Field Note: Preserving Culture

Parsi is an ethnic group and a religion, followers of the __________ religion (a monotheistic religion from Persia, present day Iran). They are a small minority in India, which is 85% __________, but the Parsi control a large share of the Indian __________, which grew out of a relationship with the __________ when India was a __________.

- Parsi maintains its __________ though preservation of __________ & __________. The Parsi religion only recognizes the __________ who are born of ____ Parsi parents. This is significant because the Parsi have a high __________ and many Parsi women choose not to have children, have children late, or marry outside the Parsi community. Consequently, the Parsi population has __________.

What Are Local and Popular Cultures?

A culture is a group of belief systems, norms, and values practiced by a people. It can be recognized when:
(1) __________ - a small, homogeneous (like) population, __________, cohesive in cultural traits & self-sufficient.
(2) __________ - is a large, heterogeneous (different) population, __________, with rapidly changing cultural traits, Much, if not all, pop culture refers to leisure time and growing affluence.

- __________ - used in place of folk culture, to designate a group of people in a particular place who view themselves as a community sharing __________, & __________ and work to __________ those traits to claim __________ or distinguish themselves from others.
- __________ - things that are made by a culture, such as art, architecture, clothing, food, etc.
- __________ - beliefs, practices, aesthetics, and value of a people (intangible)
- Pop (Popular) culture is __________ and can change in a very short period, as opposed to local culture that is found in relatively small areas.

- Pop Culture is diffused by __________, __________, __________ to the world.
- A new pop culture, like fashion, __________, beginning with the __________ in the hearth, the __________, followed by __________ and editors & writers of major magazines, __________ to the fashion magazines, to the masses who became a __________ of the new innovation.
- __________ are sustained despite the effects of popular culture, __________ diffuses & is practiced in unique ways in different localities, and __________ & __________ cultures are imprinted on the ____________________

How Are Local Cultures Sustained?

__________________ the process (and sometimes the policy) of making indigenous or folk cultures like the dominant culture. Through language, religion, and government policies, indigenous and new immigrants were forced to give up their own cultural patterns to become like the dominant culture.

- Local cultures are sustained through __________. It can work to avoid __________ __________, the process by which other cultures adopt customs and knowledge for their own benefit.

The Hutterites are a part of the __________ groups that also include the __________ and the __________. These local cultures live in isolated __________ areas to avoid __________ influences. They originally broke with both the __________ and the new __________. They migrated ________ to Moravia & Austria, then to __________ & the __________ and eventually migrated to __________.

- Hutterites live __________ in colonies of about 100 people primarily in __________, __________ & __________ in the US and __________ & __________ in Canada.
- Unlike the __________, the Hutterites accept __________ for farming, but not things like televisions, cameras, and __________.
- Other than shopping, interactions with the __________ are uncommon.
**Mennonites** - This Anabaptist group migrated across the US, Canada, and even to Bolivia to find farmland in rural areas where they could ____________, form __________ practice their __________ away from popular culture.

The **Makah** are a native American group located in ____________ state, who wanted to reinstate their right to hunt ____________, because they wanted to return to the past and their cultural traditions to understand their ____________ and recreate their local culture. They were not allowed to use their ancestral hunting methods of canoes and harpoons, but were allowed to us a .50 caliber rifle, because it was viewed as more ____________. The privilege was quickly halted by the courts.

**Urban Local Cultures** - isolate themselves in tight-knit ____________, like the Hasidic Jews of Brooklyn, NY or the North End of Boston with its ____________ which allows them to celebrate religious traditions, feasts, etc. Over time even these ethnic neighborhoods may be challenged by new residents seeking favorable locations in the city.

**Local Cultures and Cultural Appropriation**

- When something that previously was not thought of as an object to be bought and sold becomes an object that can be bought and sold, and traded in the world market, it is called ____________. (McDonald was a family name before it was associated with the Golden Arches – which people pay big bucks to use on their hamburger stand).
- Elements of local cultures may be ____________ (taken by others) and ____________ for economic benefit.

**How Is Popular Culture Diffused?**

- The ____________ of diffusion has shrunk to weeks, days, and even hours, while the ____________ has expanded through social networking sites like ____________ where news can travel quickly.
- ____________ and ____________ technology have altered ____________, which no longer looks like a bull’s eye surrounding the hearth of an innovation.
- David Harvey's theory of ____________ explains how innovations diffuse. With time-space compression the likelihood of diffusion depends on how ____________ (by communication & transportation) two places are. Modern world cities have become much ____________ as a result of modern technologies – planes, trains, wireless connections, email, etc. Places that lack these technology are more removed from interconnected places.

