

Today

- ‡ What makes culture?
- ‡ Does it *exist*?
- ‡ How does place influence this?
- ‡ Can different cultures exist in the same place?

Parts of culture

- ‡ **Material culture** – the side of culture concerned with “things”




Parts of culture

- ‡ **Non-material culture** – Beliefs, morals, myths, history
 - ◆ The Bill of Rights
 - ◆ Santa Claus



Folk culture

- ‡ Rural people
- ‡ Cohesive
- ‡ Order maintained through religion or family
- ‡ Attached to place



Popular culture

- ‡ More opportunity for **individualism**
- ‡ Family structure **weak**
- ‡ Examples of **outside** influences
- ‡ **Secular** institutions of authority
- ‡ Less attachment to **place**



Indigenous culture

- ‡ People inhabiting the land before the moment of conquest/colonization
 - ◆ A political term recognized by the United Nations (UN) and the International Labor Organization (ILO)



Difference

- ‡ The world is comprised of many cultures
 - ◆ They're bound to all differ in some form...



Difference

You don't have to go across the world to see difference...

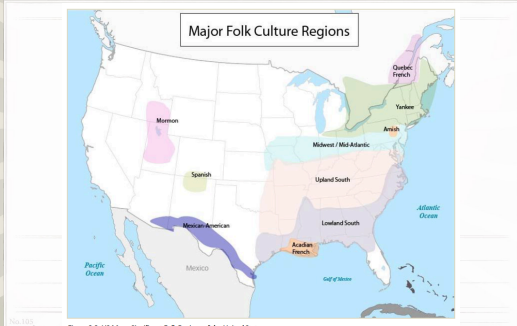


Geography or geographies?

We should think in terms of "geographies"

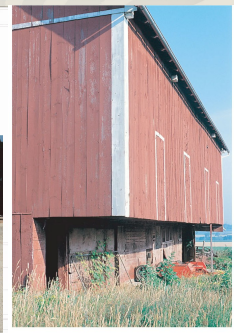
- ◆ **Everyone sees the world differently**
- ◆ Gender differences
 - ‡ Victoria's Secret
- ◆ Mobility

Regions of difference



Material landscapes

Housing and building styles



Regions of pop culture

- ‡ **Placelessness**
- ‡ **Rootedness**
- ‡ *Does the homogenous spread of McDonalds mean we have no pop culture regions?*

The same?



Folk & Popular Music

- ‡ American music a hybrid of European and African styles
- ‡ **Memphis & Elvis**
 - Graves argues that Presley's childhood in Memphis situated him to launch rock and roll
 - ‡ Carl Perkins, Johnny Cash, Jerry Lee Lewis too
- ‡ [Big Boy Crudup/That's All Right](#)
- ‡ [Elvis/That's All Right](#)
- ‡ [Bill Monroe/Blue Moon of Kentucky](#)
- ‡ [Elvis/Blue Moon of Kentucky](#)

Sports Geography

- ‡ Where people play sports
- ‡ Where sports originate



Sports Geography



Sports Geography



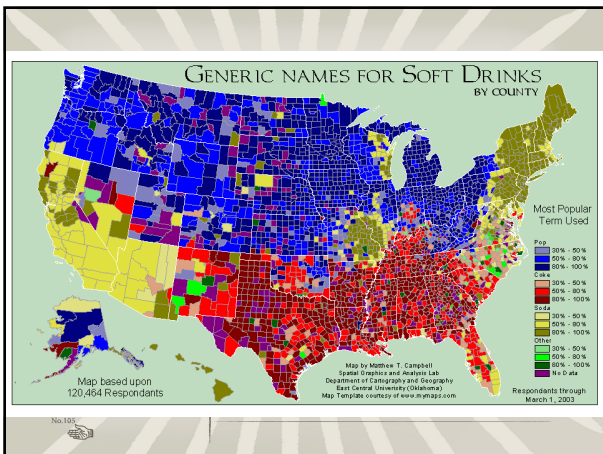
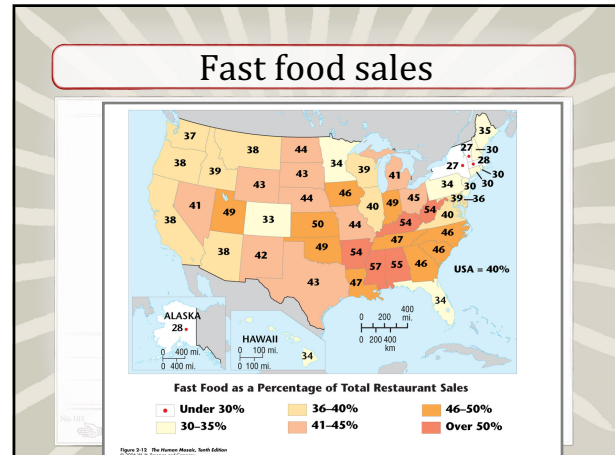
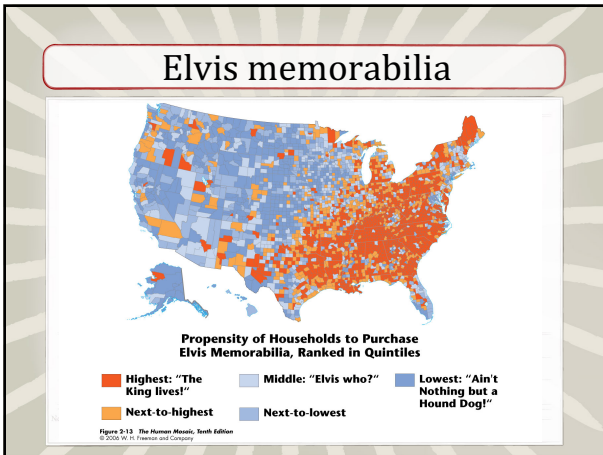
- Birth of Mountain Biking
- Marin County open spaces





