

Introduction to Human Geography (2018)

Chapter 4

- CULTURE

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CHAPTER 4: CULTURE

STUDENT LEARNING OUTCOMES

By the end of this section, the student will be able to:

- 1. Understand:** the origins and diffusion of culture and globalization
- 2. Explain:** how culture changes across space and time
- 3. Describe:** popular and folk culture, diffusion and the changing pace of globalization
- 4. Connect:** globalization and cultural conflict

CHAPTER 4: CULTURE

CHAPTER OUTLINE

4.1 Introduction

4.2 The Cultural Landscape

4.3 Folk Culture

4.4 The Changing Cultural Landscape

4.5 Popular Culture

4.6 The Interface Between the Local and the Global

4.7 Global Culture

4.8 Resistance to Popular Culture

4.9 Summary

4.1 Introduction



Double decker bus referencing the Beatles in Ferrol, Spain near the historic Camino de Santiago. This is the intersection of two iconic cultural symbols. Both the bus and the pilgrimage route invite the public to take journeys, whether sonic or geographic. Photo by Dominica Ramírez.

WHAT IS **CULTURE**?

- Technologies and material Items (fire, agriculture)
- Ways of living (family structures, states)
- Ways of thinking/expression (religion, language)

- All of these things have to be learned, this is cultural reproduction

- Culture supplies the answer to many of our questions

CULTURAL REPRODUCTION

FOLK

- Local materials
- Local knowledge
- Local environments
- Long experiences
- More change across space, less across time
- Homemade

POPULAR

- Materials sourced from many places
- Expert knowledge
- Across many environments
- Continuously reinvented, rapid change
- More change across time, less across space
- Storebought

4.2 The Cultural Landscape

CULTURAL ECOLOGY



What are some examples of this feedback relationship?

CULTURAL ORIGINS

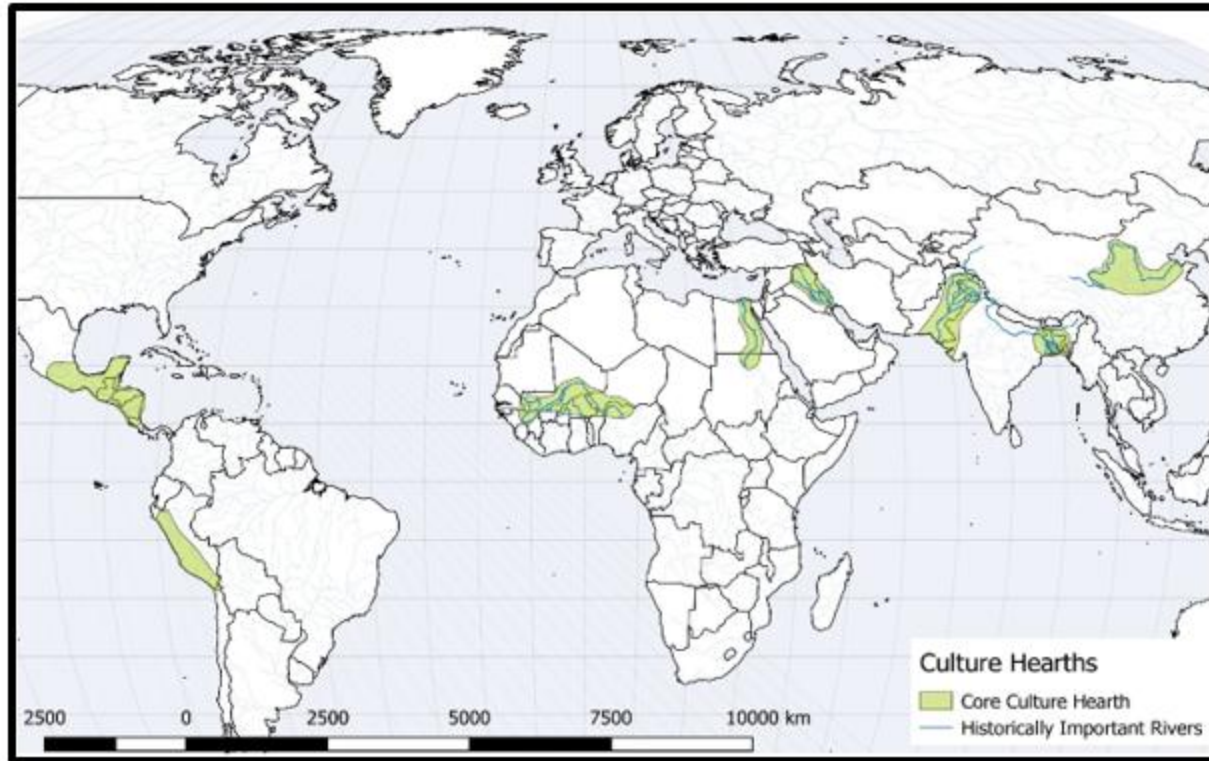


Figure 4.3 Depicts culture hearths and their associated rivers, where applicable. Author: David Dorrell.

