**Ch. 4 Folk and Popular Culture**

**Key Issue 4 Why Do Folk And Popular Culture Face Sustainability Challenges?**

**Rubenstein, p.138-141**

1. Why do some people fear popular culture?

**I. SUSTAINABILITY CHALLENGES FOR FOLK CULTURE**

1. The interaction of two or more cultures can result in one of three processes (define each):
   1. **assimilation** –
   2. **acculturation** –
   3. **syncretism** –
2. a. Identify multiple characteristics of Amish culture.

b. Where did Amish culture originate and how did it diffuse to the United States?

c. Where is the oldest (and at one time largest) Amish settlement in the U.S.?

d. Other states with a significant Amish population:

e. Did you know there was such an Amish presence in Kentucky??? Why are many Amish moving

here?

f. How do Amish both avoid and participate in popular culture?

g. Are the Amish in the U.S. an example of assimilation, acculturation, or syncretism? Why (justify)?

1. How has the diffusion of popular culture led to increased prostitution in some Asian countries?
2. a. Define **dowry**:
3. Has the Indian folk tradition of dowries increased or decreased with the diffusion of popular culture? How/why?
4. Describe the types/level of violence against women that has resulted from this phenomenon.

**II. SUSTAINABILITY CHALLENGES FOR POPULAR CULTURE**

1. Identify the twoways in which popular customs have an adverse effect on the natural environment:
2. a. What is a **uniform landscape**?
3. How and why is this concept utilized by fast-food restaurants?
4. What other companies tend to use uniform landscapes?
5. a. How do modern golf courses differ from the folk custom of golf in Scotland?
6. How is the playing of golf and golf courses an example of a popular custom that is not environmentally sustainable?
7. Some elements of both folk and popular culture encourage the use of animal skins. This practice in folk cultures is generally sustainable, whereas the same practice is unsustainable as part of popular culture—why the difference?
8. Rubenstein discusses the “inefficient use of grain.” To what popular culture practice is he referring? How/why is the use of grain inefficient?