

## CHAPTER 2

### FOLK AND POPULAR CULTURE

#### INTRODUCTION

##### *Multiple-Choice*

1. The hippies of the 1960s formed a distinct segment of American society that set itself up in opposition to what they perceived as the problems of the dominant culture. Hippies can be said to have composed a distinctive

- \*a. subculture.
  - b. culture.
  - c. enclave.
  - d. nonmaterial culture.
- (p. 29)

2. Tattoos, or “ink,” are very popular today. Some people end up living the “ink lifestyle,” getting large portions of their limbs or bodies tattooed, spending time with other tattooed people, and attending ink conventions. We might classify the people who take part in the ink lifestyle as a(n)

- \*a. subculture.
  - b. culture.
  - c. enclave.
  - d. local consumption culture.
- (p. 29)

3. Which of the following would NOT be considered a subculture?

- a. Goths
  - b. punks
  - \*c. Catholics
  - d. bikers (those who ride motorcycles)
- (p. 29)

#### MANY CULTURES: MATERIAL, NONMATERIAL, FOLK, AND POPULAR

##### *Multiple-Choice*

4. All the objects made and used by members of a group collectively form its

- a. nonmaterial culture.
- \*b. material culture.

- c. subculture.
  - d. amenity culture.
- (p. 30)

5. Which of the following is NOT an element of material culture?

- \*a. religion
  - b. furniture
  - c. clothing
  - d. paintings
- (p. 30)

6. The wide range of beliefs, values, myths, and symbolic meanings of a culture form its

- \*a. nonmaterial culture.
  - b. material culture.
  - c. subculture.
  - d. amenity culture.
- (p. 30)

7. Which of the following are examples of nonmaterial culture?

- a. house types
  - b. eating utensils
  - c. clothing
  - \* d. Web sites
- (p. 30)

8. Which of the following is NOT an element of nonmaterial culture?

- a. myths
  - b. values
  - c. beliefs
  - \*d. buildings
- (p. 30)

9. The term used to describe a rural people living in an old-fashioned way is

- a. material.
  - b. nonmaterial.
  - \*c. folk.
  - d. reactionary.
- (p. 30)

10. Which of the following is NOT true of folk cultures?

- \*a. They value independence and personal initiative.
  - b. They are primarily rural.
  - c. They form a cohesive unit.
  - d. They share an ethnicity and customs.
- (p. 31)

11. Which of the following is NOT true of folk cultures?

- a. Most goods are handmade.
  - \*b. Most of the people live in cities.
  - c. Order is maintained through religious or familial sanctions.
  - d. Social classes tend to be weakly developed.
- (p. 31)

12. The Amish religious concept of *demut* means

- a. taxation.
  - b. worship.
  - c. community.
  - \*d. humility.
- (p. 31)

13. The Amish are a religious denomination derived from the \_\_\_\_\_ faith.

- a. Catholic
  - b. Lutheran
  - \*c. Mennonite
  - d. Baptist
- (p. 31)

14. The term “folk culture” was coined by

- \*a. Eugene Wilhelm.
  - b. Yi-Fu Tuan.
  - c. Terry Jordan.
  - d. Denis Cosgrove.
- (p. 31)

15. Which of the following is NOT true of popular culture?

- a. It tends to be based in cities.
  - \*b. It focuses on community over the individual.
  - c. Its material culture tends to be mass-produced.
  - d. Its family structure tends to be weaker than family structure in folk cultures.
- (p. 32)

16. In popular culture, authority tends to be

- a. religious.
  - b. dispersed.
  - \*c. secular.
  - d. conservative.
- (p. 32)

17. All of the following have been responsible for the spread of popular culture, and the consequent retreat of folk life, EXCEPT

- a. the mass media.
  - \*b. religious fundamentalism.
  - c. industrialization.
  - d. urbanization.
- (p. 32)

18. Folk culture is a term most likely to be associated with

- a. highly industrialized.
  - \*b. rural dwellers.
  - c. modern.
  - d. liberal.
- (p. 31)

19. A folk culture is NOT likely to be

- a. conservative.
  - b. homogeneous in custom.
  - c. steeped in tradition.
  - \* d. progressive regarding political issues.
- (p. 31)

20. Which of the following does NOT apply as much as the others to folk cultures?

- a. conservative
  - b. traditional
  - c. subsistence economy
  - \*d. individualism
- (p. 31)

21. A good contemporary example of folk culture in the United States is that of the

- a. Maronites.
  - b. Mormons.
  - c. Volkskunde.
  - \*d. Amish.
- (p. 31)

22. Popular culture is characterized by all of the following EXCEPT

- a. mass production.
  - b. money economy.
  - c. considerable leisure time.
  - \*d. strong family control.
- (p. 32)

23. Which of the following is NOT a characteristic strongly associated with popular culture?

- a. pronounced division of labor
  - \*b. religious power structures
  - c. highly individualistic
  - d. rapid change
- (p. 32)

24. Which is NOT an attribute of popular culture?

- \*a. decreased leisure time
  - b. heightened mobility
  - c. greater affluence
  - d. weakened attachment to family and place
- (p. 32)

25. Folk geography can be defined as the study of folklife's

- a. origin and distribution.
- b. spatial patterns and economy.

\*c. spatial patterns and ecology.  
d. thematic patterns and folklore.  
(p. 31)

26. Popular culture diffuses \_\_\_\_\_ from region to region and changes more \_\_\_\_\_ than folk culture.

- \*a. less; rapidly
  - b. more; slowly
  - c. more; rapidly
  - d. none; equally
- (p. 32)

27. All of the following tend to be characteristics of folk culture EXCEPT

- a. rural location.
  - b. strong family structure.
  - c. handmade goods and material culture items.
  - \*d. dominance of mass media.
- (p. 31)

28. Which of the following is NOT considered part of nonmaterial culture?

- a. beliefs
  - b. values
  - c. myths
  - \*d. sacred buildings
- (p. 30)

29. In the strictest sense, popular culture generally refers to a form of culture that is \_\_\_\_\_ by a population, while mass culture refers to a form of culture that is \_\_\_\_\_ through mass media, art, and other forms of communication.

- a. purchased; created
  - b. denied; embraced
  - \*c. consumed; produced and distributed
  - d. given physical form; given nonmaterial form
- (p. 32)

30. The type of culture that is produced, distributed, and marketed through the media, art, and other forms of communication is

- a. popular culture.
- b. folk culture.

- \*c. mass culture.
  - d. societal culture.
- (p. 32)

31. Which two U.S. states do NOT host any folk survival regions? (*Hint: See Figure 2.1.*)

- a. Texas and New Mexico
  - b. Utah and Nevada
  - c. New Hampshire and Vermont
  - \*d. Wisconsin and Minnesota
- (p. 30)

*True/False*

32. Within the United States and Canada, many folk cultures remain extant.

- a. True
  - \*b. False
- (p. 31)

33. The mass media play a large role in shaping folk culture.

- a. True
  - \*b. False
- (p. 31)

34. In popular culture people tend to have more relationships, but fewer close personal relationships, than in folk culture.

