

GLOBAL
EDITION



The Cultural Landscape

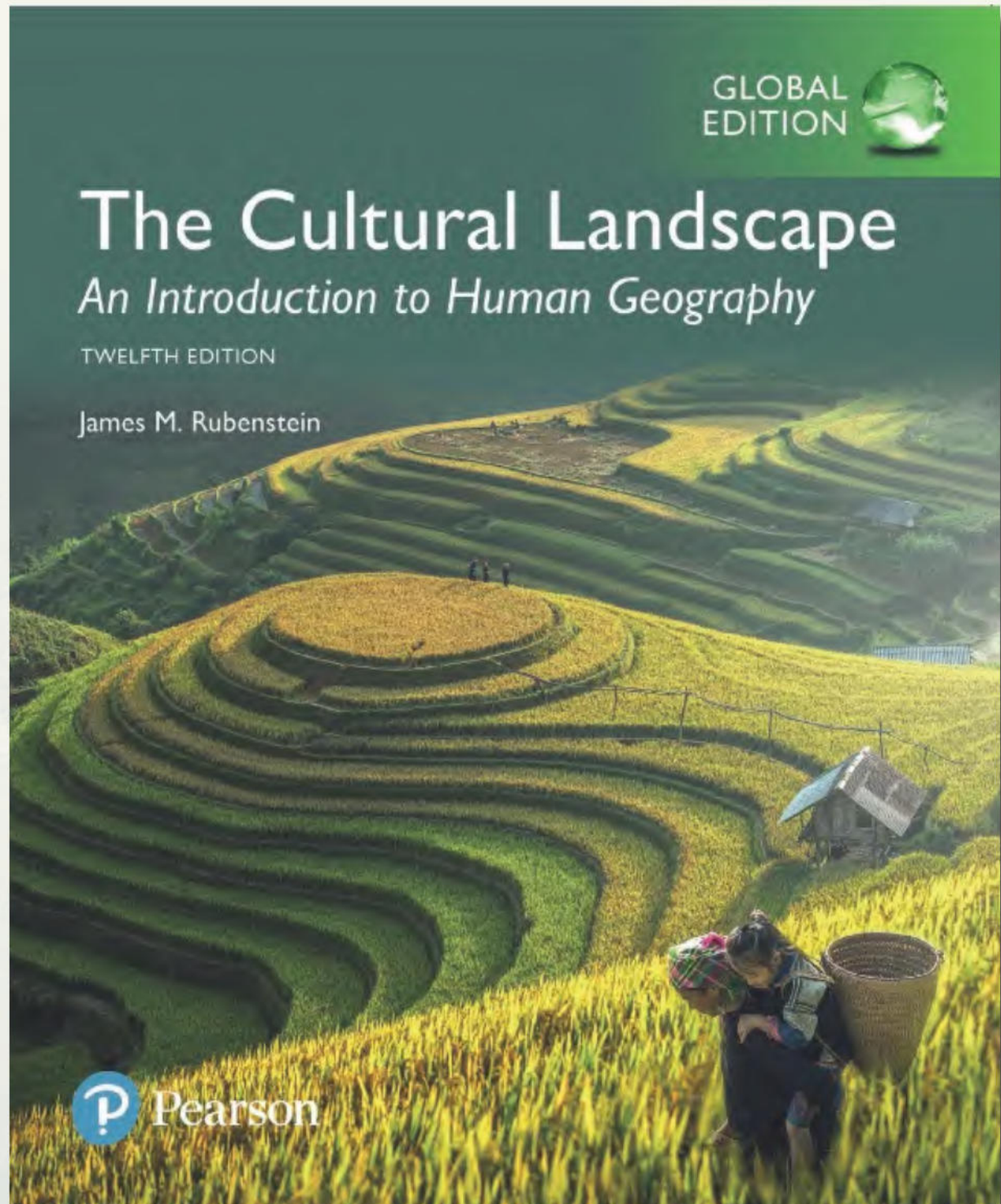
An Introduction to Human Geography

TWELFTH EDITION

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Strengthens Students' Connection to Geography
through Active, Discovery-Based Learning



SUSTAINABILITY & OUR ENVIRONMENT

Golf Courses

The modern game of golf originated as a folk custom in Scotland in the fifteenth century or earlier and diffused to other countries during the nineteenth century. In this respect, the history of golf is like that of soccer, described earlier in this chapter. Early Scottish golf courses were primarily laid out on sand dunes adjacent to bodies of water.

