

Name: \_\_\_\_\_

**Directions:** This is a TAKE HOME TEST. Use your RUBENSTEIN (ORGANGE) book to help you complete it. It is DUE Friday April, 15<sup>th</sup> at the start of class.

**Part 1: Vocab Flashcards- CULTURE, THE BASICS.**

1. Habit
2. Custom
3. Culture
4. Material Culture
5. Non-metrical culture
6. Folk culture (WITH EXAMPLES)
7. Popular culture
8. Relocation Diffusion
9. Hierarchical Diffusion
10. Acculturation
11. Assimilation
12. Taboo
13. Cultural hearth
14. Cultural core/periphery pattern
15. Cultural ecology
16. Cultural complex
17. Cultural adaptation

**Part 2: Multiple Choice**

**Chapter 4 Folk and Popular Culture**

- 1) The frequent repetition of an act, to the extent that it becomes characteristic of a group of people, is a  
A) custom.  
B) popular culture.  
C) habit.  
D) taboo.  
E) character trait.
  
- 2) Jeans provide a good example of material culture that is adopted by a number of different societies. They are also an example of  
A) punk culture.  
B) popular culture.  
C) folk culture.  
D) white-collar culture.  
E) LDC culture.
  
- 3) In contrast to folk culture, popular culture is more likely to vary  
A) from place to place at a given time.  
B) from time to time at a given place.  
C) both from place to place and from time to time, in equal measure.  
D) neither from place to place nor from time to time.  
E) only in more developed countries.

- 4) In contrast to folk culture, popular culture is typical of large and
- A) homogeneous groups.
  - B) heterogeneous groups.
  - C) groups living in isolated rural areas.
  - D) groups that have little interaction with other groups.
  - E) groups of specialists.
- 5) By analyzing the distribution of folk culture in our surroundings, we can surmise that
- A) folk culture would not exist without small scale and local migration.
  - B) folk culture does not diffuse through relocation diffusion.
  - C) several elements of folk culture may have multiple, unknown origins.
  - D) folk culture can only be transmitted orally across time and location.
  - E) several elements of folk culture tend to replace elements of popular culture.
- 6) Typically, popular culture
- A) originates in a number of locations at the same time.
  - B) reflects the characteristics of a distinctive physical environment.
  - C) experiences frequent changes through time and space.
  - D) is practiced by small homogeneous groups.
  - E) is practiced by small heterogeneous groups that become large homogeneous groups.
- 7) Folk cultures are spread primarily by
- A) contagious diffusion.
  - B) hierarchical diffusion.
  - C) relocation diffusion.
  - D) stimulus diffusion.
  - E) epidemic diffusion.
- 8) Before reaching other parts of \_\_\_\_\_ and, eventually, marginalized urban areas throughout the country, Hip hop music originated in the late 1970s in the South Bronx.
- A) Chicago
  - B) Boston
  - C) Baltimore
  - D) New York City
  - E) Philadelphia
- 9) One significant impact of popular culture is to
- A) create a more varied and less uniform landscape.
  - B) promote the diffusion of folk culture.
  - C) modify the physical environment.
  - D) spread through relocation diffusion.
  - E) diffuse at the expense of globalization.
- 10) Based on what you have read about globalization, you could surmise that the main effect of modern communications on social customs has been to
- A) preserve folk cultures, by increasing awareness of their uniqueness.
  - B) stimulate the diffusion of folk cultures around the world.
  - C) increase the similarity of social customs in different locations.
  - D) have little effect on the diffusion of social customs.
  - E) slow the rate of change.