- \*a. True
  - b. False
- (p. 32)

35. Folk cultures typically have subsistence economies.

- \*a. True
  - b. False
- (p. 31)

36. Folk cultures no longer exist in the United States and Canada.

- a. True
- \*b. False

(p. 31)

37. Among the Amish, surviving folk culture is maintained primarily through rejection of what the Amish people perceive to be inappropriate innovations.

\*a. True

b. False

(p. 31)

38. Popular culture relationships are numerous and largely impersonal.

\*a. True

b. False

(p. 32)

39. Material elements of culture are visible.

\*a. True

b. False

(p. 30)

40. With popularization, family structures and interpersonal relationships are strengthened.

a. True

\*b. False

(p. 32)

41. Popular culture exists where secular institutions are in control.

\*a. True

b. False

(p. 32)

42. The majority of “developed” countries now belong to popular culture rather than folk culture.

\*a. True

b. False

(p. 32)

43. An essential difference between folk culture and popular culture is the speed at which diffusion occurs.



- \*a. True
  - b. False
- (p. 32)

44. Popular culture is synonymous with mass culture.

- a. True
  - \*b. False
- (p. 32)

45. Mass culture refers to the consumption of culture, while popular culture refers to the production, distribution, and marketing of culture.

- a. True
  - \*b. False
- (p. 32)

46. Popular culture relationships are numerous and largely impersonal in comparison to relationships in folk culture.

- \*a. True
  - b. False
- (p. 32)

47. In many cases, folk cultures can be thought of as subcultures in relation to a dominant popular culture.

- \*a. True
  - b. False
- (p. 31)

## **FOLK AND POPULAR CULTURE REGIONS**

### **Material Folk Culture Regions**

#### *Multiple-Choice*

48. Scraped-earth graveyards are found mostly in \_\_\_\_\_ regions.

- a. Amish
  - \*b. African-American
  - c. Native American
  - d. Mormon
- (p. 33)

49. You are walking in rural America and decide to visit a roadside cemetery. Many of the headstones are inscribed with “winged death’s heads.” You must be in this folk region.

- a. Pennsylvanian
  - \*b. Yankee
  - c. Upland South
  - d. African American
- (p. 33)

50. Which of the following is NOT reflective of folk landscapes?

- a. Swiss-German barn in Pennsylvania
  - b. scraped-earth cemetery in Mississippi
  - \*c. McDonald’s in North Dakota
  - d. beef wheels in Montana
- (p. 33)

51. Which is a characteristic of the Quebec French folk region?

- a. dogtrot houses
  - b. scraped-earth graveyards
  - c. hay derricks
  - \*d. grist windmills
- (p. 33)

52. Which is a characteristic of the Mormon folk region?

- a. dogtrot houses
  - b. scraped-earth graveyards
  - \*c. hay derricks
  - d. grist windmills
- (p. 33)

53. Which of the following is NOT frequently found in African-American folk regions?

- a. banjos
  - b. head kerchiefs
  - \*c. grist windmills
  - d. scraped-earth graveyards
- (p. 33)

## **Folk Food Regions**

### *Multiple-Choice*

54. Which folk food region serves monkey and caiman?

- a. the Caribbean
  - \*b. the Amazonian region
  - c. Mexico
  - d. Jamaica
- (p. 33)

56. Which country's cuisine is distinguished by cuzcuz?

- a. Portugal
  - b. Spain
  - \*c. Brazil
  - d. Mexico
- (p. 33)

56. Which region's foodways emphasize rice-bean dishes and rum drinks?

- \*a. the Caribbean
  - b. the Amazonian region
  - c. Mexico
  - d. Jamaica
- (p. 33)

## **Is Popular Culture Placeless?**

### *Multiple-Choice*

57. Which term refers to the generic quality of popular culture, which makes one place seem very much like another?

- a. cultural disappearance
  - \*b. placelessness
  - c. spatiality deformation
  - d. cultural adhesion
- (p. 33)

58. The presence of \_\_\_\_\_ in a downtown area may contribute to a sense of placelessness.

- \*a. Wendy's and McDonald's
  - b. a local hardware store
  - c. public parks
  - d. children
- (p. 34)

59. The term *placelessness* was coined by

- a. Denis Cosgrove.
  - b. Michael Weiss.
  - \*c. Edward Relph.
  - d. Eugene Wilhelm.
- (p. 33)

60. Edward Relph's term *placelessness* refers to

- \*a. a standardization of landscape.
  - b. the merging of suburban and urban landscapes.
  - c. unpopulated regions.
  - d. the fragmentation of lifestyle regions.
- (p. 33)

61. Michael Weiss has argued that Americans can be classified according to their

- a. tastes in fashion.
  - b. career choices.
  - \*c. zip code.
  - d. age.
- (p. 34)

62. According to Michael Weiss, "Old Yankee Rowers" share all of the following characteristics EXCEPT

- a. a high school education.
  - b. enjoyment of hockey and bowling.
  - c. they are three times more likely than the average American to live in a rowhouse or duplex.
  - \*d. support for the local college/university's crew team.
- (pp. 34–35)

63. "Gray Power" and "Norma Rae-Ville" are examples of what Michael Weiss calls

- a. placeless landscapes.

- b. ZIP code regions.
  - \*c. lifestyle clusters.
  - d. age cohorts.
- (pp. 34–35)

64. Which of the following is NOT a U.S. subculture identified by Michael Weiss?

- \*a. Conspicuous Consumers
  - b. Gray Power
  - c. Old Yankee Rowers
  - d. Norma Raevillers
- (pp. 34–35)

65. Most members of the “Gray Power” subculture belong to which class?

- a. upper
  - \*b. upper middle
  - c. middle
  - d. working
- (pp. 34–35)

66. According to Michael Weiss, which type of neighborhood is most likely to be found in New Jersey, New York, and Connecticut?

- a. Gray Power
  - \*b. Old Yankee Row
  - c. Norma Raeville
  - d. Up-and-Comers
- (pp. 34–35)

*True/False*

67. According to Edward Relph, placelessness results from the pervasive influence of popular culture.

- \*a. True
  - b. False
- (pp. 33–34)

68. The “geography of nowhere” is related to placelessness.

- \*a. True
- b. False

(pp. 33–34)

69. Placelessness is more important than regionalism in describing popular culture landscapes.

- a. True
  - \*b. False
- (pp. 33–34)

### **Popular Food and Drink**

#### *Multiple-Choice*

70. In what part of the United States are grits, barbecued beef, and fried chicken most popular?

- a. New England
  - \*b. the South
  - c. the Midwest
  - d. the Great Lakes region
- (p. 35)

71. The beverage most associated with the U.S. South is

- a. beer.
  - \*b. whiskey made from corn.
  - c. wine.
  - d. soda pop.
- (p. 35)

72. Which of the following place-consumption associations is NOT correct?

- a. Alabama and fried chicken
  - b. Massachusetts and pizza
  - c. Tennessee and whiskey
  - \*d. Utah and beer
- (pp. 35–36)

73. Within the United States, fast-food consumption is highest in

- \*a. the Southwest and West.
- b. the Midwest.
- c. New England.
- d. the Great Lakes region.