Largely because of golf's origin as a local folk custom, golf courses in Scotland do not modify the environment to the same extent as those constructed in more recent years in the United States and other countries, where hills, sand, and grass are imported, often with little regard for local environmental conditions (Figure 4-46). The severe drought in the U.S. West in recent years

has brought into question the environmental sustainability of using scarce water supplies for golf courses. Around Las Vegas, Nevada, for example, golf courses account for 20 percent of water usage.

Modern golf also departs from its folk culture roots by being an economically unsustainable sport to play in most places because of high cost.



(a)



(b)

▲ **FIGURE 4-46 SCOTLAND AND U.S. GOLF COURSES** (a) Scotland's Royal Troon Golf Club was built into a seaside dune with little alteration of the landscape. (b) Bear's Best Course, located in the desert near Las Vegas, Nevada, uses much of the region's scarce water supplies to create grassy fairways and greens.

Diffusion of some popular customs increases demand for animal products, ranging from rare wildlife to common domesticated animals. Some animals are killed for their skins, which can be shaped into fashionable clothing and sold to people living thousands of kilometers from the animals' habitat. The skins of the mink, lynx, jaguar, kangaroo, and whale have been heavily consumed for various articles of clothing, to the point that the survival of these species is endangered. This makes unsustainable the ecological systems of which the animals are members. Folk culture may also encourage the use of animal skins, but the demand is usually smaller than for popular culture.

Increased meat consumption in popular culture has not caused extinction of cattle and poultry; we simply raise more. But animal consumption is an inefficient way for people to acquire calories: It is 90 percent less efficient than if people simply ate grain directly. To produce 1 kilogram (2.2 pounds) of beef sold in the supermarket, nearly 10 kilograms (22 pounds) of grain are consumed by the animal. For every kilogram of chicken, nearly 3 kilograms (6.6 pounds)

of grain are consumed by the fowl. This grain could be fed to people directly, bypassing the inefficient meat-production step. With a large percentage of the world's population undernourished, some question the inefficient use of grain to feed animals for eventual human consumption.

CHECK-IN KEY ISSUE 4

Why Do Folk and Popular Culture Face Sustainability Challenges?

- ✓ Folk culture faces loss of traditional values in the face of rapid diffusion of popular culture.
- ✓ Popular culture can cause two environmental concerns: pollution of the landscape and depletion of scarce resources.

Summary & Review

KEY ISSUE 1

Where are folk and popular leisure activities distributed?

Culture can be divided into folk and popular culture. Folk culture is traditionally practiced primarily by small, homogeneous groups living in isolated rural areas. Popular culture is found in large, heterogeneous societies that share certain habits despite differences in other personal characteristics. Folk culture is transmitted relatively slowly and primarily through relocation diffusion. Popular culture typically diffuses rapidly through a process of hierarchical diffusion.

THINKING GEOGRAPHICALLY



1. In what ways does age affect the distribution of leisure activities in folk or popular culture?

▲ **FIGURE 4-47 FOLK LEISURE CULTURE AND AGE** Older man plays boules (also known as pétanque and bocce), Provence, France.

KEY ISSUE 2

Where are folk and popular material culture distributed?

Material elements of folk culture typically have unknown or multiple origins among groups living in relative isolation, and they diffuse slowly to other locations through the process of relocation diffusion. Popular clothing, food, and shelter vary more in time than in place.

THINKING GEOGRAPHICALLY



2. In what ways might gender affect the diffusion of material culture in folk or popular culture?

▲ **FIGURE 4-48 POPULAR MATERIAL CULTURE AND GENDER** What do you typically wear to class?

KEY ISSUE 3

Why is access to folk and popular culture unequal?

Popular culture diffuses rapidly around the world in the twenty-first century primarily through electronic media. TV is by far the world's most important electronic media format. The Internet and social media appear to be following similar patterns of diffusion. Access to electronic media is not equal around the world, and in many places governments are trying to prevent or limit access to what is available.

THINKING GEOGRAPHICALLY



3. Why do many governments consider it important to limit the freedom to use social media?

▲ **FIGURE 4-49 PROTESTING CHINA'S INTERNET CENSORSHIP** A woman wears a monitor to protest internet censorship in China, in front of an international computer expo in Hanover, Germany.

KEY ISSUE 4

Why do folk and popular culture face sustainability challenges?

