**CHAPTER 4 FOLK AND POPULAR CULTURE:**

**DIVERSITY AND UNIFORMITY**

**Objectives**

After reading and studying this chapter you should be able to:

1. Distinguish among folk culture, ethnic groups, and popular culture as sources of

diversity in composite societies.

1. Identify aspects of material culture and nonmaterial culture that make up folklife.

3. Associate vernacular architecture, especially house types, with the major folk area

 hearths in America.

1. Trace paths of architectural diffusion from folk culture hearths to adopting regions.

5. Enumerate the reasons for the emergence of popular culture as a replacement for

 folk culture.

1. Identify the major vernacular regions of the United States.

7. Explain the role of food, drink, medicine, and music in the development and

 persistence of folk culture.

1. Explain the reasons for boundaries drawn around vernacular regions when presented

with a map of such regions.

1. Identify items of national uniformity that contribute to the landscape of popular

culture.

1. Discuss the characteristics that differentiate culture regions, and draw a map of

your own regions based upon selected indicators of culture.

**Matching Questions**

1. Match the following terms with their correct definitions.

\_\_\_\_ *Folk Culture* a. behavioral patterns, artistic traditions, and

 conventions regulating social life

\_\_\_\_ *Material Culture* b. the oral tradition of a group, comprised of

 proverbs, prayers, expressions, superstitions,

 beliefs, tales, and legends

\_\_\_\_ *Nonmaterial Culture* c. the collective heritage of institutions, customs,

 skills, dress, and way of life of a small, stable,

 closely knit, usually rural community

\_\_\_\_ *Folk Customs* d. the practice of eating dirt

\_\_\_\_ *Vernacular House Styles* e. the way of life of the mass of the population,

 which substitutes for and replaces folk and

ethnic differences. Secular institutions are in control, and the production and consumption of mass produced/machine-made goods is dominant.

\_\_\_\_ *Geophagy* f. the built environment, the landscape created

by humans, and objects used by members of a cultural group

\_\_\_\_ *Folklore* g. learned behavior shared by a society that

 prescribes accepted and common modes of

 conduct

\_\_\_\_ *Folkways* h. mentifacts and sociofacts of culture expressed

 in oral tradition, folksong and story, and

 customary behavior

\_\_\_\_ *Popular Culture* i. styles of houses in traditional form but without

 formal plans or drawings

1. Match the following vernacular house types with the folk culture regions with which

they are associated. (Note: A region may appear more than once.)

\_\_\_\_ *Central Hall House* a. Southern Tidewater

\_\_\_\_ *Shotgun House* b. Utah

\_\_\_\_ *Grenier House* c. Mississippi Delta

\_\_\_\_ *Huguenot-Plan House* d. Chesapeake Bay

\_\_\_\_ *Charleston Single House* e. Southern New England

\_\_\_\_ *Classic I House* f. Delaware Valley

\_\_\_\_ *Four-Over-Four House* g. Lower St. Lawrence Valley

\_\_\_\_ *Gable Front House*

\_\_\_\_ *Saltbox House*

\_\_\_\_ *Norman Cottage*

**Fill In the Blanks**

Complete the following by supplying the required answers.

1. Identify the two elements of diversity in most societies and the one

spreading trend toward uniformity, and describe the role of each one in

shaping culture.

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4. Name the five important nonmaterial elements of folk culture.

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 3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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3. Describe how popular culture differs from folk or ethnic culture.