Culture hearths

POSSIBILISM

ENVIRONMENTAL LIMITATIONS

- Dry weather
- Cold Temperatures
- Hot temperatures
- Wet landscapes
- No surface water
- Cold vacuum of Space

ADAPTATION

- Irrigation
- Warm clothing/fire/greenhouses
- Thick stone walls/AC
- Houses on stilts
- Water wells
- Spacesuits/ships

CULTURE CHANGE



Figure 4.4 Helen, Georgia. What is the narrative here? How have people changed/adapted the mountainous landscape of this region of Georgia, USA, to look like a town in mountainous Bavaria, Germany? Photo by Dominica Ramírez.



Figure 4.2 Spanish restaurant in Tivoli Gardens, Copenhagen, Denmark. Notice the use of yellow and red (the colors of the Spanish flag). Also, the bull and matador image is prominent. Is that the best way to promote churros, a typical fried food of Spain? Photo by Dominica Ramírez.

This restaurant does the same thing for Spain in Denmark

MATERIAL CULTURE



Figure 4.1 *Ribs* restaurant in Madrid, Spain. This restaurant is near one of the busiest tourist areas in the city, but it is on a side-street off the iconic Gran Vía. Could you imagine this restaurant on a street corner in the United States? Photo by Dominica Ramírez.

This restaurant in Madrid uses objects and icons from the United States to promote its food

