

***Why Is Access to Folk and Popular Culture Unequal?***

Rubenstein, pp. 117-125

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1. In contrast to folk customs, popular customs diffuse \_\_\_\_\_ across the earth's surface to locations with a wide variety of \_\_\_\_\_. The principle obstacle to popular culture is lack of access to \_\_\_\_\_, lack of \_\_\_\_\_, and lack of \_\_\_\_\_, \_\_\_\_\_, and other \_\_\_\_\_.

2. Give two reasons for which television is an especially significant element of culture:

1)

2)

3a. What type of diffusion (refer to pages 26-27) is represented by the worldwide distribution of television set from the 1950's to 2005?

3b. How is this different than the diffusion of popular culture broadcast to the TVs? Explain how it is different using concepts of diffusion from pages 26 & 27.

4. Compare and contrast the diffusion of the Internet with the diffusion of television. (similarities and differences)

5. From 1995 to 2011, the U.S. share of Internet users has declined. Explain why.

6. How has India's use of technology (Twitter) been a change in the usual pattern of diffusion?

**• CHALLENGES FOR ELECTRONIC MEDIA**

7. Why do developing nations view television as a new source of cultural imperialism?

8a. What are the world's two largest newspaper organizations? Who owns them?

8b. How is news media different in most of Africa and Asia than in Western democracies?

9. Why has TV been a force for political change in a country like China?

10. In the chart below, list the four types of Internet content that countries try to block and list the countries that try to block them.

INTERNET CONTENT	NAME OF COUNTRIES