Convergence hypothesis

- ‡ The idea that regional cultures will converge into one big culture
 - ◆ The regional cultures of the United States are collapsing into a national culture.
- ‡ *Could this happen?*
- ‡ *Has it happened?*

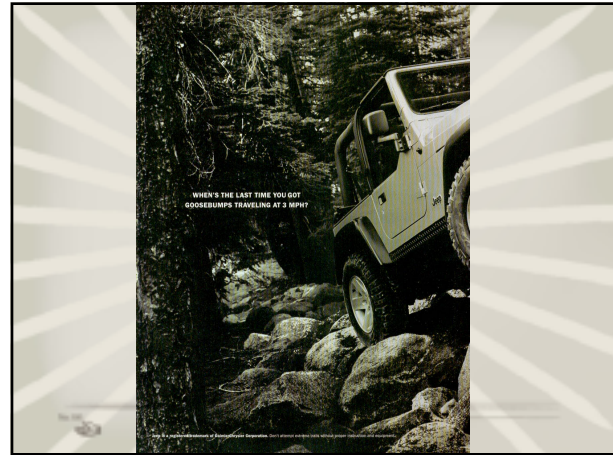


Pop culture diffusion

- ‡ Hierarchical?
 - ◆ McDonalds - Internationally in big cities
- ‡ Reverse hierarchical?
 - ◆ Wal-Mart - starts rural, then spreads to big cities
- ‡ Contagious?

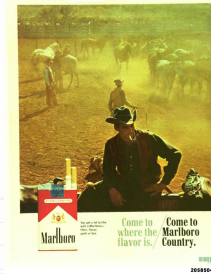
Advertising and diffusion

- ‡ The diffusion of culture may seem to lead to homogeneity...
- ‡ But **difference** and **sense of place** is often used to sell a product



Marlboro Man

- ‡ Christopher Salter
- ‡ Migrants to the city still see themselves as "rural" or at least, not purely urban.
- ‡ Escape



Marlboro Man

Not always the Marlboro Man...




Marlboro Man

- ‡ Image of the Marlboro Man appeals to the macho ideal of the American West
- ‡ The Frontier
- ‡ 1973 - became the most popular cigarette in the world




Marlboro Man



- ‡ Isolation
- ‡ Lack of human settlement
- ‡ Monumental setting
- ‡ Freedom
- ‡ "He seeks no one, nor does he appear to need anyone."

Marlboro Man

- ‡ "Exudes competence"
- ‡ Doesn't need technology.



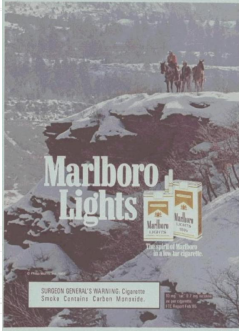
Marlboro Man

- ‡ Monumental landscapes




Marlboro Man

- ‡ Smoking "lights" are still tough...




Marlboro Man

- ‡ We want to live in Marlboro Country.
- ‡ But, according to Salter, **our desire is a myth...**
- ‡ "We covet the image. We avoid the reality."