**Hearths of Popular Culture**

Popular culture diffuses ____________ in the context of time-space compression, happening rapidly over the most ____________ spaces.

Pop cultures, whether music, sports, television, or dance, has a place of origin, or ____________, a place of origin. Bands, like ____________, often begin on a college campus, the hearth, where ____________ diffusion (word of mouth about the new band) becomes ____________ diffusion (as the band played at different campuses). The venue changed from colleges to large arenas across the US and to Australia. Dave Matthews Band was an early adopter of the ____________ creating a big fan club.

- ____________ produces popular culture by opening ____________ spaces to local culture, thereby ____________ the ____________.
- The ____________ documentary looks at the role corporations and marketing play in creating popular culture, and by sending "__________ hunters" out to talk with other "__________" kids about what is ____________.
- Pop culture is ____________ as an aspect of pop culture takes on a new form as it encounters the people and local culture of the new place. (ie. Hip hop)
- Baseball, football, and basketball, the big 3 (major league) sports are being challenged

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by video games like ______________ (Tony Hawks), which propelled ______________ past ______________ in 2001 among children under the age of 18.

• The expansion of extreme sports has been driven by ______________ of ______________ age demographics (who are wanting a sport different from their parents.) Marketers use sports to sell ______________, ______________, ______________, ______________, ______________, etc (Check it out as you watch TV to see who the target market is for each show).

• The influence of Europe, the US, and Japan in global popular culture threaten many homogenous cultures. Each region acts as a major hearth. N. America influences Europe & Japan in ______________, ______________ & ______________. Japan influences N. America & W. Europe in ______________ and ______________. W. Europe influence N. America and Japan in ______________, ______________, and ______________.

• Concerns over the loss of local distinctiveness and identity are reflected in a rise of ______________ to the establishment of ______________ in remote locations. This is apparent among ______________ wealthier countries, with efforts to promote local ______________, ______________, and ______________ by constructing barriers to the cultural influences from the dominant society. It is also evident in the ______________ of ______________ poorer countries trying to promote a ______________ ideology. ______________ & ______________ minorities in poorer countries also seek greater ______________ from regimes promoting ______________ or ______________.

How Can Local and Popular Cultures Be Seen in the Cultural Landscape?

____________________, reflect the values, norms and aesthetics of a culture through signs, buildings, fences, and statues of people (Bobby Bowden)

• Edward Relph coined the word ______________ to describe the loss of ______________ of place in the cultural landscape that all look alike (Walmart, Target, McDonalds & gas stations). Cultural landscapes being to converge in three dimensions. 1. a particular architectural form and planning that has diffused world wide (i.e. ______________)
  o The ______________ in Chicago is thought to have been the first skyscraper.
  o The diffusion of skyscrapers has changed the cultural landscape of cities. Today, Dubai, UAE claims the tallest building at 162 stories and 2,717 feet high 2. Many businesses have a recognizable stamp on the cultural landscape (e.g. Blockbuster, Pizza Hut, ______________ - see the photo) often next to local landmarks like the Hofbauhaus in Munich. 3. the borrowing of ______________ images. Las Vegas is the extreme example with casinos resembling the Italian city of ______________, including canals, which has also been replicated in ______________ (a former Portuguese colony now part of China)

• The concept of the ______________ emphasizes that what happens at one ______________ is not independent of what happens at ______________.

• ______________ is a process by which people in a local place change regional, national, and global processes to be their own.

Cultural Landscapes of Local Cultures

The members of the Church of the Latterday Saints moved westward because of ______________ in search of a place where they could practice their religion freely. The Mormon Church began in ______________, moved to ______________, MO., and finally migrated westward to present-day ______________, UT

• The landscape of the Mormon settlements reflect ______________ rather than farmsteads,
  symmetrical ______________ reminiscent of the East Coast, wide streets running due
  ______________ & ______________, ______________ for irrigation, ______________ for shade, ______________ for storing food, and ______________ fences.

• The ______________ (size & shape of a buildings, streets, and infrastructure) tell us a lot about a society.

• In Malaysia, the Ibans, an ______________ people, live along the ______________ (find it on a map) in long houses home to an extended family of up to ______________ people. The family and long house function as a ______________ sharing the ______________ grown and supporting each other through ______________. The Iban long house reflects a ______________ local culture.

Advances in transportation and communication technology help ______________, diffuse at record speeds. It changes quickly, envelopes and infiltrates ______________ presenting constant challenges

Customs from ______________ are often ______________ propelling them into ______________. The search for “authentic” local culture custom generally ends up promoting a ______________ local culture. Local culture, like popular culture, is ______________, and the pursuit of ______________ fails to capture the complexity of the culture.

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