- 11) As components of group identity and cultural learning, folk customs usually originate from
- A) the "discovery" of leisure time.
  - B) the application of industrial technology.
  - C) familiar events in daily life.
  - D) a traumatic event unique to the history of a particular social group.
  - E) global communications, such as television and the Internet.
- 12) When we analyze the patterns of popular culture in our surroundings, we can surmise that
- A) all culture is transmitted from one location to another through small scale and local migration.
  - B) popular culture diffuses through relocation diffusion.
  - C) nodes of innovation are central to the process of hierarchical diffusion.
  - D) unlike folk culture, popular culture is usually transmitted orally across time and location.
  - E) it is impossible for us to make scientific observations about the diffusion of popular culture.
- 13) We can deduce from the examples of popular music, fashionable clothing, and electronic applications around us that the rapid diffusion of popular culture
- A) discourages people in different places to adopt different customs.
  - B) depends on modern communication systems.
  - C) is an example of relocation diffusion.
  - D) conserves natural resources.
  - E) always occurs at the expense of folk culture.
- 14) Which concept is the contemporary geographer likely to reject?
- A) Local resources make some cultural choices more likely than others.
  - B) People in similar environments adopt different social customs.
  - C) People are influenced by their physical environment.
  - D) People in different environments adopt similar social customs.
  - E) The physical environment causes people to adopt social customs.
- 15) The global diffusion of popular culture may threaten folk culture by
- A) being less responsive to the diversity of local environments.
  - B) threatening local environments through the diffusion of information by technology.
  - C) serving as a catalyst for the advancement of folk culture.
  - D) being more responsive to the diversity of local environments.
  - E) folk culture is not threatened by popular culture
- 16) An example of a folk custom used to diffuse information about agriculture is
- A) Armed Forces Radio.
  - B) Association Football.
  - C) Himalayan hip hop.
  - D) Vietnamese songs.
  - E) a cartoon about talking animals in Madagascar.
- 17) Hip hop music demonstrates an interplay between globalization and local diversity because
- A) it is a form of folk culture responsible for the globalization of modern music.
  - B) it is a part of popular culture which threatens to overwhelm local folk cultures.
  - C) artists may be widely popular yet still make local references in their song lyrics.
  - D) some lyrics can't be transmitted over the radio and television.
  - E) hip hop music is played in many Islamic countries.

- 18) Like hip hop music, music from the border region between the southwestern United States and northern Mexico might be expected to
- A) reflect almost exclusively on themes of drug culture and violence.
  - B) be an aspect of popular culture which threatens to overwhelm local folk cultures.
  - C) incorporate local, national, and global themes as it demonstrates an interplay between globalization and localism.
  - D) feature potentially offensive lyrics in order to guarantee its widespread transmission via radio and television.
  - E) have diffused originally from one district of a large city.
- 19) We can surmise from the discussion of other sports in this chapter that the current distribution of bowling is another example of
- A) a folk custom becoming part of a popular culture.
  - B) nearly all sports being examples of folk culture resisting the globalizing influences of popular culture.
  - C) television infusing all sports into popular culture.
  - D) a folk culture arising out of a folk custom.
  - E) sport being more important in less developed countries.
- 20) Cultural diversity is promoted by
- A) the relative isolation of a group from others.
  - B) globalization.
  - C) the rapid movement of goods and services across borders.
  - D) expansion diffusion.
  - E) the connections between homogeneous groups.
- 21) A particular preference for a new clothing style is more likely than a folk custom to
- A) evolve rapidly owing to the isolation of different groups.
  - B) rapidly diffuse through modern communication and transportation.
  - C) reflect the unique characteristics of the physical landscape.
  - D) have an unknown source of origin.
  - E) resist the influences of multinational corporations.
- 22) The choice of clothing in Western countries is strongly influenced by
- A) occupation but not level of income.
  - B) level of income but not occupation.
  - C) knowledge of fashion elsewhere, as well as the level of folk culture.
  - D) occupation, income, and knowledge of fashion elsewhere.
  - E) fashion only.
- 23) Terroir refers to
- A) a group's sense of place.
  - B) a group's food taboos.
  - C) the relationship between the physical environment and culture.
  - D) an act of violence that may have been, in part, a reaction against globalization.
  - E) the sum of the effects of the local environment on a food item.
- 24) A taboo against pork is a characteristic of
- A) Judaism and Islam.
  - B) Judaism and Buddhism.
  - C) Christianity and Buddhism.
  - D) Christianity and Hinduism.
  - E) Islam and Hinduism

