

CHAPTER 4



LOCAL
CULTURE,
POPULAR
CULTURE, &
CULTURAL
LANDSCAPES

Key Questions:

- What are LOCAL and POPULAR CULTURES?
- How are LOCAL CULTURES Sustained?
- How is POPULAR CULTURE Diffused?
- How can LOCAL and POPULAR CULTURES be seen in the CULTURAL Landscape?



WHAT ARE LOCAL & POPULAR CULTURES?

A culture is a group of belief systems, norms, and values practiced by a people.

Two ways to recognize culture:

1. The people may call themselves a culture
2. Other people (including academics) can label a certain group of people as a culture.

FOLK CULTURE

Small, incorporates homogeneous population, typically rural, and is cohesive in cultural traits

POPULAR CULTURE

Large, incorporates heterogeneous populations, typically urban, and experiences quick changing cultural traits.



AMISH

AMERICAN

FOLK

POPULAR

CULTURE CAN BE LOOKED AT AS ENDS OF A CONTINUUM



LOCAL CULTURE:

A group of people in a particular place who see themselves as a collective or a community, who share experiences, customs, and traits, and who work to preserve those traits and customs in order to claim uniqueness and to distinguish themselves from others.

The variety of ways people choose to accept, reject, or alter the diffusion of popular culture can be through religion, community celebrations, family structures, or lack of interaction (isolation) with other cultures.

Local Cultures affect places by establishing neighborhoods, building churches, or community centers to celebrate important holidays and by expressing their material (things that are constructed: art, houses, clothing, sports, dance, food) and nonmaterial cultures (beliefs, practices, aesthetics, values) in certain ways.

ERA OF GLOBALIZATION:

Popular culture diffuses around the globe, being embraced by some and rejected by others, while still infiltrating every corner of the globe.



DIFFUSION OF POPULAR CULTURE:

Transportation, marketing, communications networks (including social networks) that interlink most of the world.

FASHION:

Diffuses incredibly quickly. Example: Kate Middleton and her wedding gown.

Designers around the globe copied the dress and within 10 hours they were selling it worldwide.



DIFFUSION OF POPULAR CULTURE:

Usually in the form of hierarchical diffusion



FASHION:



- Hierarchy in fashion typically begins with the runways of major fashion houses in world cities (London, Milan, Paris, New York which acts like a HEARTH—point of origin).
- Then it heads to flagship stores for the fashion house and editorial headquarters of fashion magazines, also in global cities.
- Department stores interpret the runway fashions for consumption by a larger audience.
- You then copy the style



BELL WORK:

EMPLOYING the concept of
HIERARCHICAL diffusion,
DESCRIBE HOW YOU BECAME a
'KNOWER' of YOUR favorite
kind of MUSIC -WHERE is its
HEARTH? HOW DID it REACH YOU?



CHAPTER 4



How are
LOCAL
CULTURES
SUSTAINED?

ASSIMILATION:

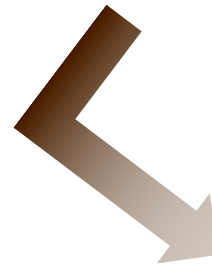


The process through which people lose originally differentiating traits, such as dress, speech particularities or mannerisms, when they come into contact with another society or culture. Often used to describe immigrant adaptation to new places of residence.

1800S AND 1900S: US Government had an official policy of assimilation.

Goal: assimilate indigenous peoples into the dominant culture in order to make American Indians into “Americans” rather than “Indians”

**THROUGH SCHOOLS,
CHURCHES, AND
GOVERNMENT
AGENTS**



ASSIMILATION TODAY:

Several churches and governments have apologized for assimilation policies.

- In 2008 –the governments of Australia and Canada each officially apologized to their indigenous populations: Aboriginals in Australia and First Nations and Inuit in Canada.
 - THE UNITED STATES DID NOT APOLOGIZE TO NATIVE AMERICANS.



Customs:

A practice that a group of people routinely follows.

Researcher Simon Harrison recognizes that local cultural groups purposefully and often fervently define themselves as unique, creating boundaries around their culture and distinguishing themselves from other local cultures.