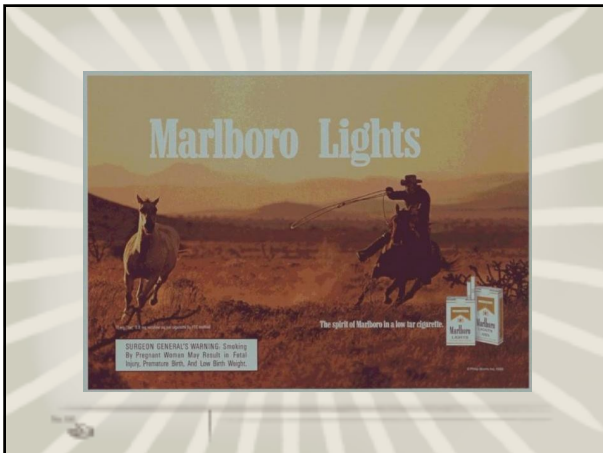


Marlboro Man

- ‡ The curse...
 - ◆ Salter holds that in pining for Marlboro Country, we fail to see the beauty of the “folk art” of the city.


Marlboro Man

- ‡ Originated from a shift in environmental perspective in the 1970s.
 - ◆ Natural landscape as pristine, untouched
 - ◆ Mining, dams, etc. are bad



Difference through parks

- ‡ The National Park system
 - ◆ Privileging the natural landscape...



Interaction & difference

Remember the convergence hypothesis?

- ◆ Like diffusion, would interaction lead to more or less difference?

Interaction & difference

- ‡ Gay enclaves
 - ◆ San Francisco, Key West
- ‡ Retirement communities
 - ◆ Sun City, AZ



Landscapes of difference

- ‡ Specific landscapes for specific use
 - ◆ How are tourist landscapes different?
 - ◆ How do you know if you are in the bad part of town?
 - ‡ Steve Graves, Predatory lenders

Forced difference

Sometimes difference exists because a *hegemon* keeps it different.



Chinatown

- ‡ Authentic?
- ‡ Simply the result of the Chinese immigrating to a city?
- ‡ Reading the landscape – the landscape tells us something about its inhabitants...

Vancouver's Chinatown

- ‡ Kay Anderson
- ‡ Chinatown was constructed in a **literal & figurative** sense





Vancouver's Chinatown

- ‡ Chinese workers arrived with Europeans at the time of the gold rush (1858)
 - ◆ Discrimination policies
 - ◆ Pre-formed images – racial/ethnic discourse
 - ◆ Violence



Vancouver's Chinatown

- ‡ Concentration of Chinese immigrants
- ‡ Whites viewed Chinese as leading to moral & physical decay
 - ◆ *Unsanitary*
 - ◆ *Vice*



Vancouver's Chinatown

- ‡ Plenty of “unsanitary” conditions found in Vancouver,
 - ◆ but thought “natural” for the Chinese




Vancouver's Chinatown

- ‡ Chinatown became a center for “evil”
 - ◆ Opium dens
 - ‡ Although the Chinese were pushing for tougher drug laws...



Vancouver's Chinatown

- ‡ Chinatown became a center for “evil”
 - ◆ Prostitution
 - ‡ Although the white residents pushed white prostitutes into the boundaries of Chinatown...

Vancouver's Chinatown

- ‡ Not a unique culture, but rather the result of hegemonic control
 - ◆ “The power to define”






Figure 2. “The Unanswerable Argument” 1907.


Vancouver's Chinatown

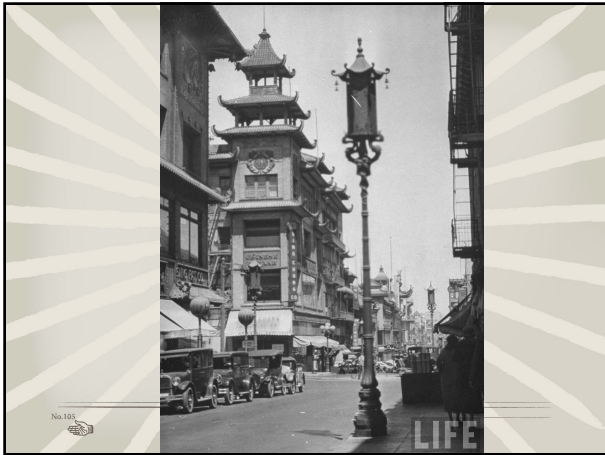
- ‡ Shift in identity
 - ◆ Now seen as a tourist attraction where non-Chinese can see China without going there.
- ‡ What happened?



Vancouver's Chinatown


- ‡ Depression era
 - ◆ New racial & class relations formed.
- ‡ “... a process of realization that the exoticism of Chinatown was not so much dangerous as it was an economic opportunity” (Mitchell 2000).



Vancouver's Chinatown

‡ Not a “place of evil” → an “ancient civilization”




Vancouver's Chinatown

‡ “...an arbitrary classification of space, a regional-ization that has belonged to European society.”

‡ **Creating & reinforcing difference**



Next Time

‡ Space & Place

