**Ch. 4 Folk & Popular Culture**

**Key Issue 2 Where Are Folk and Popular Material Culture Distributed?**

**Rubenstein, p.122-131**

1. Material culture includes (3):
2. Is the origin & diffusion of material elements of culture similar to or different from that of leisure elements of culture? How so?
3. Give an example of a regional difference that exists within popular culture.

**I. ELEMENTS OF POPULAR CULTURE**

1. Which type of culture is more likely to be influenced by environment?
2. Give multiple examples demonstrating how wine production is impacted by both environmental and cultural features.
3. Explain why the wearing of traditional/folk clothing can be controversial in some parts of the world.
4. Identify the three countries which are the strictest regarding enforcement of women wearing head coverings.

**II. FOLK AND POPULAR CLOTHING**

1. A. Identify factors that contribute to clothing worn in folk cultures:

B. Give multiple examples of how clothing worn in folk cultures reflects these factors:

C. The example of the poncho, dashiki, and parka demonstrate what about the diffusion of folk culture?

1. A. Identify factors that contribute to clothing worn in popular cultures:

B. Give multiple examples of how clothing worn in popular cultures reflects these factors:

C. How has the diffusion of popular clothing changed in recent years?

1. A. What are some reasons European countries have banned women from wearing veils/head coverings in public?

B. What are some reasons against banning women from wearing veils/head coverings in public?

C. Where do you stand and why: Should European countries ban head coverings?

D. What about the burkini? (to be discussed in class)

**III. FOLK FOOD CUSTOMS**

1. Rubenstein states, “The surest way to identify a family’s ethnic origins is to look in its kitchen.” What does he mean by this?
2. A. Like other folk customs, folk food habits are closely tied to the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

B. Give multiple examples:

1. Define **terroir**:
2. Give some examples of society’s food choices based on perceived benefits from the food:
3. A. Define **taboo**:

B. While taboos may reflect religious/social customs, they often also reflect \_\_\_\_\_\_\_\_\_\_\_\_\_ concerns.

C. Give multiple examples of this:

**IV. POPULAR FOOD PREFERENCES**

1. Popular food choices are influenced more by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ than \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
2. A. How do Coke v. Pepsi preferences reflect cultural preferences rather than taste preferences?

B. How do the Coke-Pepsi example, snack and fast food examples demonstrate both regional variation AND globalization?

1. What are the top fast food preferences in Kentucky? Do these reflect your tastes and consumption patterns?

**V. FOLK AND POPULAR HOUSING**

1. Like other folk customs, folk housing is influenced by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ features.

1. The two most common building materials around the world are:
2. Give examples of how housing preferences reflect the environment:
3. Give examples of how housing preferences reflect cultural features:
4. The diffusion of the three major folk housing styles in the U.S. is an example of

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ diffusion.