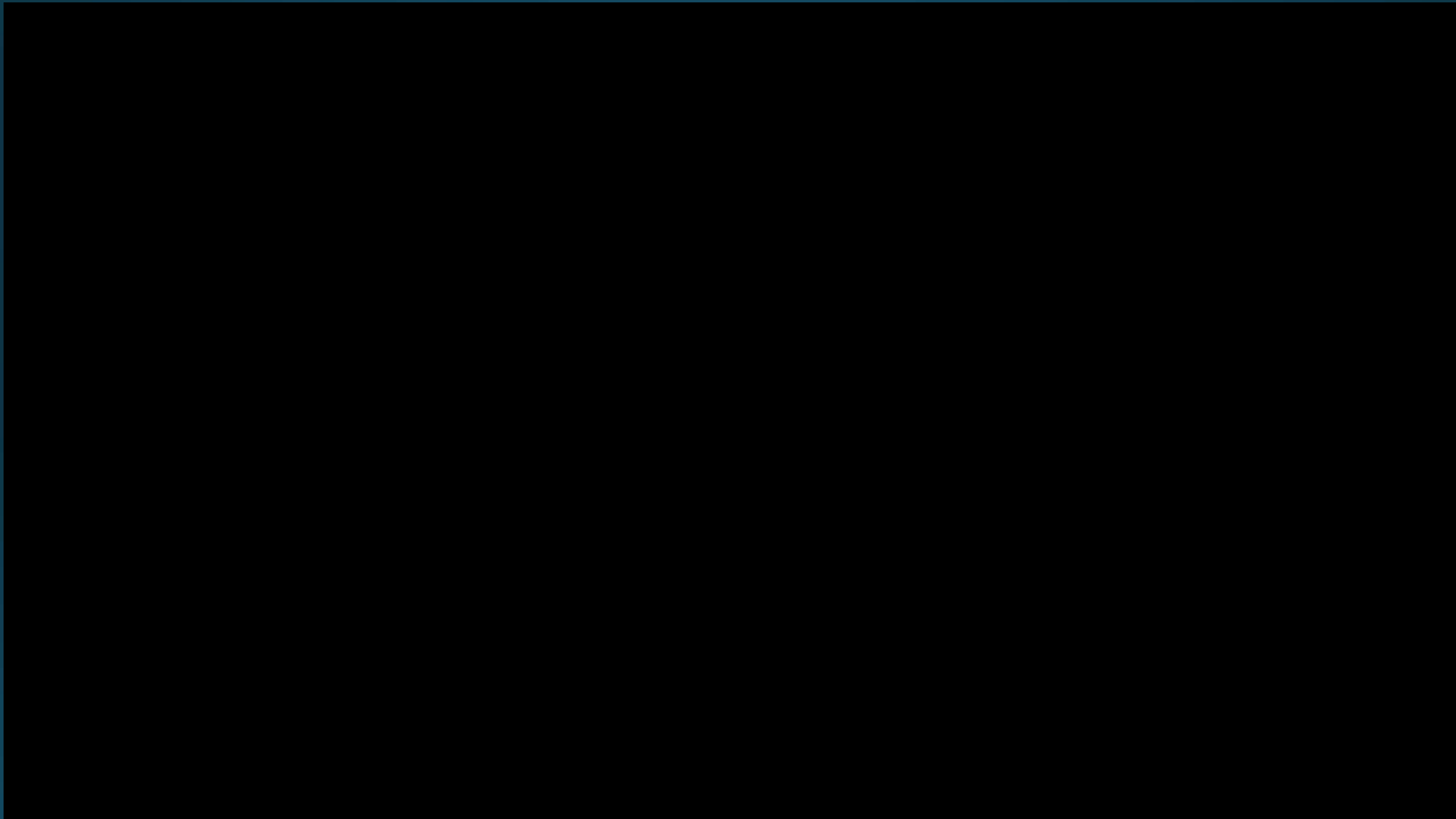




Ch. 4

Cultures review

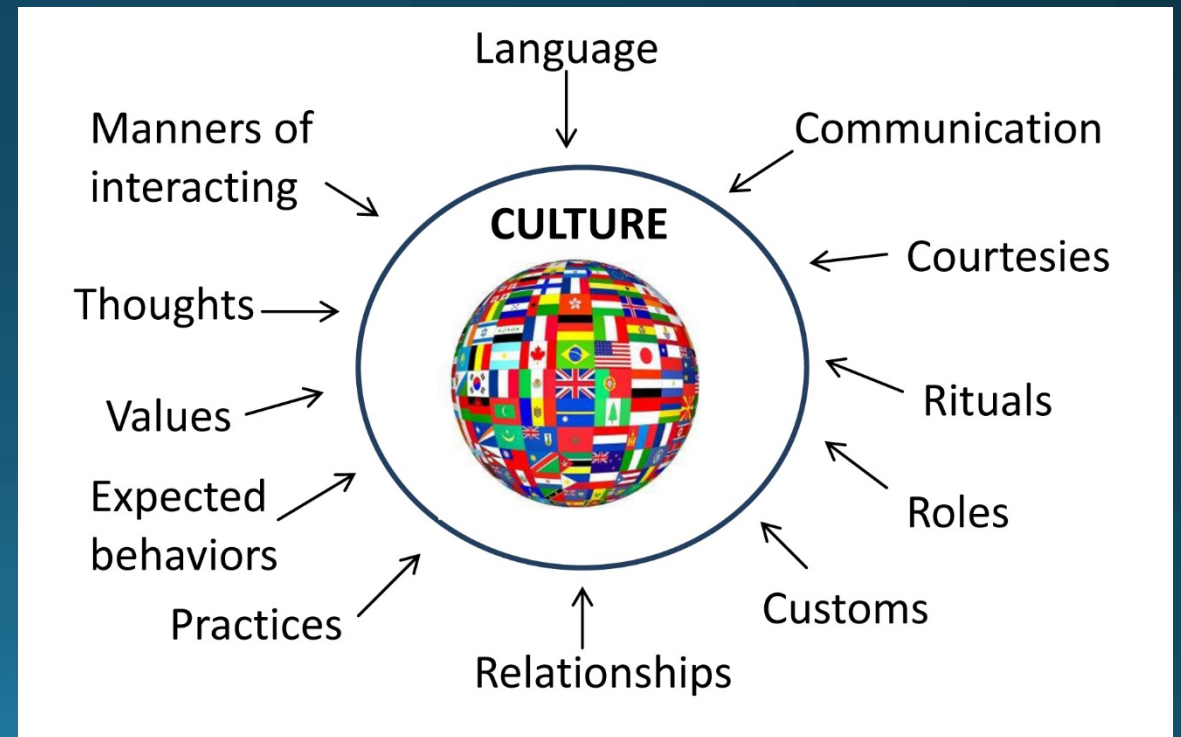


Culture big ideas

- Pop Culture vs Folk Culture
- Material vs. Non-Material Culture
- Acculturation, Assimilation, Syncretism
- Cultural Hearths & Regions
- Cultural landscape
 - Placelessness, convergence of,
- Housing
- Diffusion of culture
- Time Distance Decay & Time Space Compression

What is culture

- The combination of three things
 - Customary beliefs & values
 - Material artifacts
 - Social Forms (political institutions)



Popular Culture vs. Folk Culture

- Popular Culture

- Large, incorporates heterogeneous population
- Typically urban
- Experiences quickly changing cultural traits
- Encompasses clothing, music, dance, food, religious practice, & aesthetic values.

- Local

- Small, incorporates a homogeneous population
- Typically rural
- Cohesive in cultural traits



Material vs. Nonmaterial culture

- Material Culture
 - Things that we construct
 - Art, houses, clothing, sports, dance, and foods.
- Nonmaterial culture
 - The beliefs, aesthetics, and values of a group of people.
- Your material culture will reflect your nonmaterial culture.
 - I.E. the Chinese dragon was historically the symbol of the emperor. Currently it is used as the symbol of the Chinese culture.