- 25) The geographer Vidal de la Blache regarded food supply as
- A) the weakest available example of a folk custom.
  - B) the folk custom least closely tied to a particular climate.
  - C) more subject to modification than weapons.
  - D) less subject to modification than clothing and weapons.
  - E) a limited resource that would not keep up with population growth.
- 26) Americans' preferences for beverages and snacks
- A) vary according to what is produced locally.
  - B) do not vary from one region of the country to another.
  - C) do not vary according to religious differences.
  - D) are primarily dependent on income differences.
  - E) All of these answers are correct.
- 27) In which state would alcohol consumption be relatively low?
- A) Kentucky
  - B) Nevada
  - C) New York
  - D) Utah
  - E) California
- 28) The most important house style in the United States since the 1960s is known as
- A) neo-traditional.
  - B) contemporary.
  - C) split-level.
  - D) neo-eclectic.
  - E) sandbox.
- 29) Pioneer farmers settling the grasslands of the American West often built houses of sod, while early settlers of the eastern forest built wooden structures like log cabins. This suggests that building materials
- A) are strongly influenced by local resources.
  - B) are commonly imported over long distances because of local folk culture.
  - C) are chosen because of the diffusion of popular culture.
  - D) are a uniform feature of folk culture.
  - E) are elements of popular culture.
- 30) Today, house types in the United States are distinguished by all but which of the following?
- A) They can still be divided into three distinct regions.
  - B) They display few regional distinctions.
  - C) They are usually mass-produced.
  - D) Alternative styles have diffused throughout the country.
  - E) They demonstrate how popular customs vary more in time than in place.
- 31) Diffusion of Internet service is following the earlier pattern of television, except that
- A) the United States' share of world use is expanding.
  - B) diffusion is much faster.
  - C) diffusion is much slower.
  - D) the expansion of service is faster in Africa than Asia.
  - E) the initial use was in less developed countries.

- 32) The trend of globalization has threatened
- A) popular culture and folk culture relatively equally.
  - B) the folk customs of only a few isolated communities.
  - C) the spread of the international banking system.
  - D) folk culture more than popular culture.
  - E) folk culture, but only in the largest cities on each continent.
- 33) Many less developed countries fear the loss of folk culture because
- A) they do not want to preserve traditional values.
  - B) Western perspectives may become more dominant.
  - C) popular culture devalues women.
  - D) they want to avoid political disputes.
  - E) Western clothing styles are less comfortable.
- 34) People maintain their folk culture despite familiarity with popular culture primarily because of
- A) the high cost of popular customs.
  - B) a concern for the physical environment.
  - C) a strong desire to preserve unique customs.
  - D) a lack of exposure to the media.
  - E) a fear of foreign influence.
- 35) Popular culture and folk culture can both result in a higher level of
- A) extinction of animal species.
  - B) demand for raw materials.
  - C) consumption of animal products.
  - D) environmental degradation.
  - E) All of these answers are correct.
- 36) Which of the following characteristics is more typical of popular culture than folk culture?
- A) It has an anonymous origin.
  - B) It diffuses slowly from its point of origin.
  - C) It results in a more uniform cultural landscape.
  - D) It is likely to be derived from physical conditions.
  - E) Communication is more limited.
- 37) As they have more contact with popular culture, women in less developed countries are more likely to
- A) bear more children.
  - B) obtain food for the family.
  - C) gain more opportunities outside the home.
  - D) reduce the practice of prostitution.
  - E) be subservient to men.
- 38) Diffusion of popular customs can adversely impact environmental quality in two ways:
- A) reducing demand for foreign products and promoting local crafts.
  - B) increased diversity and decreased demand.
  - C) depletion of scarce resources and pollution.
  - D) diversity of products and depletion of change.
  - E) using renewable materials and recycled designs.

- 39) One impact of large-scale consumption of chicken in more developed countries is to
- A) cause chickens to become an endangered species.
  - B) make inefficient use of the world's grain supplies.
  - C) diffuse agricultural products into the physical environment.
  - D) encourage the development of a new food taboo.
  - E) displace pork producers.

- 40) Which of the following statements reflects the environmental impact of culture?
- A) Folk culture never causes environmental impacts while popular culture does.
  - B) Solid waste is the least visible of wastes generated from culture.
  - C) Popular culture may cause a rapid increase in demand for certain natural resources.
  - D) Environments are not affected by the level of pollution generated by human activity.
  - E) Folk culture does not affect the environment but popular culture does.

**Short Answer: Choose two to answer and be prepared to share your answers with the class on Friday**

- 41) What is the difference between a custom and a habit?
- 42) What is one of the major differences in the origin of a popular culture compared to a folk culture?.
- 43) How does the process of diffusion of a popular custom contrast with that of a folk custom?
- 44) Which country would have a higher per capita consumption of pork, India or China? Why?
- 45) Name three of the six countries in which television technology originally developed. Explain the significance of the development of this technology as it connects to culture.