CULTURE REGION

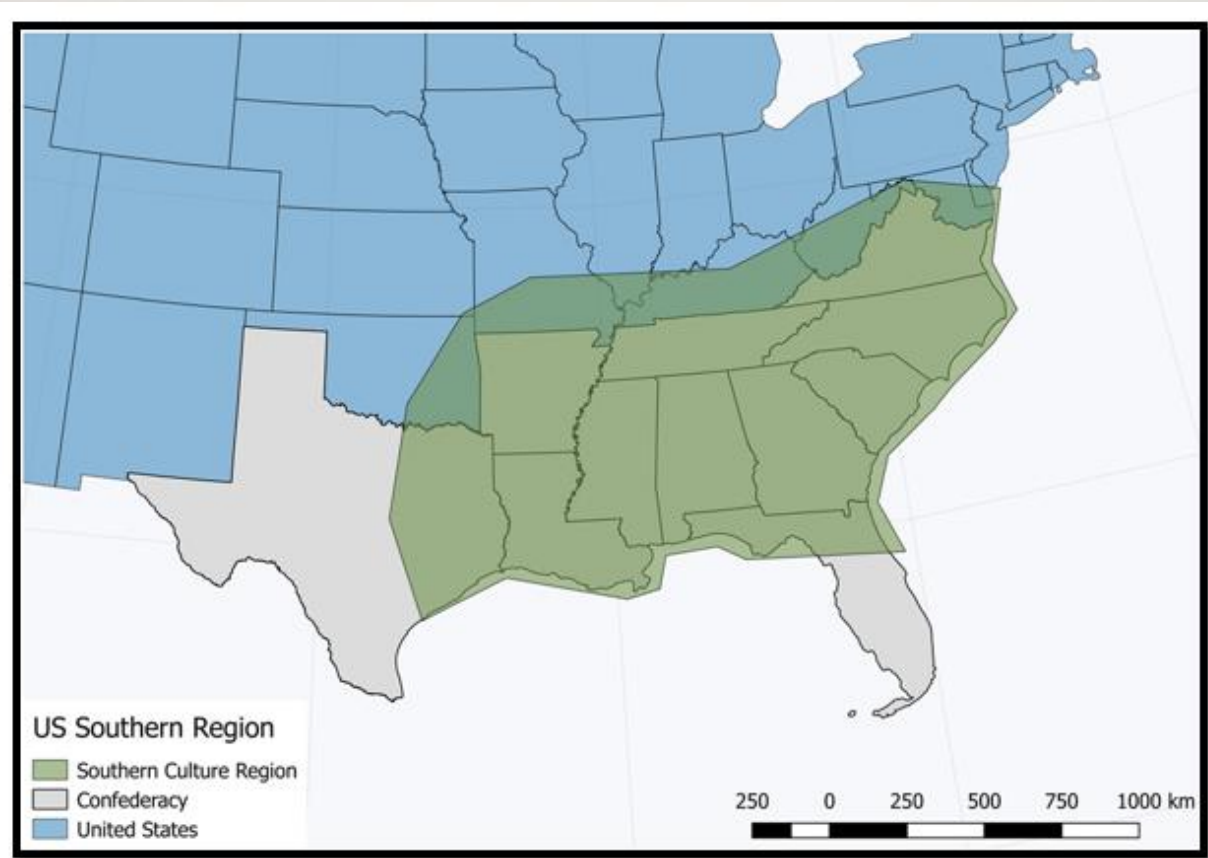


Figure 1.8 The Fuzzy Boundaries of the American South. It's not exactly the old Confederacy, or the slave states. And it varies from one part to the next. Author: David Dorrell.

4.3 Folk Culture

FOLK CULTURE



Photo by [Ben Ostrower](https://unsplash.com/photos/HkrirTHELjE) on [Unsplash](https://unsplash.com/photos/HkrirTHELjE)
<https://unsplash.com/photos/HkrirTHELjE>



Photo by [Marv Watson](https://unsplash.com/photos/UfK0P6WygEE) on [Unsplash](https://unsplash.com/photos/UfK0P6WygEE)
<https://unsplash.com/photos/UfK0P6WygEE>

FOLK CULTURE

- Small groups with particular attributes
- The product of generations of trial and error
- Knowledge is taught through speech and practice
- Little “c” conservative, once you figure it out, don’t try to fix it.

4.4 The Changing Cultural Landscape

Germany



Figure 4.8 Seeed from the live video "Live 2013"

Brazil



Figure 4.7 Lai Di Dai from the video for "Chega na Dança"

Jamaican music style

Diffusion!

Denmark



Figure 4.9 Raske Penge from the video "Original Bang Ding"

4.5 Popular Culture

POP CULTURE

- Exists to make a profit
- Requires no knowledge, only money
- Information still largely text based
- Continuously changing, necessary to keep people buying

POP CULTURE CAN BE HOMOGENIZING

- Pop music is global
- Fashion is generated in a few cities and diffused downward hierarchically
- Cultural items can be commodified (commercialized) and sold to the masses, e.g. hamburgers
- When everyone buys similar products, we live similar lives

4.6 The Interface Between the Local and the Global



Few places are so insular that they have no recently imported cultural elements. Although the southern United States are externally known for appearing monocultural and rural, that is not necessarily true.



The global is simply a large, highly integrated system of localities. Some parts are shared and many parts are not shared.

US Top Ten

1. **Attention** by Charlie Puth
2. **There's Nothing Holdin' Me Back** by Shawn Mendes
3. **Slow Hands** by Niall Horan
4. **Believer** by Imagine Dragons
5. **Strip That Down** by Liam Payne featuring Quavo
6. **Wild Thoughts** by DJ Khaled featuring Rihanna & Bryson Tiller
7. **Look What You Made Me Do** by Taylor Swift
8. **Despacito** by Luis Fonsi & Daddy Yankee featuring Justin Bieber
9. **No Promises** by Cheat Codes featuring Demi Lovato
10. **Feels** by Calvin Harris featuring Pharrell Williams, Katy Perry & Big Sean

Colombia Top Ten

1. **Olha A Explosao** by MC Kevinho
2. **Feels** by Calvin Harris featuring Pharrell Williams, Katy Perry & Big Sean
3. **Walk on Water** by Thirty Seconds to Mars
4. **La Estrategia** by Cali Y El Dandee
5. **Vivo Pensando En Ti** by Felipe Pellaes & Maluma
6. **Besame** by Valentino, Manuel Turizo
7. **Bonita** by J Balvin & Jowell & Randy
8. **Robarte Un Beso** by Carlos Vives & Sebastian Yatra
9. **Shape of You** by Ed Sheeran
10. **Bailame** by Nacho