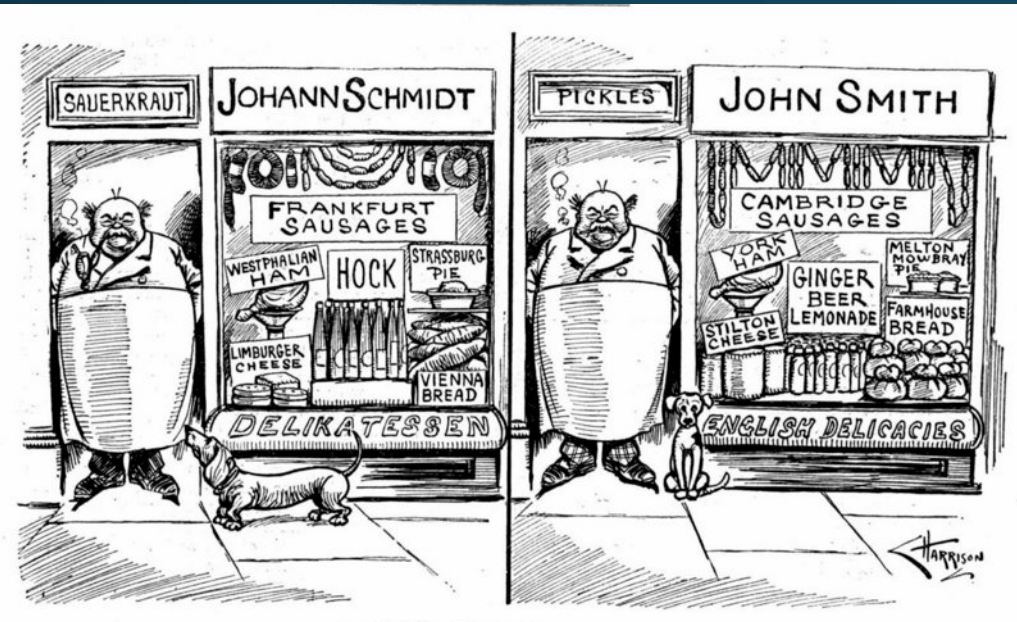
Acculturation

- When one group of people adopt the cultural traits of another culture.



Assimilation

- The process by which people lose originally differentiating traits, when they come into contact with another society or culture.
 - I.E. Native Americans 1800s to the 1900s – US government wanted to assimilate the indigenous people into the dominate culture



Syncretism

- The blending of traits from two different cultures to make a new culture.
 - I.E. Most of the traditions we associate with Easter come from early Pagan symbols for Springtime and rebirth.