(p. 36)

*True/False*

74. In the United States, pizza parlors are more common in the North than in the South.

- \*a. True
- b. False

(p. 35)

75. Within the United States, barbecued pork is more popular in the South than in the North.

- \*a. True
- b. False

(p. 35)

76. In general, a particular food brand has a consistent meaning for people across the world.

- a. True
- \*b. False

(pp. 35–36)

### **Popular Music**

*Multiple-Choice*

77. The unofficial capital of country music within the United States is

- a. Atlanta.
- b. Detroit.
- \*c. Nashville.
- d. Knoxville.

(p. 37)

### **Vernacular Culture Regions**

*Multiple-Choice*

78. In which U.S. state is the Acadia vernacular culture region found? (*Hint: See Figure 2.13.*)

- a. Florida

- b. Texas
  - c. New York
  - \*d. Louisiana
- (p. 39)

79. According to Zelinsky, which state would NOT be considered part of “The West” as a vernacular culture region in the United States?

- a. California
  - \*b. Missouri
  - c. Montana
  - d. Wyoming
- (p. 39)

80. In terms of vernacular culture regions, which two U.S. states are clearly a part of the Midwest? (*Hint: See Figure 2.14.*)

- a. Texas and Colorado
  - b. Indiana and Ohio
  - c. Arkansas and Oklahoma
  - \*d. Nebraska and Kansas
- (p. 39)

81. Regardless of size or origin, vernacular regions have what type of character?

- a. functional
  - \*b. perceptual
  - c. natural
  - d. perpetuated
- (p. 37)

82. Which of the following is NOT true of vernacular culture regions?

- \*a. They have strongly defined borders.
  - b. They are a product of the spatial perception of the people at large.
  - c. They vary greatly in size.
  - d. They often overlap one another.
- (p. 37)

83. What did Zelinsky use to draw the boundaries of U.S. vernacular culture regions?

- a. interviews with people at shopping malls
- b. town names
- \*c. business names



d. histories of Native American tribes in the region  
(p. 37)

84. According to Zelinsky, no regional affiliation is perceived in

- \*a. New York.
  - b. Montana.
  - c. Georgia.
  - d. Massachusetts.
- (p. 37)

85. In which U.S. state is the Acadia vernacular culture region found? (*Hint: See Figure 2.13.*)

- a. Florida
  - b. Texas
  - c. New York
  - \*d. Louisiana
- (p. 39)

*True/False*

86. A vernacular culture region is often perpetuated by the mass media, such as television and radio.

- \*a. True
  - b. False
- (p. 37)

## **FOLK AND POPULAR CULTURE DIFFUSION**

*True/False*

87. Diffusion operates more rapidly within a folk setting than within a popular culture setting.

- a. True
  - \*b. False
- (p. 40)

### **Diffusion in Folk Culture: Agricultural Fairs**

#### *Multiple-Choice*

88. The American agricultural fair originated in \_\_\_\_\_ and gained the widest acceptance in \_\_\_\_\_.

- a. Texas; Oklahoma
- \*b. Massachusetts; the Midwest
- c. the Midwest; the South
- d. Colorado; Wyoming

(p. 40)

89. A folk culture element that played an important role in the agricultural and social development of the eastern United States was the

- a. rodeo.
- \*b. agricultural fair.
- c. beef wheel.
- d. hay stacker.

(p. 40)

#### *True/False*

90. The original purpose of agricultural fairs was educational.

- \*a. True
- b. False

(p. 40)

### **Diffusion in Popular Culture**

#### *Multiple-Choice*

91. Which type of diffusion best describes the spread of Walmart across the United States?

- a. hierarchical
- b. stimulus
- \*c. reverse hierarchical
- d. relocation

(p. 42)

92. The U.S. retailer that spread through reverse hierarchical diffusion is

- a. Sears.
  - b. Nordstrom.
  - \*c. Walmart.
  - d. Macy's.
- (p. 42)

93. The initial spread of McDonald's illustrates \_\_\_\_\_ diffusion, whereas the initial spread of Walmart exhibits \_\_\_\_\_ diffusion.

- a. contagious; hierarchical
  - \*b. hierarchical; reverse hierarchical
  - c. reverse hierarchical; contagious
  - d. hierarchical; relocation
- (pp. 41–42)

94. When Wal-Mart decided to enter small-town markets prior to big-city ones, it was following which pattern of diffusion?

- a. advanced hierarchical
  - \*b. reverse hierarchical
  - c. hierarchical
  - d. stratified contagious
- (p. 42)

95. The spread of McDonald's restaurants to cities around the globe is an example of \_\_\_\_\_ diffusion.

- a. contagious
  - \*b. hierarchical
  - c. spontaneous
  - d. parallel
- (p. 41)

*True/False*

96. Hierarchical diffusion plays a larger role in popular culture than in folk culture.

- \*a. True
  - b. False
- (p. 42)

97. In general, the diffusion of innovations now proceeds much more rapidly than it did 300 years ago.

- \*a. True
  - b. False
- (pp. 40–41)

### **Advertising**

#### *Multiple-Choice*

98. The most potent device for the diffusion of popular culture today is

- a. word of mouth.
  - \*b. advertising.
  - c. newsletters.
  - d. religious conventions.
- (p. 42)

### **Communications Barriers**

#### *Multiple-Choice*

99. Control of \_\_\_\_\_ is generally equivalent to control over the diffusionary apparatus of popular culture.

- a. high schools
  - \*b. the media
  - c. voting methods
  - d. colleges and universities
- (p. 42)

100. Which of the following forms of music did NOT have difficulty breaking out nationally from regional footholds?

- \*a. rock and roll
  - b. gangsta rap
  - c. punk rock
  - d. reggae
- (p. 42)

101. Afghanistan's Taliban government attempted to control the spread of popular Western culture by banning

- a. burqas.
  - \*b. television.
  - c. Coca-Cola.
  - d. hamburgers.
- (p. 42)

102. "Punk rock," "women's music," "reggae," and "gangsta rap" are forms of popular music that experienced barriers to diffusion. This illustrates the concept that diffusion of innovation ultimately depends on

- a. live concerts.
  - b. media censorship.
  - c. regional footholds.
  - \*d. access to media.
- (p. 42)

103. This country banned television to keep out "corrupting influences."

- \*a. Afghanistan
  - b. India
  - c. Nicaragua
  - d. Iran
- (p. 42)

*True/False*

104. There are no barriers to the spread of popular culture.

- a. True
  - \*b. False
- (p. 42)

### **Diffusion of the Rodeo**

*Multiple-Choice*

105. The diffusion of the American rodeo hit barriers

- \*a. at the Mexican border.
- b. west of the Mississippi River.
- c. in Oklahoma.
- d. on the Texas-New Mexico border.

(p. 43)

106. The evolution of the modern rodeo is related to all of the following EXCEPT

- a. folk tradition.
- \*b. circus trains.
- c. Mexican cowboys.
- d. the Great Plains.

(p. 43)

*True/False*

107. The commercial rodeo is an innovation whose adoption and practice is not limited by race and gender.

- \*a. True
- b. False

(p. 43)

**Blowguns: Diffusion or Independent Invention?**

*Multiple-Choice*

108. It is likely that the blowgun was first used

- \*a. on Borneo.
- b. on Madagascar.
- c. in Africa.
- d. in Australia.

