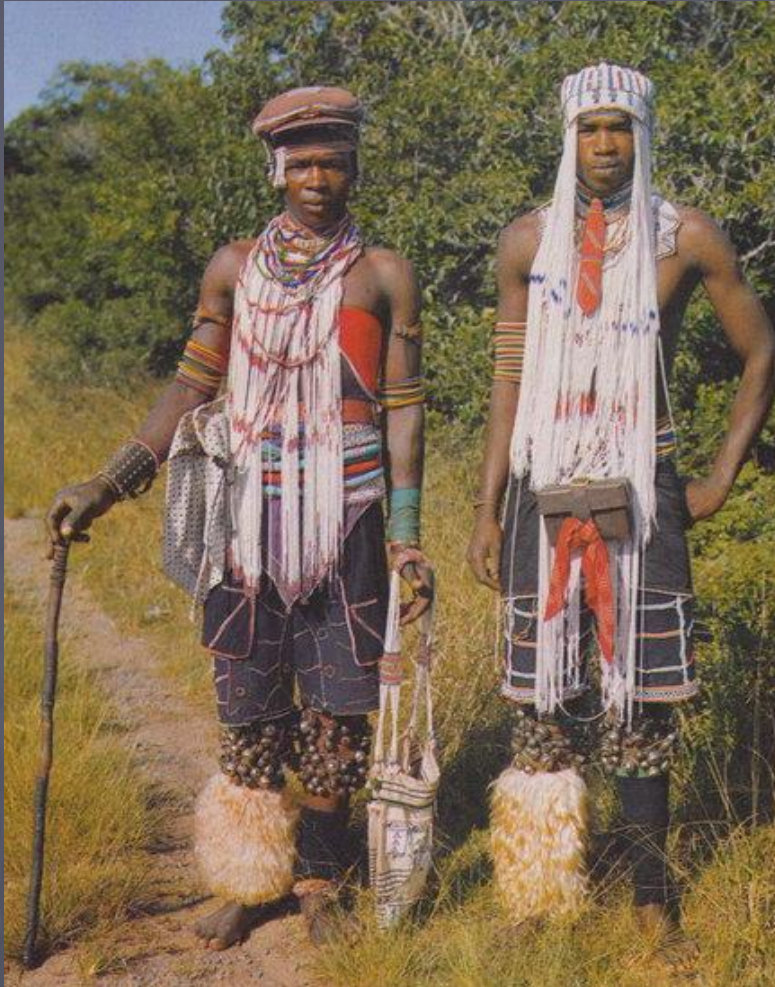
Habits, Customs, and Definitions

- **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)
- **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.

Popular Culture vs. Folk 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

Folk vs Popular Culture



Why is folk culture only in small areas

- Physical environment
 - Clothing is often specific to the natural world around people
 - Food choices are often a result of what can be grown in that climate, how much land is available, and what is acceptable to be eaten
 - Housing styles are initially a result of the natural world.

Case Study: Mongolia



Why is folk culture clustered?

- Isolation
 - Throughout history, slow communication and diffusion of culture meant that even short distances could keep people from sharing cultural traits.

Case Study: Inuit



Why does spread of popular culture cause problems?

- Threat 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.

Case Study: United States