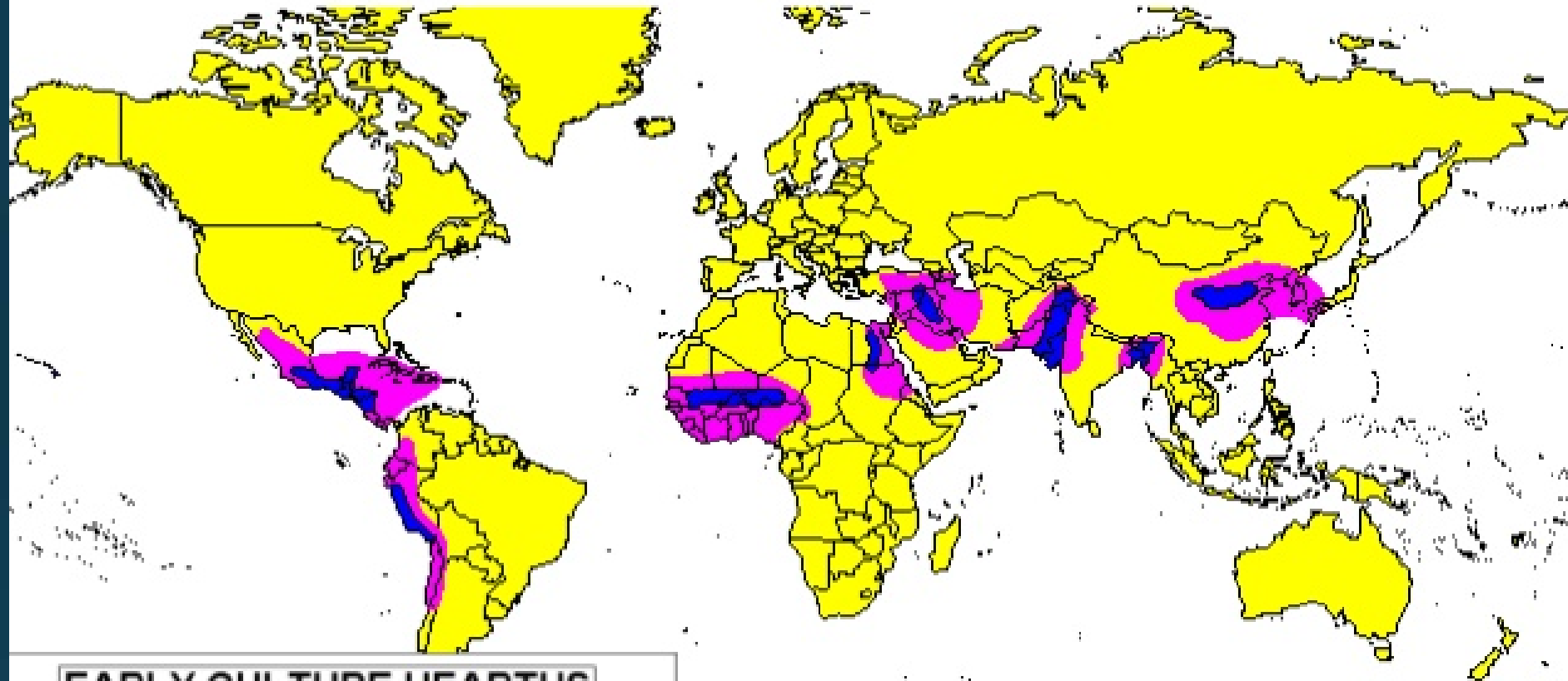
Cultural Hearths

- Areas from which important cultural traits originated
 - Mesopotamia – Creation of writing, innovations in mathematics & astronomy, & architectural developments (build large temples).
 - The Americas – known for building thousands of miles of roads in the mountains. Legacy is the persistence of Quechua (official language of the Incas); Mayans – elaborate pyramids; Aztec – complex religious systems, detailed calendar, & an effective bureaucracy.
 - West Africa – wealthy empire allowed art, religion, & other components to flourish.

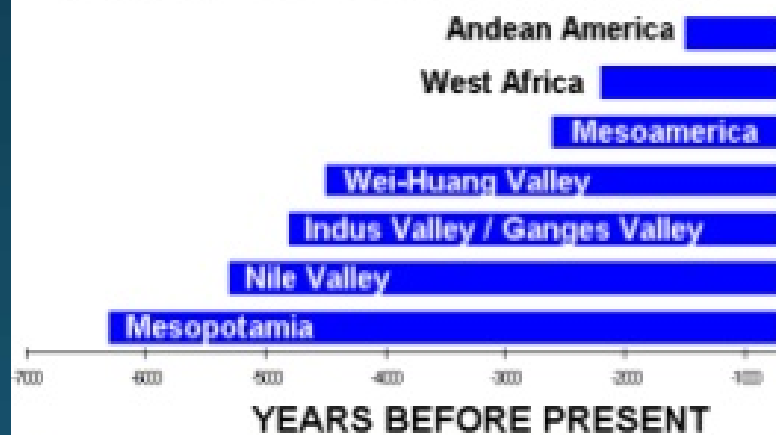
Cultural Hearths - continued

- Greco-Roman – (Greek) Most remembered for their contributions to art, philosophy, and science. (Roman) achievements in government, military, engineering, and bureaucracy
- Indus Valley – communal baths, early working drainage system, importance of agriculture.
- North China – domestication of grains, fruits, and vegetables; later dynasty remembered for bronze art, first Chinese writing systems, & well organized political system.
- Nile River – Complex theological, political, and social systems; cultivated a variety of grains & had a complex trade system. Science, math, and technological influences around the Mediterranean.