(p. 43)

109. The geographic pattern of the presence of blowguns demonstrates that they

- 1) originated in Borneo.
- 2) might exist elsewhere because of independent invention.
- 3) had to have spread by relocation diffusion.
- 4) were accepted by only nonliterate folk.
- 5) were adopted after trans-Pacific diffusion.

- a. 1, 2, and 5
- b. 3
- c. 1, 3, and 4
- \*d. 1 and 2

(pp. 43–44)

## THE ECOLOGY OF FOLK AND POPULAR CULTURES

### Ethnomedicine and Ecology

#### *Multiple-Choice*

110. Folk medicine practices can still be found in the United States in all of the following areas EXCEPT

- a. the Upland South.
- b. the Mexican border.
- \*c. New England.
- d. Indian reservations.

(pp. 44–45)

111. In response to what they saw as a burgeoning population, Appalachians moved to all of the following areas of the continental United States EXCEPT the

- \*a. Ramapo Mountains.
- b. Ozark-Ouachita Mountains.
- c. Cascade and Coast Mountains.
- d. Texas Hill Country.

(p. 45)

112. Which of the following was NOT a major migration destination for Appalachian hill folk between 1830 and 1930?

- \*a. Great Plains
- b. Ozark-Ouachita Mountains
- c. Cascades
- d. Central Texas hill country

(p. 45)

#### *True/False*

113. When folk groups migrate, they are often “pulled” to environments similar to their original homeland.

- \*a. True

b. False  
(p. 45)

114. Folk cultures are more tied to the environment than popular cultures.

\*a. True  
b. False  
(p. 45)

115. People who depend on the land for their livelihoods tend to have a different view of nature from those who work in urban commerce and manufacturing.

\*a. True  
b. False  
(p. 45)

116. In folk cultures, medical practices are usually passed down from generation to generation.

\*a. True  
b. False  
(p. 45)

117. Aspirin was developed from folk uses of the periwinkle flower.

a. True  
\*b. False  
(p. 45)

### **Nature in Popular Culture**

#### *Multiple-Choice*

118. The adaptive strategies pursued by people living in popular cultures have enormous potential for producing

- a. environmental perceptions.
- b. intimate relationships with the physical environment.
- c. advantageous ecological relationships.
- \*d. unsustainable and disastrous conditions.

(pp. 45–46)

#### *True/False*



119. Popular culture has a limited impact on the environment.

a. True

\*b. False

(pp. 45–46)

120. One of the paradoxes of the modern age and popular culture is that the more we cluster in cities and suburbs, the greater our effect on open spaces.

\*a. True

b. False

(pp. 45–46)

## **CULTURAL INTERACTION IN FOLK AND POPULAR CULTURES**

### **Hip-Hop Music**

121. Hip-hop music can be traced to all of the following sources EXCEPT

a. African-American poetry and music.

\*b. Caribbean jazz music.

c. call-and-response patterns used in some African religious ceremonies.

d. west African cultural practices.

(p. 47)

### **From Difference to Convergence...**

#### *Multiple-Choice*

122. The theory that cultures are becoming more alike as a result of globalization trends is the \_\_\_\_\_.

a. cultural adaptation theory

b. placelessness theory

\*c. convergence hypothesis

d. time-space hypothesis

(p. 47)

123. According to the convergence hypothesis, people and places are

a. becoming more regionalized.

b. achieving a sense of place.

- c. becoming more differentiated.
  - \*d. becoming more alike.
- (p. 47)

124. The ultimate effect of the convergence hypothesis would be

- a. a politically unified world.
  - \*b. placelessness.
  - c. genocide.
  - d. class warfare.
- (p. 47)

125. Which of these is NOT associated with globalization?

- a. placelessness
  - b. popular culture
  - c. Kentucky Fried Chicken
  - \*d. dogtrot houses
- (p. 47)

*True/False*

126. The convergence hypothesis refers to the global impact of popular culture on local cultures and places.

- \*a. True
  - b. False
- (p. 47)

127. Globalization is most directly and visibly at work in popular culture.

- \*a. True
  - b. False
- (p. 47)

128. Globalization is capable of revitalizing local difference and local culture.

- \*a. True
  - b. False
- (p. 47)

**... And Difference Revitalized**

*Multiple-Choice*

129. The idea of local consumption cultures implies that

- a. people in remote locations have no interest in foreign-produced products.
- b. people in cities are more likely to use foreign-produced products.
- \*c. local circumstances can make a difference to the outcomes of globalization.
- d. all cultures are converging into one global culture.

(p. 47)

130. Some Americans have begun avoiding products produced in China, which they consider cheaply made and sometimes even dangerous. They focus on purchasing items made in the United States instead, to support domestic companies. This is a case of

- a. the convergence hypothesis at work.
- \*b. consumer nationalism.
- c. a local consumption culture.
- d. folk culture renaissance.

(p. 47)

131. Which country had to suppress references to goods made within its borders, due to the international disapproval of its one-time apartheid system?

- a. Germany
- b. Australia
- c. Botswana
- \*d. South Africa

(p. 47)

*True/False*

132. Local people have no power against the agents of change and globalization.

- a. True
- \*b. False

(p. 47)

### **Place Images**

*True/False*

133. Photographers have a strong influence on the way foreign or unknown locations are perceived in popular culture.

- \*a. True
  - b. False
- (pp. 47–48)

134. The place images created in the popular imagination by photographers are not necessarily accurate portrayals of life and/or culture in those places.

- \*a. True
  - b. False
- (pp. 47–48)

## **FOLK AND POPULAR CULTURAL LANDSCAPES**

### **Folk Architecture**

#### *Multiple-Choice*

135. The source of most folk architecture is

- \*a. collective memory.
  - b. computer-based reproductions.
  - c. professional architectural firms.
  - d. indigenous culture.
- (p. 48)

136. Folk architecture can be described accurately by all of the following EXCEPT

- a. traditional.
  - b. functional.
  - c. conservative.
  - \*d. ornate.
- (p. 48)

137. Folk architecture is derived from the collective memory of what kind of people?

- a. archives/country
  - b. architects/rural
  - c. collective tradition/mountain
  - \*d. collective memory/traditional
- (p. 48)

138. The most basic structure constructed by people is the

- \*a. dwelling.
  - b. barn.
  - c. fort.
  - d. church.
- (p. 48)

139. The imprint of cultures on the land creates distinctive and characteristic

- \*a. cultural landscapes.
  - b. culture hearths.
  - c. cultural perception.
  - d. cultural environments.
- (p. 48)

140. Which of these is an example of a cultural landscape?

- \*a. a park area off an interstate
  - b. a coastal wetland
  - c. sand dunes in a desert
  - d. a stand of mangrove trees
- (p. 48)

*True/False*

141. "Architecture without architects" refers to folk buildings.

