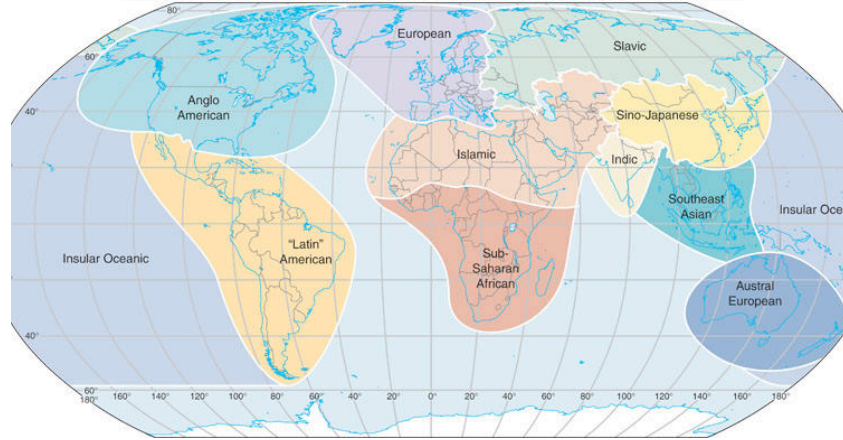


Culture Notes

Copyright © The McGraw-Hill Companies, Inc. Permission required for reproduction or display.



What makes it culture vs:

- **Habit**-a repetitive act by an individual.
- **Custom**-when an entire group does it.
- **Tradition**-the same as a custom-the term implies longevity.
- **Folk culture**-the enduring, traditional practices of a people.
- **Popular culture**-the rapidly changing tastes and customs of a group.

Material elements of Culture

Things ppl construct/create (homes, art, clothing, food, sports)

Non-material elements culture

Beliefs, practices, aesthetics and values (eg: religion, language, traditions and customs)

Popular Culture vs Folk Culture

Popular culture: dress, music, diet

All part of today's changeable, urban based, media-influenced western societies

Typically spread through contagious and hierarchical diffusion

Can be created/manufactured by companies (MTV)

Can be reterritorialized

Occurs when an aspect of popular culture is modified to adapt locally

Can lead to syncretism

Fusion of old and new to create a new cultural trait

Folk culture: A group of people in a particular place who see themselves as a collective, who share experiences, customs, and traits, and work to preserve those traits and customs in order to claim uniqueness and to distinguish themselves from others maintained by continued practice of local customs

goals of local culture

keeping other cultures *out* to avoid assimilation

keeping their own culture *in* to avoid cultural appropriation

the adoption of customs by other cultures

commodification

how aspects of culture (goods, ideas, practices, etc) which would not

normally be regarded as goods, into useful or valuable things to be traded

claims of authenticity

how do consumers determine what place/experience is "authentic?"

Neolocalism

A cultural group attempts to keep their culture alive in a place that is not their homeland

Importance of "place" in helping to maintain culture

Defining a place or even space for a period of time (ex: a festival) as representing a culture and its values, members of a local culture can maintain (or reestablish) its customs and reinforce beliefs

Placelessness

The loss of uniqueness of the cultural landscape (one place looks just like the next)

Urban local cultures

Create ethnic neighborhoods within cities.

Creates a space to practice customs.

Can cluster businesses, houses of worship, schools to support local culture.

Migration into ethnic neighborhoods can quickly change an ethnic neighborhood