Location of the World's Ancient Culture Hearths



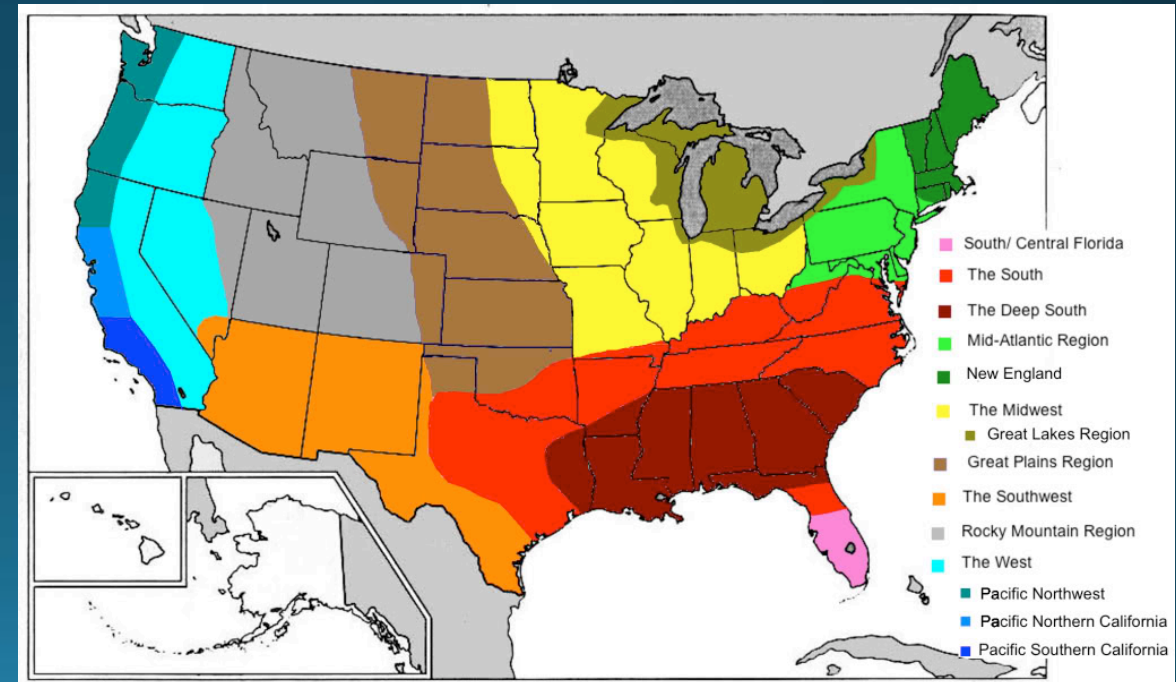
EARLY CULTURE HEARTHS



Early cultural hearths were almost completely determined by their physical environment – IE. Environmental Determinism.

Cultural regions

- An area that shares a large number of cultural traits
- I.E. North Africa - Similarities in language and religion



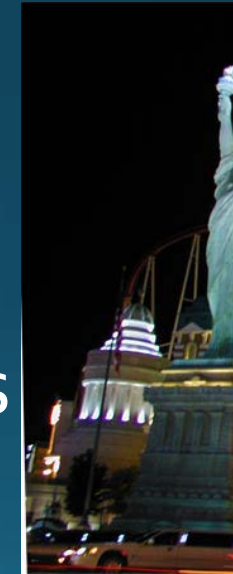
Cultural landscapes

- Refers to the cultural impacts on an area, including buildings, agricultural patterns, roads, signs, and nearly everything else that humans have created
- Basically the human impact on an area.
 - How have we changed the landscape?
 - What buildings, statues, and so forth have we erected?
- Placelessness – the loss of uniqueness in a cultural landscape
 - One place looks like the next.



