

Why Do Folk and Popular Culture Face Sustainability Challenges?

Rubenstein, pp. 125-130

● **CHALLENGES TO FOLK CULTURE**

1. Make appropriate notes in the tables below on the two specific case studies regarding Folk Culture and the conflicts they face with popular culture.

AMISH	
Amish Culture (Where, Customs, Number)	Historical Hearth and Diffusion
Challenges to Amish Way of Life & Identity	

INDIA	
Traditional Women's Roles in India	Negative Impact of Popular Culture for Women
Explain the Dowry System	Negative Impacts of Popular Culture on Dowry (list several)

● ENVIRONMENTAL IMPACT OF POPULAR CULTURE

2. What is a “**uniform landscape**”?

3. How and why is this concept utilized by **fast-food restaurants**?

4. How is the playing of **golf and golf courses** an example of a popular custom that is not generally in harmony with the local environment?



5. What are two ways in which popular customs have an adverse effect on the natural environment?

a.

b.

6. **Explain** three ways that popular culture has affected the demand for animal products.

a.

b.

c.

7. What has popular culture done to try to control the damage done by large-scale consumerism?

8. Explain what *pick-up and processing* and *manufacturing* are and list the activities associated with these terms.

• **pick-up and processing:**

• **manufacturing:**