Mexico Top Ten

1. **El Cielo** by Timbiriche
2. **Ready For It?** by Taylor Swift
3. **Una Lady Como Tu** by Manuel Turizo
4. **Mi Gente** by J Balvin & Willy Williams
5. **Look What You Made Me Do** by Taylor Swift
6. **Robarte un Beso** by Carlos Vives & Sebastian Yatra
7. **Felices los 4** by Maluma
8. **Me Rehuso** by Danny Ocean
9. **Bonita** by J Balvin & Jowell & Randy
10. **What Lovers Do (feat. SZA)** by Maroon 5

Croatia Top Ten

1. **No Roots** by Alice Merton
2. **More Than You Know** by Axwell & Ingrosso
3. **Feels** by Calvin Harris featuring Pharrell Williams, Katy Perry & Big Sean
4. **New Rules** by Dua Lipa
5. **Ok** by Robin Schulz featuring James Blunt
6. **Mi Gente** by J Balvin & Willy Williams
7. **Look What You Made Me Do** by Taylor Swift
8. **Frika** by Nipplepeople
9. **Sign Of The Times** by Harry Styles
10. **On My Mind** by Disciples

India Top Ten

1. **Mi Gente** by J Balvin & Willy Williams
2. **Walk on Water** by Thirty Seconds to Mars
3. **Makeba** by Jain
4. **Despacito** by Luis Fonsi, Daddy Yankee, Justin Bieber
5. **Hawayein** by Pritam & Arjit Singh
6. **Attention** by Charlie Puth
7. **Qismat** by Ammy Virk
8. **Feels** by Calvin Harris featuring Pharrell Williams, Katy Perry, & Big Sean
9. **Mere Rashke Qamar** by Nusrat Fateh Ali Khan
10. **Dusk Till Dawn** by ZAYN & Sia

China Top Ten

1. **A Million On my Soul** by Alexiane
2. **Despacito (Remix)** by Luis Fonsi & Daddy Yankee
3. **Look What You Made Me Do** by Taylor Swift
4. **Feels** by Calvin Harris featuring Pharrell Williams, Katy Perry, & Big Sean
5. **Attention** by Charlie Puth
6. **Go away and fly** by Jin Zhiwen
7. **Shape of You** by Ed Sheeran
8. **You Be Love** by Avicii
9. **Mi Gente** by J Balvin & Willy Williams
10. **Faded** by Alan Walker

Figure 4.11 Notice the amount of repetition from one chart to the next? Not every chart is a copy of the others, but the similarities certainly bear out the idea of an international music industry. Table compiled by David Dorrell.

4.7 Global Culture

GLOBAL CULTURE

It's more than fast food

Global brands include Coke, Starbucks, Apple, Google, Sony, Toyota, Ford, Fiat, North Face, Columbia, Nike, Reebok, Wal-Mart, Aldi, everything except the International House of Pancakes



Figure 4.10 Where is this fast food restaurant? It could be almost anywhere on Earth. In this case it is in Malmö, Sweden. Photo by Dominica Ramirez.

4.8 Resistance to Popular Culture

GLOBAL CULTURE- RESISTANCE

- Not everyone likes global (which is often Western) culture
- Global cultural trends are mostly capitalistic and materialistic
- How does religion fit into this?
 - In one way it's just a part of the diffusion process
 - In other circumstances, religions shun the materialism

4.9 Summary

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- Culture is the learned portion of human behavior.
 - Culture provides the cues that people use to live, work, and interact.
 - Historically humans have lived in small groups practicing folk culture.
 - The industrial age ushered in the era of popular culture.
 - We can now see the development of global culture, in which large numbers of people in diffuse places are committing the same or similar culture practices.

4.X DOCUMENTARY FILM LIST FOR CULTURE

- **Whose is This Song (2003)**

<https://ggc.kanopy.com/video/whose-song-2003>

- **Mossville: When Great Trees Fall (2020)**

<https://www.pbs.org/video/mossville-when-great-trees-fall-se2q8k/>

- **Prom Day (2019)**

<https://www.pbs.org/video/prom-day-dscei6/>

- **Design Powerhouses (2018)**

https://fod-infobase-com.us.l.proxy.openathens.net/p_ViewVideo.aspx?xtid=183865&tScript=0

- **The School that Turned Chinese**

(2015) <https://go.openathens.net/redirector/ggc.edu?url=https%3a%2f%2ffod.infobase.com%2fPortalPlaylists.aspx%3fseriesID%3d116955%26wID%3d96309>

THE END

THANK YOU