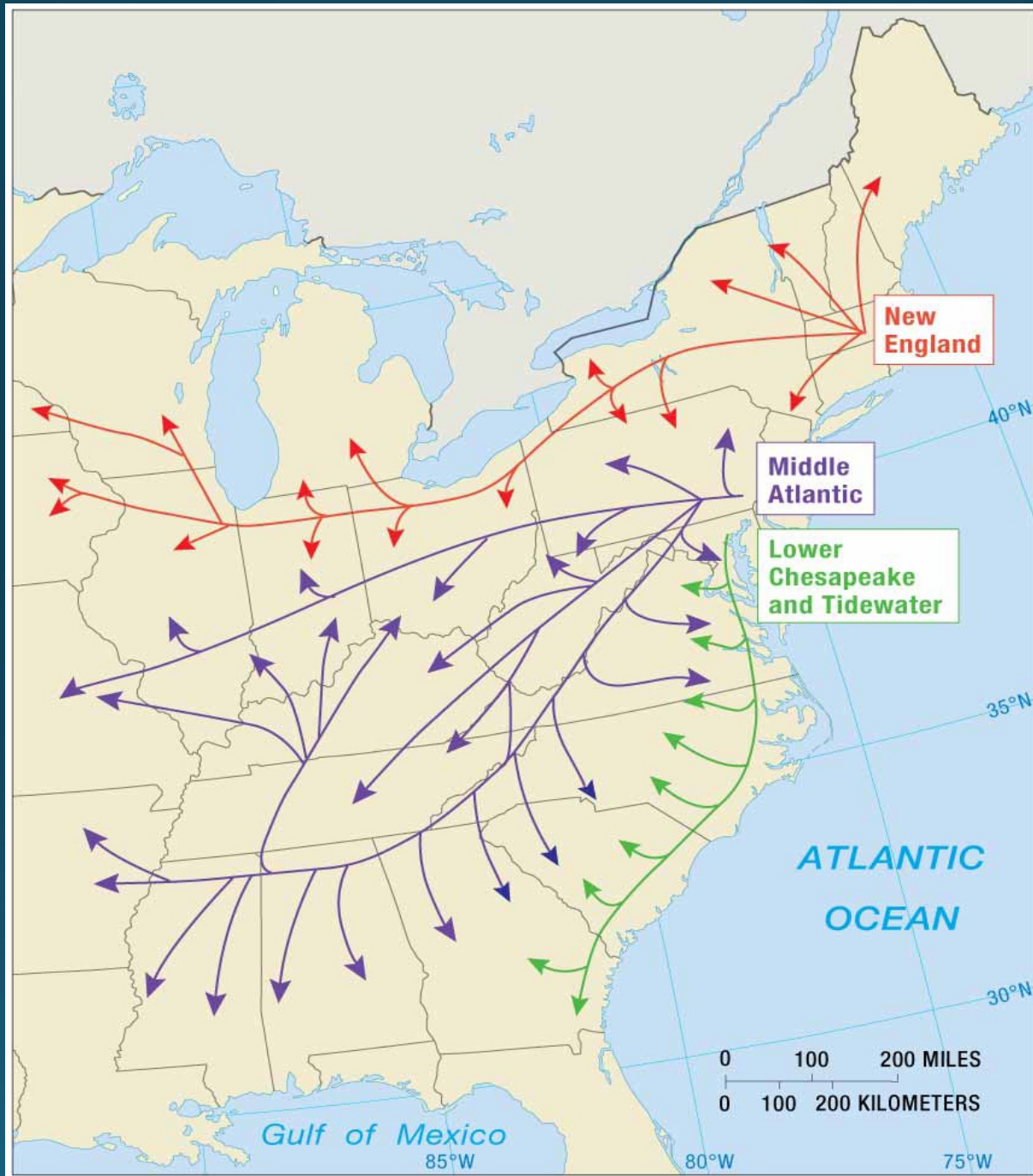
Convergence of cultural landscapes

- Diffusion of architectural forms and planning ideas around the world.
 - Property management companies that have world wide holdings may encourage the same companies to lease space in all their buildings.
- Widespread distribution of businesses and products create distinctive landscape stamps around the world.
- Borrowing of idealized landscape images blurs place distinctiveness
 - Las Vegas Strip – Caesar's Palace, Paris, etc.



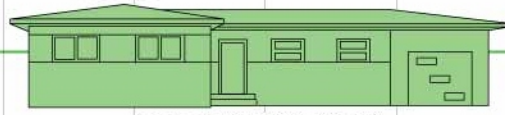
Housing

- Folk housing
 - Environmental influence – available building materials (wood, brick, stone, sod, etc.)
 - Climate & topographic influences
 - Form may derive from religious or other customary beliefs – walls, door orientation, etc.)
 - US – style of pioneer homes reflected whatever upscale style was prevailing on the East Coast from where the people migrated.
 - Mid-Atlantic – “I” house. One room deep, two rooms wide
 - Lower Chesapeake/Tidewater – one-story, steep roof and chimney at either end
 - New England – box shaped with a central hall



Housing - continued

- Mid 20th Century
 - Display popular culture, rather than regional influences
 - Most houses are mass-produced by construction companies.
 - Show the influence of shapes, materials, detailing, and other features of architectural style in vogue (in the current fashion or style) at any one point in time.