- \*a. True
  - b. False
- (p. 48)

### **Folk Housing in North America**

*Multiple-Choice*

142. Why are traditional/folk Yankee houses so large?

- a. A large home was a sign of prestige and social class.
  - \*b. Cold New England winters forced much work to be done indoors.
  - c. Animals were kept and fed inside.
  - d. Large houses were easier to defend from attack.
- (p. 49)

143. Folk houses in the Upland South were made of

- \*a. logs.
  - b. adobe.
  - c. cement.
  - d. canvas.
- (p. 49)

144. A log home with two rooms with a fireplace in between is a

- a. dogtrot.
  - b. shotgun.
  - \*c. saddlebag.
  - d. Cape Cod.
- (p. 49)

145. A log home of two rooms connected by an open-air passageway is a

- \*a. dogtrot.
  - b. shotgun.
  - c. saddlebag.
  - d. Cape Cod.
- (p. 49)

146. Which was NOT a style of folk house commonly built in New England?

- a. upright and wing
  - b. Cape Cod
  - \*c. dogtrot
  - d. New England large
- (pp. 48–49)

147. A shotgun house is best described as

- a. high and wide.
  - \*b. long and narrow.
  - c. small and tall.
  - d. large and spacious.
- (pp. 48–49)

148. Which was a feature of the Québec French farmhouse?

- a. a breezeway connecting two rooms
- b. a flat roof
- \*c. a summer kitchen closed off in winter

d. single-story construction  
(p. 49)

149. The folk houses of Québec are commonly made of

- a. wood.
  - \*b. stone.
  - c. adobe.
  - d. metal.
- (p. 49)

150. Which is NOT a characteristic of the Ontario farmhouse?

- a. one and a half stories high
  - b. made of brick
  - c. gabled front dormer window
  - \*d. kitchen housed in a separate outbuilding
- (p. 49)

151. Which type of house is an example of an African American folk dwelling?

- a. saddlebag
  - b. dogtrot
  - c. Ontario
  - \*d. shotgun
- (pp. 48–49)

152. Which of the following associations is/are correct?

- 1) dogtrot/Upland South
- 2) bell-cast/Acadian
- 3) shotgun/African-American
- 4) notched log/Upland South
- 5) Creole/Quebec

- a. 1 only
  - \*b. 1, 3, and 4
  - c. 2 and 5
  - d. 2, 3, and 5
- (pp. 48–49)

153. A folk house that is of half-timbered construction, has a central chimney, and a built-in porch is the Acadian

- a. saddlebag house.
  - b. dogtrot house.
  - c. shotgun house.
  - \*d. Creole cottage.
- (p. 49)

*True/False*

154. Folk architecture is a relict form on the cultural landscape of North America.

- \*a. True
  - b. False
- (p. 49)

### **Folk Housing in Sub-Saharan Africa**

*Multiple-Choice*

155. In eastern and southern Africa, most homesteads take the form of a

- a. midgin.
  - \*b. kraal.
  - c. santrock.
  - d. penumbra.
- (p. 50)

156. Which is NOT a typical feature of the African kraal?

- a. a main house
  - b. a detached cooking space
  - c. smaller buildings for livestock
  - \*d. an outbuilding for receiving visitors
- (p. 50)

157. In kraal houses of eastern and southern Africa, what holds the logs together?

- a. cement
  - \*b. clay and animal dung
  - c. mud
  - d. reeds
- (p. 50)

158. Houses of the Ndebele region in Africa are noted for their



- a. indoor plumbing.
  - b. multiple stories.
  - \*c. brightly colored walls.
  - d. huge size.
- (pp. 50–51)

159. The kraal is a form of rural family homesteads in

- a. North Africa and Southwest Asia.
  - b. Central America.
  - \*c. East Africa and Southern Africa.
  - d. West Africa and North Africa.
- (p. 50)

### **Landscapes of Popular Culture**

#### *Multiple-Choice*

160. The world's largest shopping mall is located in

- a. Minneapolis, Minnesota.
  - b. Paramus, New Jersey.
  - \*c. Edmonton, Alberta.
  - d. London, England.
- (p. 52)

161. In their study of a landscape of consumption, geographers John Jakle and Richard Mattson have shown that there are five stages in commercial strip evolution. When drive-in trade proliferates, what declines sharply?

- a. commercial activity
  - b. agriculture
  - c. religious activity
  - \*d. residential use
- (pp. 51–52)

#### *True/False*

162. The landscape of popular culture remains relatively stable from year to year and decade to decade.

- a. True
- \*b. False

(p. 51)

163. Perhaps no landscape of consumption is more reflective of popular culture than the indoor shopping mall.

- \*a. True
- b. False

(p. 52)

164. According to John Jakle and Richard Mattson, the evolution of commercial strips is a five-step process.

- \*a. True
- b. False

(pp. 51–52)

### **Leisure Landscapes**

#### *Multiple-Choice*

165. The primary goal of a leisure landscape is

- a. employment.
- \*b. entertainment.
- c. conservation.
- d. ecotourism.

(p. 52)

166. All of the following are commonly found in amenity landscapes EXCEPT

- a. bodies of water.
- b. trees.
- c. mountains.
- \*d. slums.

(p. 52)

167. Which of these is NOT a “leisure landscape”?

- \*a. the French Riviera
- b. West Edmonton Mall
- c. Colonial Williamsburg
- d. Disney World

(pp. 52–53)

*True/False*

168. Reconstructed places, such as Williamsburg, Virginia, and Fort Louisbourg, Nova Scotia, can be considered both leisure landscapes and landscapes of consumption.

- \*a. True
  - b. False
- (p. 52)

169. Many leisure landscapes are related to tourism.

- \*a. True
  - b. False
- (p. 52)

### **Elitist Landscapes**

#### *Multiple-Choice*

170. A good example of an elitist landscape is

- \*a. Beverly Hills, California.
  - b. the Bronx, New York.
  - c. the former Cabrini Green in Chicago.
  - d. Newark, New Jersey.
- (p. 53)

171. Which is NOT a feature of the gentleman farm of the American Kentucky Bluegrass Basin?

- a. an elaborate entrance gate
  - b. wooden fences painted white or black
  - \*c. a remote location in the deep suburbs or rural area
  - d. a network of driveways and pasture roads
- (p. 54)

172. At the top of the hierarchy of the landscapes of popular cultures is the

- a. leisure landscape.
  - b. landscape of consumption.
  - \*c. elitist landscape.
  - d. amenity landscape.
- (pp. 53–54)

173. The French Riviera is best described as a(n)

- \*a. elitist landscape.
  - b. gentleman farm.
  - c. landscape of consumption.
  - d. amenity landscape.
- (p. 53)

174. All of the following parts of the United States are known for their gentleman farms EXCEPT

- a. eastern Long Island, New York.
  - b. the inner Bluegrass Basin of north-central Kentucky.
  - c. the Virginia Piedmont west of Washington, D.C.
  - \*d. the Green and White Mountains of New Hampshire and Vermont.
- (p. 54)

175. Which of the following is NOT a feature of the typical gentleman farm?

- a. wooden fences
  - \*b. a subtle, hidden entrance gate
  - c. a large, elegant house
  - d. a pond
- (p. 54)

*True/False*

176. A “gentleman farm” is an elitist landscape.

- \*a. True
  - b. False
- (p. 54)

### **The American Popular Landscape: The Cult of Bigness?**

*Multiple-Choice*

177. According to David Lowenthal, which of the following is NOT one of the main characteristics of the popular landscape of the United States?