1. Keeping other cultures out
2. Keeping their own culture in

EXAMPLE: NOTTING HILL

The 'West Indies (the Caribbean)' claimed the festival as their own as a collection of West Indies cultural Identity.

Started over shared experiencing of unemployment, police harassment, and poor housing during the 1970s.



Avoiding CULTURAL APPROPRIATION

The process by which other cultures adopt customs and knowledge and use them for their own benefit.

Harrison explains that cultural appropriation is a major concern for local culture because people outside the local culture often privatize the cultural knowledge of a local culture, including natural pharmaceuticals or musical expression, to accumulate wealth or prestige.



**SAY NO TO
POPULAR CULTURE**

RURAL LOCAL CULTURES:

Members of local cultures in rural areas often have an easier time maintaining their cultures because of their **isolation**.



ISOLATED GROUPS:

- ANABAPTISTS GROUPS SUCH AS:
 - THE HUTTERITES
 - THE AMISH
 - THE MENNONITES

Fleeing persecution with the expressed purpose of living apart and staying together.

Anabaptists broke away from the Catholic Church and migrated east to Moravia and Austria then to Russia and the Ukraine.

The Hutterites migrated to North America in the mid-1800s. This group lives communally. There's 425 colonies located in Minnesota, South Dakota, North Dakota, Saskatchewan, Montana, and Alberta.