Ranch (1935–1975)



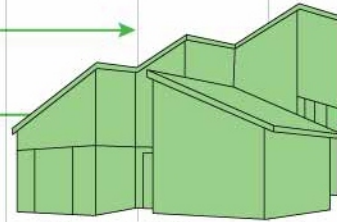
Minimal Traditional (1935–1950)



Split-Level (1955–1975)



Contemporary (1940–1980)



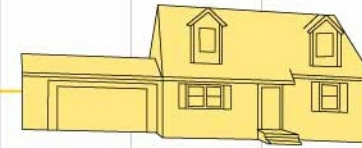
Shed (1960–present)



Mansard (1960–present)



Neo-French (1970–present)



Neo-Colonial (1950–present)



Neo-Tudor (1965–present)

- Modern styles
- Neo-eclectic Styles

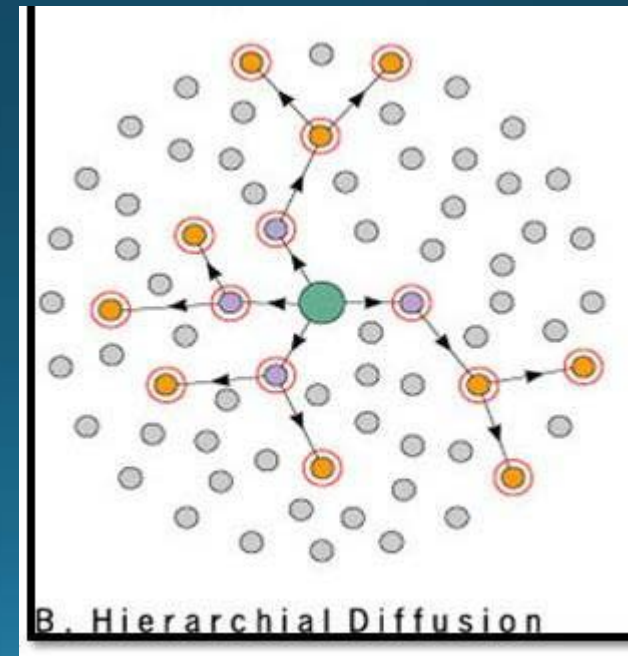
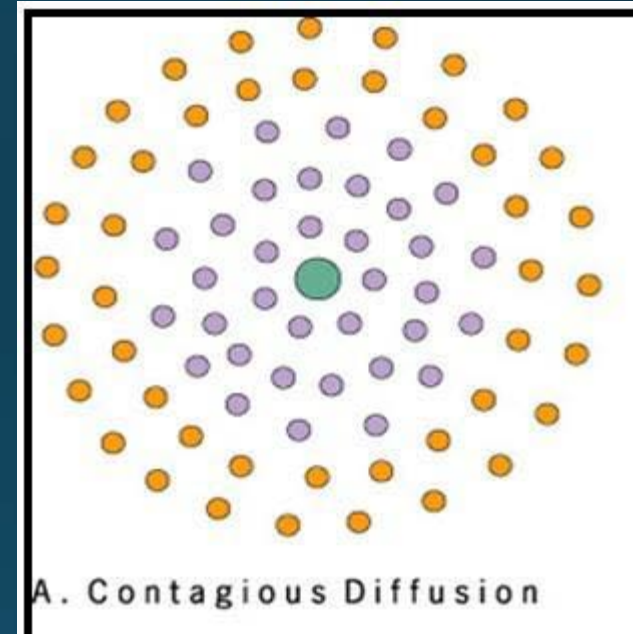
1950 1955 1960 1965 1970 1975 1980 1985 1990 1995 2000 2005

Year



Cultural Diffusion

- Cultural traits spread from a point of origin, or hearth.
- Two ways for diffusion
 - Contagious
 - Hierarchical – occurs through a hierarchy of people
 - (Fashion) Designer is the hearth



Distance decay & Time-space compression

- During the past century, the pace of diffusion shrank to months, weeks, days, and in some instances even hours.
 - The spatial extent of diffusion has also expanded
- Distance Decay – likelihood of diffusion decreases with time and distance from the hearth
 - Altered by transportation & communication technologies
- Time-Space Compression – diffusion depends upon the connectedness of the places.
 - Through modern technologies, major world cities have become more and more connected
 - Create the infrastructure through which innovations diffuse.