Elements of folk and popular culture face challenges in maintaining identities that are sustainable into the future. For folk culture, the challenges are to maintain unique local landscapes in an age of globalization. For popular culture, the challenges derive from the sustainability of practices designed to promote uniform landscapes.

THINKING GEOGRAPHICALLY



4. What types of folk customs might be able to be communicated through social media?

▲ **FIGURE 4-50 FOLK CULTURE MEETS POPULAR CULTURE** Amish boy uses a computer.

KEY TERMS

Acculturation (p. 170) The process of adjustment to the dominant culture.

Assimilation (p. 170) The process of giving up cultural traditions and adopting the social customs of the dominant culture of a place.

Custom (p. 144) The frequent repetition of an act, to the extent that it becomes characteristic of the group of people performing the act.

Folk culture (p. 144) Culture traditionally practiced by a small, homogeneous, rural group living in relative isolation from other groups.

Habit (p. 144) A repetitive act performed by a particular individual.

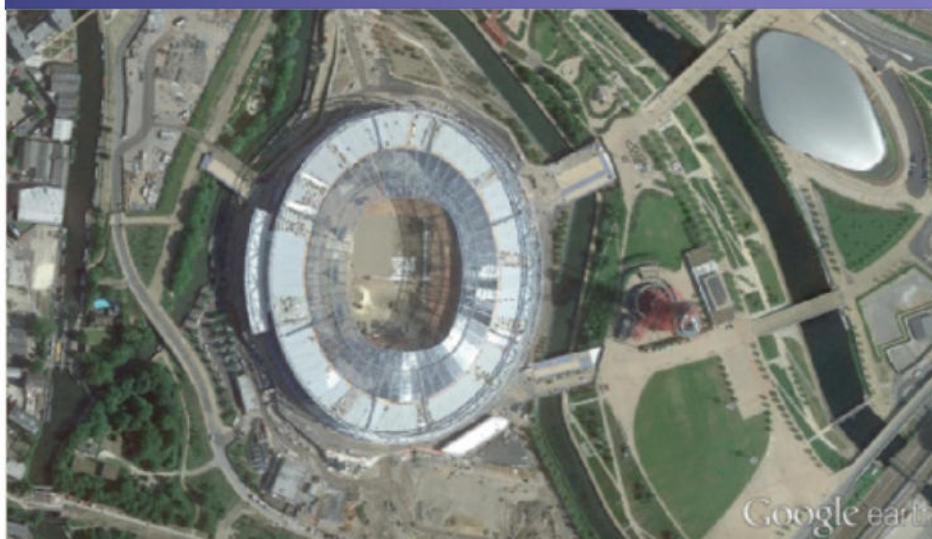
Popular culture (p. 144) Culture found in a large, heterogeneous society that shares certain

habits despite differences in other personal characteristics.

Taboo (p. 159) A restriction on behavior imposed by social custom.

Terroir (p. 158) The contribution of a location's distinctive physical features to the way food tastes.

EXPLORE



Use **Google Earth** to explore the place in London where the 2012 Summer Olympics were held.

1. Fly to *Olympic Stadium, London*.
2. Click *Historical Imagery*. Move the time slider to 9/1999. What sort of structures occupied the site of the stadium then?
3. Click *More*, then *Transportation*. Zoom

out until you see the nearest subway station. What is the straight-line distance from the station to the stadium? What feature prevents walking in a straight line from the station to the stadium?

4. Click *View in Google Maps*. What is the function of the football-shaped building immediately to the east of the stadium?

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5

Languages

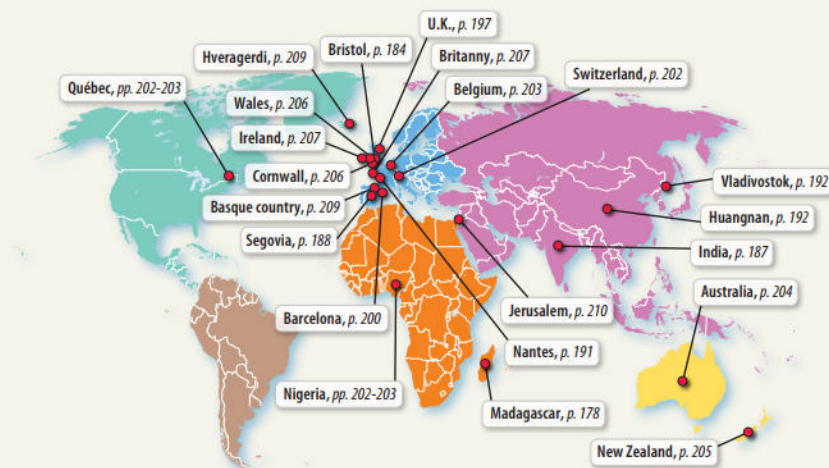
Language is an important part of culture. It is an important means through which people express their social and cultural identities across gender, ethnicity, class, age, sexuality, (dis)ability, geographical origin, and so on. Language is a source of pride to a people, a symbol of cultural unity. As a culture develops, language is both a cause of that development and a consequence.