NORTH AMERICA - NUMBER OF HUTTERITE COLONIES, 2011

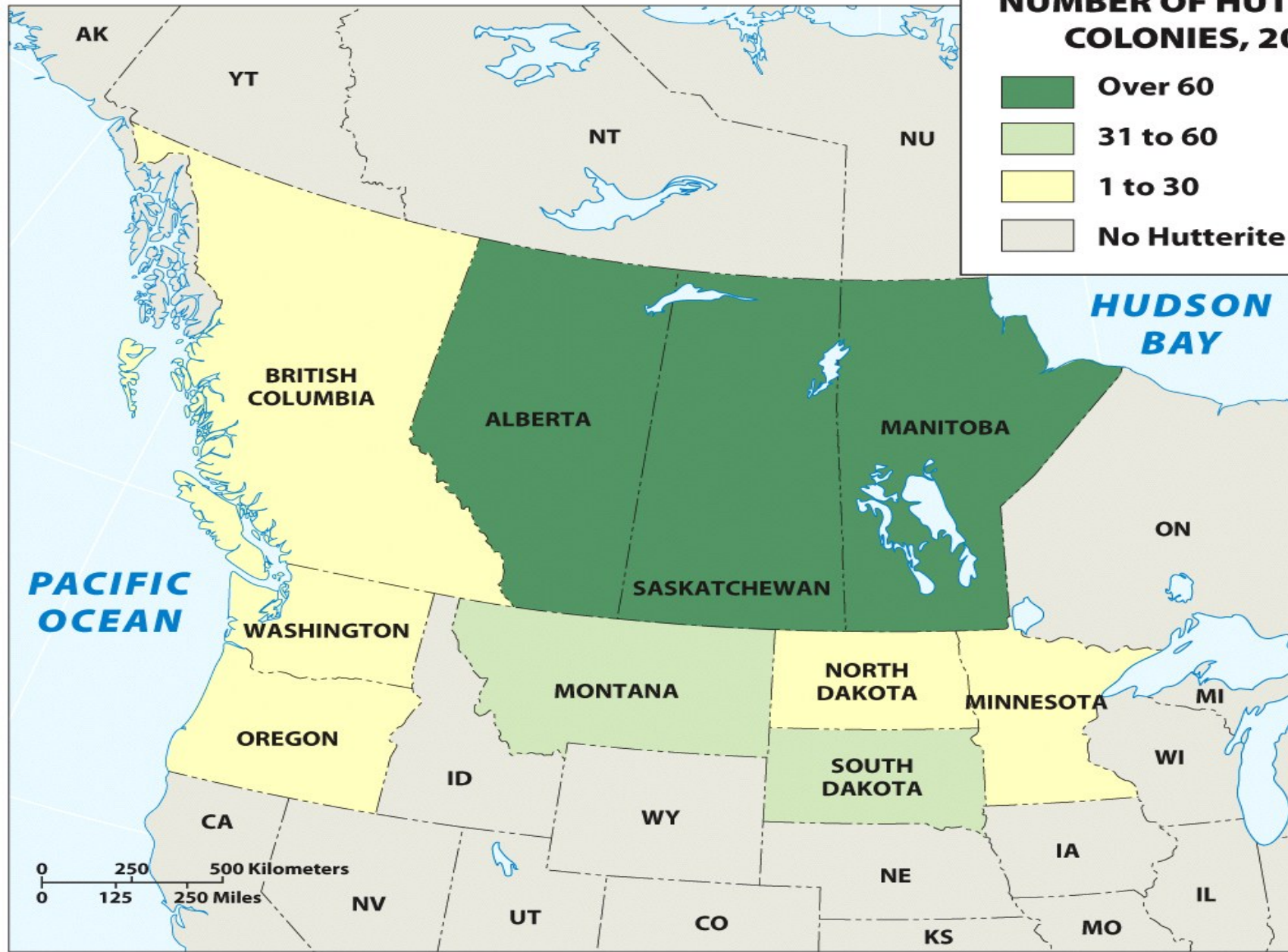


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The Hutterites:



Accept technology [especially if it helped with agriculture, use cell phones & internet - even dating apps!]

GENDER ROLES:

- Patriarchal social structure
 - Marriage happens across colonies and women move to their husbands colony.
- Women have a weaker political position
 - Rear on average 5+ children.
- Diverse Agriculture and men barter with neighboring colonies.



THE MAKAH AMERICAN INDIANS



1990s: Neah, Bay Washington

- 1999: Reinstated the 'whale hunt'
 - Tradition for 1500s, until Gray Whale became endangered.
 - 1994: Gray Whale was removed from list.
- Stand against popular culture and return to their ancestral tradition.
 - Used canoes and harpoons as their elders did.
 - Had to agree to use .50 caliber rifle [more humane].
- Stopped in 2018

Little Sweden, U.S.A

Lindsborg, Kansas:
population size of 3300.

- Swedish Lutherans moved here in 1869
 - Celebrates Swedish culture daily through restaurants, festivals, and gift shops.



Economics: brings in a lot of tourism.

Cultural: People wear their traditional 'peasant' clothing.

Neolocalism: seeking out the regional culture and reinvigorating it in response to uncertainty of the modern world.



URBAN LOCAL CULTURES

Ethnic Neighborhoods: local cultures have built a world apart. A place to practice their customs, within a major city.

Examples:

- Hasidic Jews/Brooklyn, NY
 - Streets have men/boys on one side and women/girls on the other
 - Dressed in 18th century Russian and Polish Fashion
- Mexican Americans/Brooklyn, NY
 - Mariachi Bands/Flags
- Italian Americans/North End of Boston, MA
 - June-September: the feast days of Italian Saints
 - The Romaband, an Italian band has been in existence since 1919



Significance:



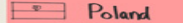
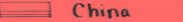



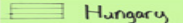



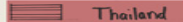




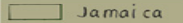




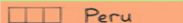

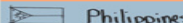
- School houses of worship
- Food stores
- Clothing stores

