**Vocabulary to Know**

**Column 1 Column 2 Column 3**

Culture assimilation opinion leaders

Folk culture culture reterritorialization

Popular culture cultural appropriation cultural landscape

Local culture neolocalism placelessness

Material culture ethnic neighborhood global-local continuum

Nonmaterial culture commodification glocalization

Hierarchical diffusion authenticity hearth

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**Key Question #1: What are local and popular cultures??**

1. Why is “Little Italy” misleading as a neighborhood name in Manhattan?
2. Why does the author dislike the term “folk culture”?
3. How does the term “local culture” apply to your neighborhood?
4. How has time-space compression affected how hierarchical diffusion affects the spread of fashion in modern times?
5. How does material culture reflect non-material culture?

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**Key Question #2: How are local cultures sustained?**

1. Describe the steps the U.S. government took to force Native Americans to assimilate after the passage of the Dawes Act?

2. Why do you suppose the United States has no formally apologized for the attempt at forced assimilation while Canada and Australia have?

3. How do the Hutterites keep popular culture at bay while evolving with the times?

4. How have the Mennonites differed from the Hutterites in their attempt to keep their communities insular and detached from the rest of the world?

5. Why did the Makah resume the whale hunt?

1. How does neolocalism work?
2. How can commodification lead to questions of authenticity and cultural appropriation?

8. How does the “Lost City” resort in South Africa commodify and warp local culture?

9. How does the Irish Pub Company export Irish culture?

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**Key Question #3: How is popular culture diffused?**

1. Why do people in China use QZone and Renren instead of Facebook?
2. How does the growth of Facebook illustrate the concept of Time-Space Compression?
3. How has distance-decay changed in recent years?
4. How do hearths for popular culture originate?
5. How do college bands grow global followings?
6. How has the internet and social media changed the distribution of popular culture?
7. How was Hip-Hop reterritorialized in Tunisia?
8. Come up with another recent example of reterritorialization that is not listed in the textbook.
9. Why do people in other parts of the world feel threatened by American culture?
10. How does France encourage its domestic film industry?

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**Key Question #4: How can local and popular cultures be seen in the cultural landscape?**

1. Define cultural landscape?
2. Define placelessness.
3. How can a culture take steps to limit placelessness and promote landscape distinctiveness?
4. Why might a culture promote landscape distinctiveness?
5. How did the “Town Center” become a staple of American culture?
6. Describe glocalization.
7. How does McDonalds glocalize its menu? (Look this up on the internet)
8. Where are clustered Mormon farmsteads prominent in the United States?
9. What purpose did these clustered Mormon settlements have?
10. How are the Iban similar to other groups in Malaysia and how are they distinct?