English has achieved an unprecedented globalization because people around the world are learning it to participate in a global economy and culture. At the same time, people are trying to preserve local diversity in language because language is one of the basic elements of cultural identity.

Learning English in Malaysia.



LOCATIONS IN THIS CHAPTER

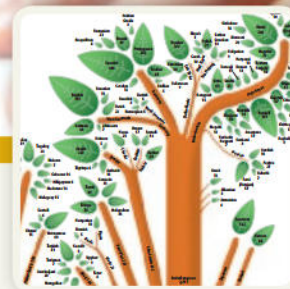


KEY ISSUES

1

Where Are the World's Languages Distributed?

Most languages can be classified as belonging to a family. Individual languages and language families cluster in distinctive *regions*.





2

Where Did English and Related Languages Originate and Diffuse?

People in two locations speak the same language because of migration from one of the locations to another. If the two groups have few *connections* with each other after the migration, the languages spoken by the two groups will begin to differ.



3

Why Do Individual Languages Vary Among Places?

Distinctive languages form as people migrate to new *places* and incorporate new words into their language while holding on to some words brought from their previous place of residence.



4

Why Do Local Languages Survive?

Languages display contradictory trends of *scale*. On the one hand, individual languages remain clustered in *space* as an expression of cultural identity. On the other hand, languages such as English have achieved unprecedented globalization because people around the world are learning them to participate in a global economy and culture.



Where Are the World's Languages Distributed?

- **Introducing Languages**
- **Language Families**
- **Two Largest Language Families**
- **Other Large Language Families**

LEARNING OUTCOME 5.1.1

Understand how languages are classified.

Language is a system of communication through speech, a collection of sounds that a group of people understands to have the same meaning. Language is an important part of culture, which, as shown in Chapter 1, has two main meanings—people's values and their tangible artifacts. Chapter 4 looked at the material objects of culture. This chapter and the next two discuss three traits that distinguish cultural values: language, religion, and ethnicity.

We start our study of the geographic elements of cultural values with language in part because it is the means through which other cultural values, such as religion and ethnicity, are communicated.

Introducing Languages

How many languages do you speak? If you are Dutch, you were required to learn at least two foreign languages in high school. For those of you who do not happen to be Dutch, the number is probably a bit lower.

Most people in the United States know only English. In the United States, only 8 percent of college students and

18 percent of high school students take a foreign language. In contrast, 69 percent of graduates from Dutch high schools have learned at least two foreign languages. Across Europe as a whole, 75 percent of elementary school students and 94 percent of high school students learn English.

LANGUAGE AND MIGRATION

The study of language follows logically from migration because the contemporary distribution of languages around the world is largely a result of past migrations of peoples. People in two locations speak the same language because of migration from one of the locations to another.

For example, the people of Madagascar (the large island off the east coast of Africa) speak a language belonging to the same family as the languages of most of Indonesia and the Philippines (Figure 5-1). The shared language family between Indonesia and Madagascar is strong evidence of migration a long time ago between these two places. Researchers have concluded that migrants sailed the 3,000 kilometers across the Indian Ocean from Indonesia to Madagascar approximately 2,000 years ago. Imagine sailing across 3,000 kilometers of ocean in tiny boats 1,500 years before Columbus sailed 6,000 kilometers across the Atlantic Ocean.

If the two groups have few connections with each other after the migration, the languages spoken by the two groups will begin to differ. After a long period without contact, the two groups will speak languages that are so different that they are classified as separate languages. The interplay between interaction and isolation helps explain the distribution of individual languages and entire language families.

PAUSE & REFLECT 5.1.1

What forms of power would have moved boats 2,000 years ago?

Language is like luggage: People carry it with them when they move from place to place. They incorporate new words into their own language when they reach new places, and they contribute words brought with them to the existing

► **FIGURE 5-1 AUSTRONESIAN LANGUAGES** The current distribution of Austronesian languages is a function of migration of Austronesian people in the past.