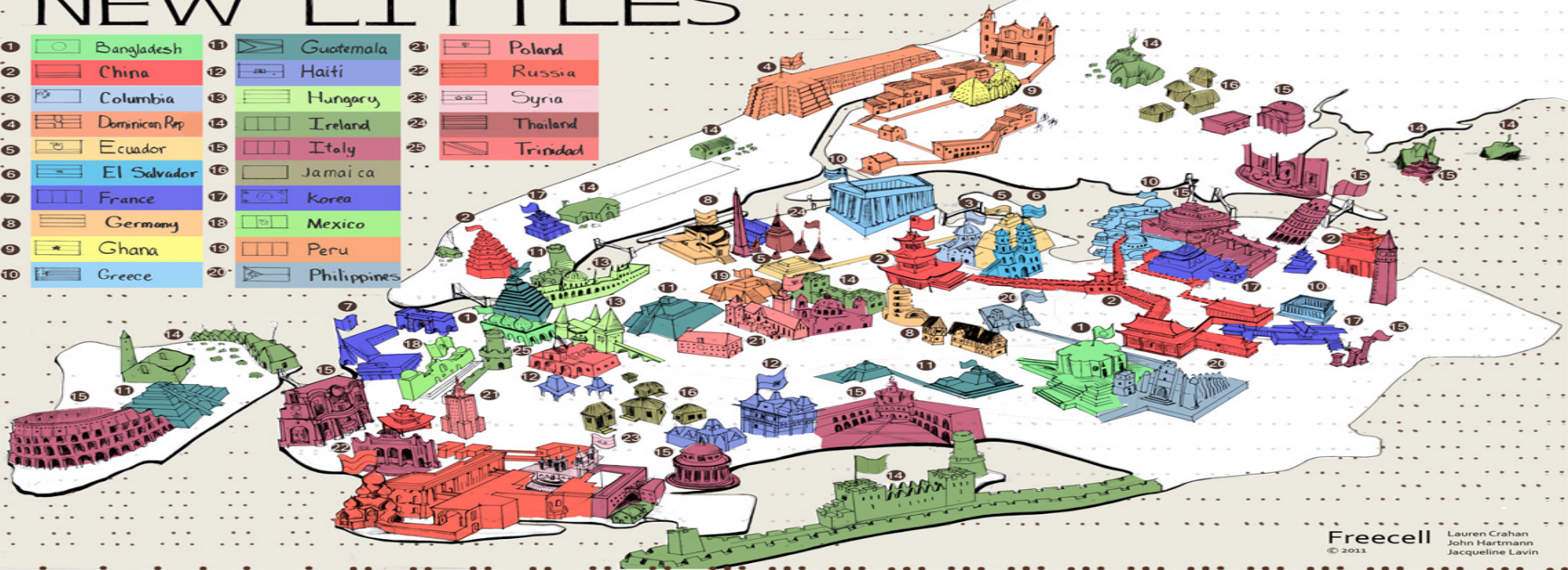
Issues:

- New residents moving in
- Landscape reflects new residents instead of traditions
- Rent is getting higher



NEW LITTLES

- | | | | | | | | | |
|----|---|----------------|----|---|-------------|----|---|----------|
| 1 |  | Bangladesh | 11 |  | Guatemala | 21 |  | Poland |
| 2 |  | China | 12 |  | Haiti | 22 |  | Russia |
| 3 |  | Columbia | 13 |  | Hungary | 23 |  | Syria |
| 4 |  | Dominican Rep. | 14 |  | Ireland | 24 |  | Thailand |
| 5 |  | Ecuador | 15 |  | Italy | 25 |  | Trinidad |
| 6 |  | El Salvador | 16 |  | Jamaica | | | |
| 7 |  | France | 17 |  | Korea | | | |
| 8 |  | Germany | 18 |  | Mexico | | | |
| 9 |  | Ghana | 19 |  | Peru | | | |
| 10 |  | Greece | 20 |  | Philippines | | | |



Local CULTURES and CULTURAL APPROPRIATION

Local cultures often find themselves trying to keep their customs for themselves and prevent other from appropriating their customs for **ECONOMIC BENEFIT.**



Example:
the estate of
Crazy Horse (a
Lakota Indian
Leader) sued a
brewery that
produced 'Crazy
Horse' beer



Commodification: process through which something (a name, a good, an idea, or even a person) that was not regarded as an object to be bought or sold becomes an object to be bought, sold, and traded in the world market.



Authenticity: of the local culture, customs, product.

Authenticity of Places:

A South African Theme Park,
The Lost City

Mystical images of Africa
described in legend – never
actually existed.

During European
colonization, they tagged
cultures they encountered
as ‘savage’ or ‘mystic’.

