**Ch. 4 Folk and Popular Culture**

**Key Issue 3 Why Is Access to Folk and Popular Culture Unequal?**

**Rubenstein, p.132-137**

1. Popular culture diffuses rapidly through \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
2. The main obstacle to accessing popular culture is a lack of access to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

as well as a possible lack of access to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_; both of these mainly due to

a lack of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. In summary, access to popular culture primarily reflects

one’s \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**I. DIFFUSION OF TV AND INTERNET**

1. The world’s most widely used electronic media is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
2. Give two reasons explaining why television is an especially significant element of popular culture.
3. Describe the diffusion of television in the twentieth century.
   1. Early 20th century
   2. Mid-20th century
   3. Late 20th century
   4. Early 21st century
4. Describe the diffusion of the internet.
5. In what ways is diffusion of tv and the internet similar?
6. In what ways is diffusion of tv and the internet different?
7. Which country currently has the highest share of internet users?
8. In what regions are there populations still relatively untouched by the Internet?
9. What in this section surprised you? Did anything in either of the maps or tables surprise you?

**II. DIFFUSION OF SOCIAL MEDIA**

1. Characterize the diffusion of Facebook between 2008 and 2014.
2. What is notable about China’s use of Facebook? Cause?

1. Characterize the diffusion of Twitter.
2. Describe India’s use of Twitter. What possible trend does this suggest?

**III. CHALLENGES IN ACCESSING ELECTRONIC MEDIA**

1. a. Describe Freedom on the Net’s classification of internet & digital freedom. Additionally, of the the countries surveyed, how many are classified in each category?

b. What type of countries fall in each category?

c. What category does the U.S. fall into?

1. What are the three categories of restrictions on the free use of the Internet?
2. How do governments ban electronic technology?
3. In terms of banned content, not just internet content is banned, but \_\_\_\_\_\_ content is also banned.
4. Which countries have dominated tv programming in developing countries?
5. What aspects of American beliefs and social forms conflict with folk culture and are often banned on tv?
6. What are the three types of internet content that are routinely censored in other countries?
7. Explain the controversy surrounding Google.
8. a. What methods do countries use when they are unable to effectively censor tv and the internet?

b. What three countries are the worst offenders?

c. The other two countries that have recently restricted internet freedom?

1. While many countries view both tv and internet content as threatening, tv and internet content pose two different types of threats: tv poses an external threat to whereas the internet poses an internal threat (as well as possibly an external threat). What do you think this means?