- a. the cult of bigness
- b. an emphasis on individual features at the expense of aggregates
- \*c. the preeminence of form over function
- d. “casual chaos”

(p. 54)

*True/False*

178. David Lowenthal argues that Americans tend to see their cultural landscape as unfinished.

\*a. True

b. False

(p. 54)

179. David Lowenthal believes that American popular culture seems to have produced a built landscape that stresses bigness and utilitarianism.

\*a. True

b. False

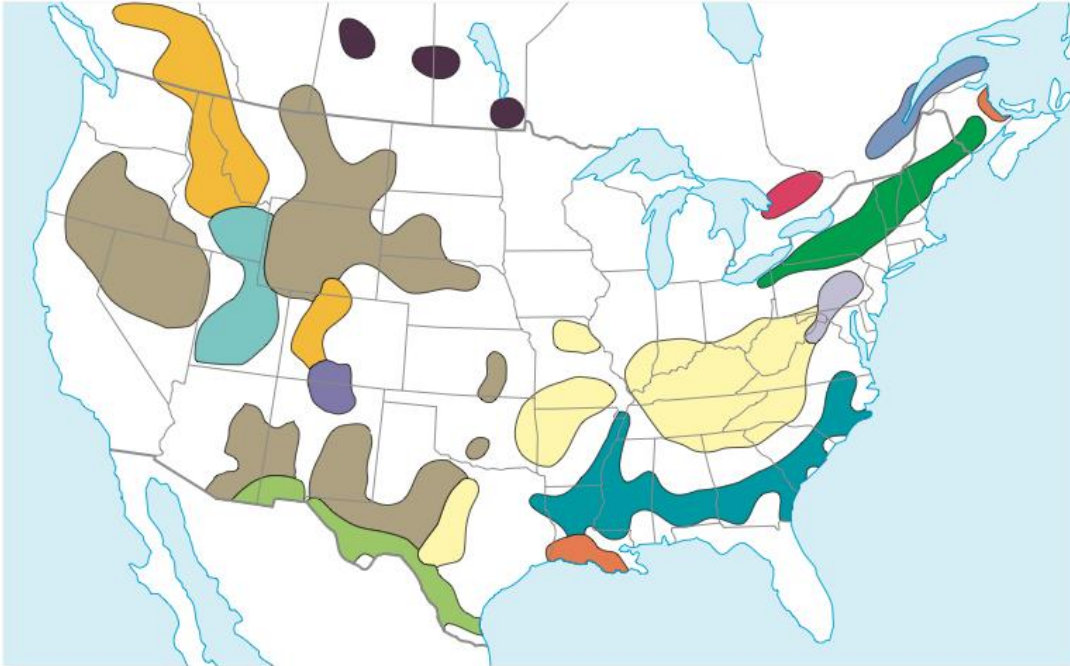
(p. 54)

### **Map and Graphical Analysis**

Use the following figure to answer Questions 180 and 181.

#### **Figure 2.1**

#### **Folk Culture Survival Regions**



180. According to the map, which of the following U.S. states is NOT home to a folk culture survival region?

- a. North Dakota
  - \*b. Minnesota
  - c. Pennsylvania
  - d. Kansas
- (p. 30)

181. According to the map, a folk culture survival region can be found in which of the following U.S. states?

- a. Iowa
  - b. New Jersey
  - c. Michigan
  - \*d. Montana
- (p. 30)

Use the following figure to answer Questions 182–184.

**Figure 2.3**  
**A Multilevel Barn**



Photo: Terry G. Jordan-Bychkov

182. In which U.S. state would you be most likely to find the type of barn shown in the photo?

- a. Maine
  - \*b. Pennsylvania
  - c. Kansas
  - d. Nebraska
- (p. 32)

183. The type of barn shown in this photo is of \_\_\_\_\_ origin.

- a. German
  - b. Italian
  - \*c. Swiss
  - d. Swedish
- (p. 32)

184. Which statement about the photo shown here is NOT correct?

- a. The projecting part of the barn is called a forebay.
  - b. This type of architecture is of Swiss origin.
  - \*c. This type of barn is most likely to be found in Missouri.
  - d. Its presence on the landscape marks the current or former existence of a folk culture.
- (p. 32)

Use the following figure to answer Questions 185 and 186.

**Figure 2.4**  
**A Graveyard**



Photo: Terry G. Jordan-Bychkov

185. The type of graveyard shown here is likely the burial site of which group of people?

- a. Jews
  - b. Italians
  - \*c. African-Americans
  - d. Latinos
- (p. 33)



186. Which of the following statements is NOT true of the graveyard shown here?

- \*a. It is more likely to be found in the northern United States than in the southern United States.
  - b. All grass has been removed from the graveyard.
  - c. The landscape shown here is an African-American custom.
  - d. In the folk region in which this landscape is found, you are also likely to find banjos and head kerchiefs worn by women.
- (p. 33)

Use the following figure to answer Questions 187 and 188.

**Figure 2.6b**

**A Business Landscape**



Photo: H. Mark Weidman Photography/Alamy

187. Which concept developed by Edward Relph is illustrated in this photo?

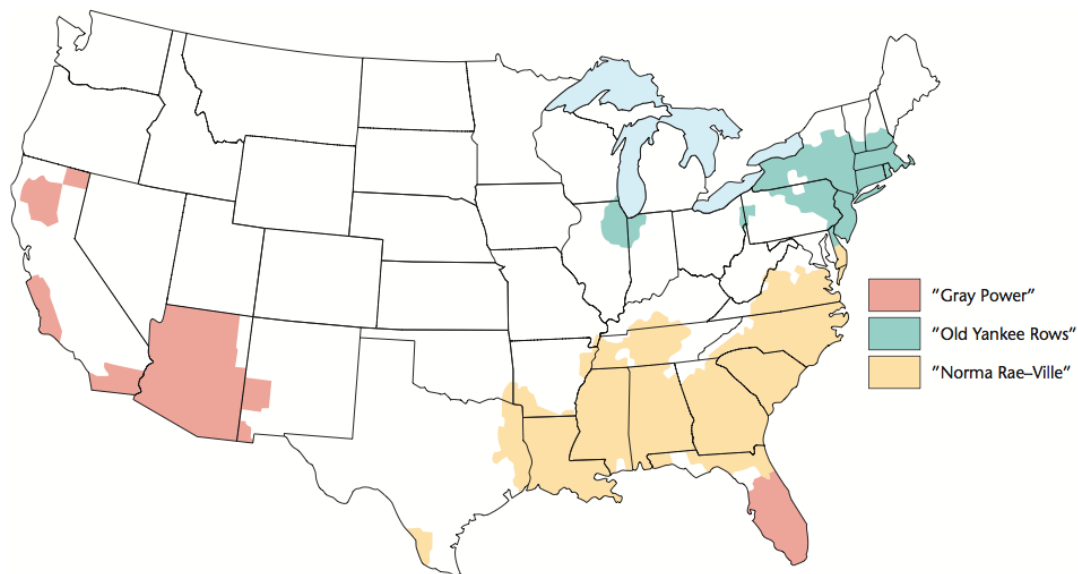
- a. local consumption culture
  - b. leisure landscape
  - c. vernacular culture region
  - \*d. placelessness
- (p. 34)

188. The overall phenomenon responsible for the landscape shown in this photo is

- \*a. the influence of a continental or worldwide popular culture.
  - b. the tendency for amenity landscapes to be located in downtown, easily accessible areas.
  - c. the lower mobility of people in an era of globalization.
  - d. the presence of thriving folk cultures in large swaths of the United States and Canada.
- (p. 34)

Use the following figure to answer Questions 189 and 190.