- “authentic” tourist
destinations are often
designed to exploit the
mystical in local cultures.



Figure 4.9
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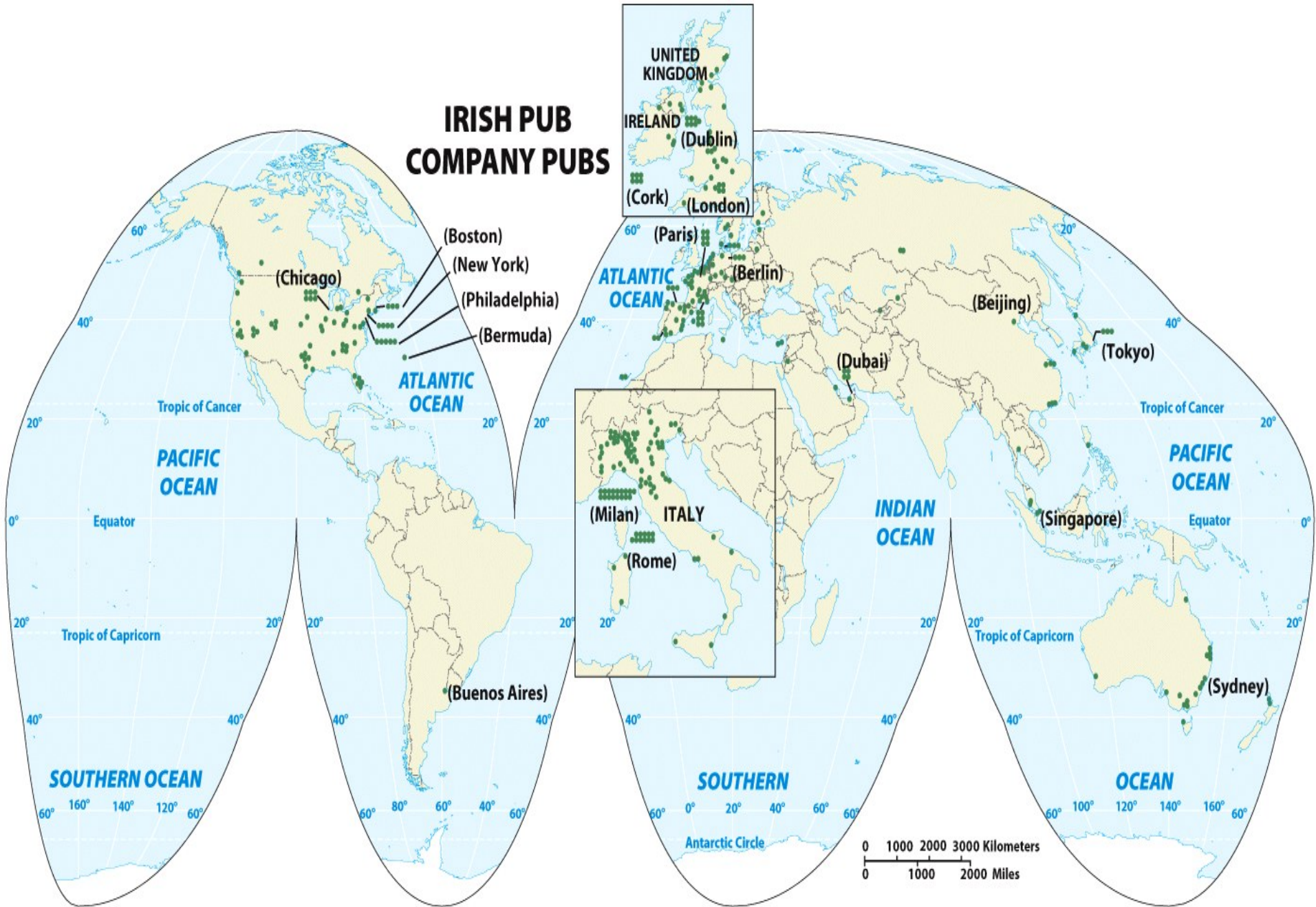


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