**Figure 2.8**  
**Weiss's Lifestyle Clusters**



189. According to Michael Weiss, which of the following is NOT a likely characteristic of people in Georgia and Alabama?

- a. They are non-union factory workers.
- b. They consume twice as much canned stew as the national average.
- \*c. They enjoy bowling and ice hockey.
- d. They have trouble earning a living.

(p. 35)

190. According to Michael Weiss, which of the following is NOT a likely characteristic of people living in New Jersey, New York, and Connecticut?

- a. They live in older ethnic neighborhoods.
- \*b. They live in upper-middle-class retirement areas.
- c. They typically have high school educations.
- d. They are three times as likely as the average American to live in row houses or duplexes.

**Figure 2.10a**  
**Foodways**



Photo: ZUMA Wire Service/Alamy

191. Suppose you visit a restaurant and are served the food shown in the photo. In which U.S. city are you likely located?

- a. New York
- b. Boston
- c. San Francisco
- \*d. Chicago

(p. 37)

**Figure 2.10d**  
**Foodways**



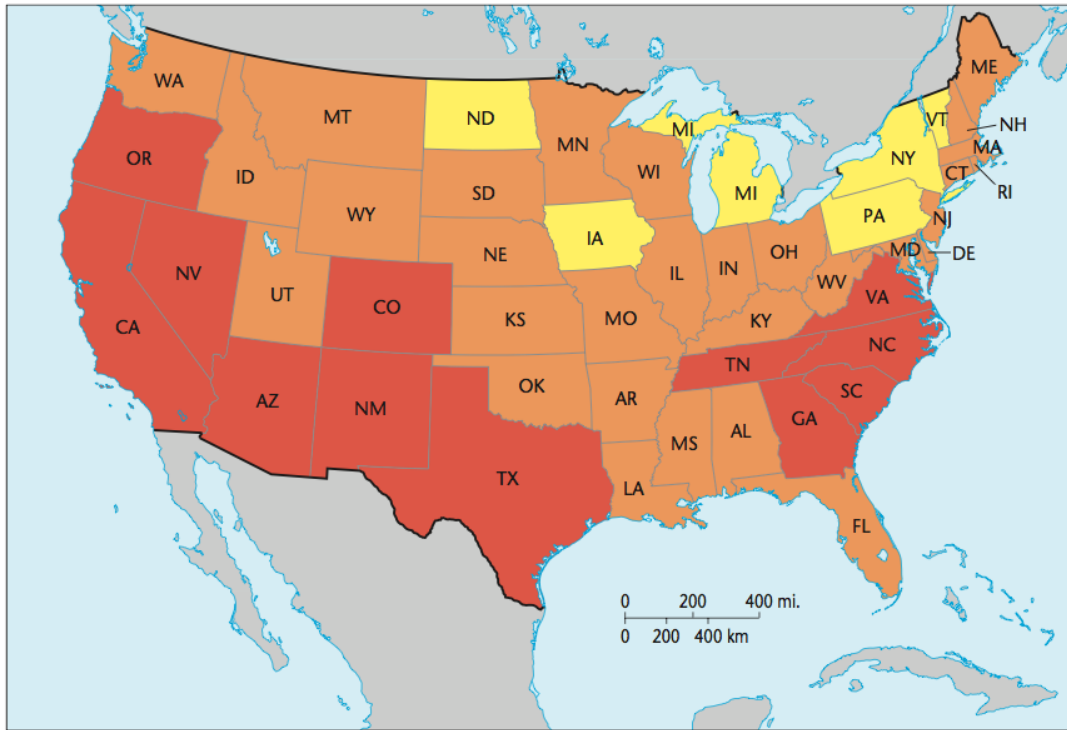
(d)

Photo: Og-vision/Dreamstime.com

192. Suppose you visit a restaurant in the region in which the food shown in the photo has long been popular. In which region of the United States are you most likely located in?

- a. Manhattan
  - \*b. New England
  - c. the Midwest
  - d. the Southwest
- (p. 37)

**Figure 2.11**  
**Fast-Food Expenditures by State, 2007**



Fast-food expenditures per capita, 2007

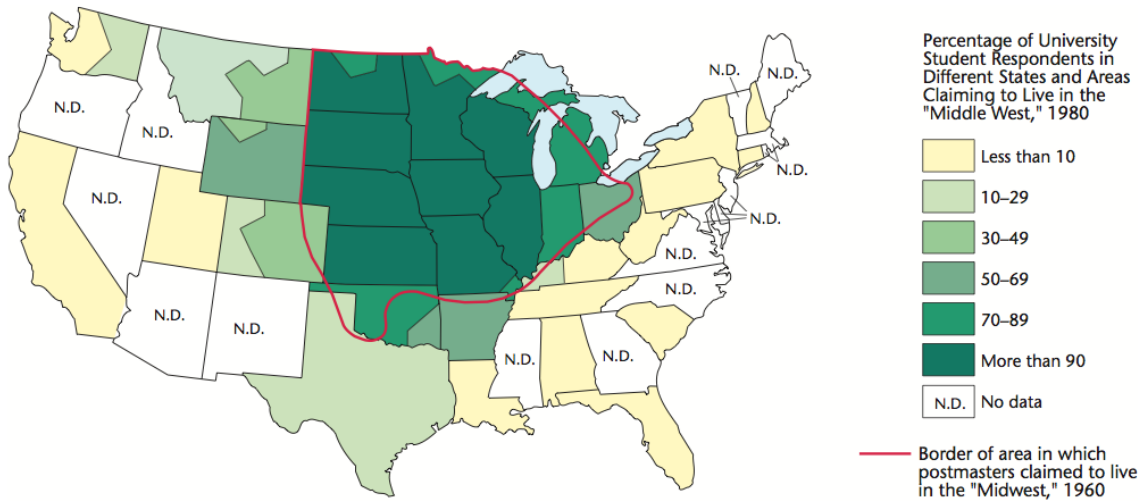


193. Based on the map, which state do you think is most likely to have a problem with obesity?

- a. North Dakota
  - \*b. Georgia
  - c. Michigan
  - d. Iowa
- (p. 38)

Use the following figure to answer Questions 194 and 195.

**Figure 2.14**  
**The Middle West or Midwest**



194. Based on the map shown here, which state is least likely a part of the U.S. Midwest, as perceived by its residents?

- a. Iowa
  - b. Nebraska
  - \*c. Texas
  - d. Illinois
- (p. 39)

195. The map here represents an effort to define a(n)

- a. elitist landscape.
  - b. amenity landscape.
  - c. folk culture region.
  - \*d. vernacular culture region.
- (p. 39)

**Figure 2.17**  
**A McDonald's Opens in Moscow**



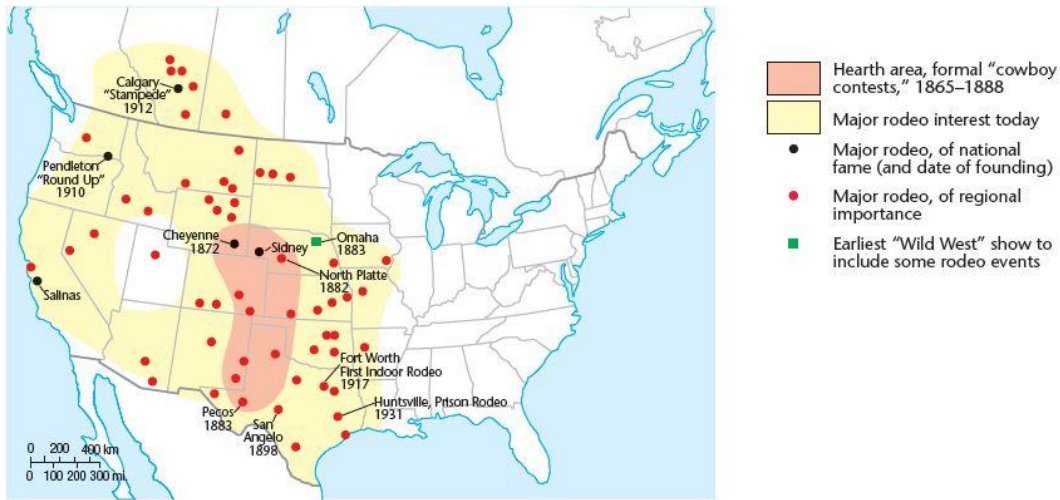
Photo: Terry G. Jordan-Bychkov

196. Suppose that residents of Moscow, unhappy about the opening of another McDonald's in the Russian capital, decide to open several restaurants near the new McDonald's. These new restaurants serve traditional Russian foods and beverages. The opening of the traditional restaurants represents

- \*a. consumer nationalism.
  - b. an amenity landscape.
  - c. a new foodway.
  - d. a unique nonmaterial culture.
- (p. 41)

Use the following figure to answer Questions 197–199.

**Figure 2.18**  
**Origin and Diffusion of the American Commercial Rodeo**



197. According to the map, which U.S. state was NOT part of the original hearth area for the American rodeo?

- a. Nebraska
  - \*b. Montana
  - c. Wyoming
  - d. New Mexico
- (p. 43)

198. Which of the following cities was NOT home to a major rodeo of international fame?

- a. Cheyenne
  - b. Calgary
  - c. Salinas
  - \*d. Omaha
- (p. 43)

199. The earliest Wild West show to include some rodeo events took place in \_\_\_\_\_ in \_\_\_\_\_.

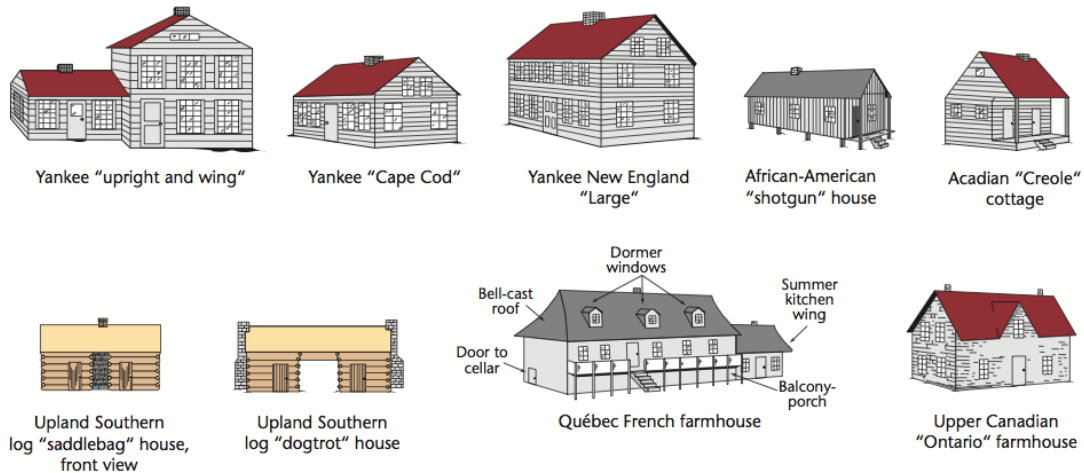
- a. Wyoming, 1872
  - \*b. Nebraska, 1883
  - c. Texas, 1898
  - d. Alberta, 1912
- (p. 43)



Use the following figure to answer Questions 200–202.

**Figure 2.22**

**Selected Folk Houses**



200. The "upright and wing" and "Cape Cod" houses pictured here are most likely to be found in which region of the United States?

- a. the Middle Atlantic region
- \*b. New England
- c. the South
- d. the Midwest

(p. 48)

201. The Acadian "Creole" cottage pictured here is most likely to be found in which U.S. state?

- a. Florida
- b. Mississippi
- c. Texas
- \*d. Louisiana

(p. 48)

202. The two houses pictured here most likely to be found north of the U.S. border are the

- a. upright and wing and the Acadian Creole cottage.
- b. dogtrot house and the saddlebag house.
- \*c. French farmhouse and the Ontario farmhouse.
- d. New England large and the shotgun house.

(p. 48)

**Figure 2.23**  
**A House in the Upland Southern Folk Region**



Photo: Terry G. Jordan-Bychkov

203. The type of house pictured here is a(n)

- a. saddlebag house.
  - \*b. dogtrot house.
  - c. upright and wing.
  - d. shotgun house.
- (p. 49)

**Figure 2.24a**  
**Folk Housing**



Photo: Terry G. Jordan-Bychkov

204. The type of house shown in this photo is a(n)

- \*a. Quebec French farmhouse.
  - b. Yankee New England large house.
  - c. Yankee upright and wing house.
  - d. African-American shotgun house.
- (p. 50)

**Figure 2.24b**  
**Folk Housing**



(b)

Photo: Terry G. Jordan-Bychkov

205. The type of house shown in this photo is a(n)

- a. Quebec French farmhouse.
  - \*b. Yankee New England large house.
  - c. Yankee upright and wing house.
  - d. African-American shotgun house.
- (p. 50)

**Figure 2.24c**  
**Folk Housing**



Photo: Terry G. Jordan-Bychkov

206. The type of house shown in this photo is a(n)

- a. Quebec French farmhouse.
  - b. Yankee New England large house.
  - \*c. Yankee upright and wing house.
  - d. African-American shotgun house.
- (p. 50)

**Figure 2.24d**  
**Folk Housing**



Photo: Terry G. Jordan-Bychkov

207. The type of house shown in this photo is a(n)

- a. Quebec French farmhouse.
  - b. Yankee New England large house.
  - c. Yankee upright and wing house.
  - \*d. African-American shotgun house.
- (p. 50)

**Figure 2.26**  
**Housing**



Photo: Ariadne Van Zandbergen/Alamy.

208. The type of dwelling shown in this photo is most likely to be found in

- a. East Asia.
  - \*b. Africa.
  - c. the southern United States.
  - d. India.
- (p. 51)