REVIEW

1. What are artifacts?

2. What are artifacts of “popular” culture?
**ARTIFACTS:**
**SPECIFIC VS. TYPE**

**Specific Artifacts** = particular example of an artifact of a culture.
- What “specific” artifacts of popular culture did we notice in yesterday’s video clips?

**Type of Artifact** = broad category of cultural artifact; basic/generic element of a culture.
- What “types” of artifacts of popular culture did we notice in yesterday’s video clips?
1. What are artifacts?

2. What are artifacts of “popular” culture?
   - An artifact of popular culture is something that is familiar to a significant amount of the population, particularly the masses or “common” people.
   - Often something that is in the “consciousness” of the popular culture for a particular reason.

3. So what is popular culture?
WHAT IS POPULAR CULTURE?

First, what does “culture” mean?

The knowledge, language, values, customs, and material objects that are passed from person to person and from one generation to the next in a human group or society.

Popular culture best understood in contrast to high culture and folk culture.
WHAT IS POPULAR CULTURE?

High Culture

Based on your reading, what is “high culture”? 

- Often “higher class” culture. 
- Often has artifacts that are more exclusive in nature; not as accessible to the masses or “common” people. 
- Often artifacts that are the result of formal, specialized training.
**WHAT IS POPULAR CULTURE?**

**Folk Culture:**
Based on your reading, what is “folk culture”?

- Often refers to culture specific to a family, ethnicity, or region.
- Often has artifacts that are localized to a particular area; isolated from other groups.
- Often artifacts that result from the passing down of generational traditions, knowledge, or skills.
WHAT IS POPULAR CULTURE?

Popular Culture:

• Culture of the masses and “common” people.
• Inclusive in nature.
• Artifacts are typically not the result of formal, specialized training.
# Differences in Artifacts

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POP CULTURAL ARTIFACTS

The Key Ideas about Artifacts:

• All artifacts carry value, meaning, and have a function within the culture.

• An alien race can come across these items and can extrapolate to a good degree what our culture valued, what gave our culture meaning, and how we lived.

• In our class, this is what we’ll do first with our past, so that we can be better prepared to explore our present.
What can be said (function & values) about a culture that is fascinated by these artifacts...
HUMANITIES 006: POPULAR CULTURE

DAY 3
AGENDA

- Review of popular culture.
- How do you “read” cultural artifacts?
- The importance of reading cultural artifacts.
First, what does “culture” mean?

The knowledge, language, values, customs, and material objects that are passed from person to person and from one generation to the next in a human group or society.

Popular culture best understood in contrast to high culture and folk culture.
# DIFFERENCES IN ARTIFACTS

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What were the key themes of the reading?

On Studies of Popular Culture:
"(People) are reading our material and realizing that movies and ‘new history’ and music and fast foods ... are the things that shape and drive American culture. They may not be loved, but they have to be understood."
The Key Ideas about Artifacts:

• All artifacts carry value, meaning, and have a function within the culture.

• An alien race can come across these items and can extrapolate to a good degree what our culture valued, what gave our culture meaning, and how we lived.

• In our class, this is what we’ll do first with our past, so that we can be better prepared to explore our present.
“READING” ARTIFACTS

• Groups:
  
  • Identify 3 physical artifacts of popular culture that are in your group’s possession right now.
  
  • For each artifact…
    1. Identify what function it has in our culture.
    2. How might it represent what our culture values, or what gives us our lives meaning.

Example: a fancy watch.
POP CULTURAL ARTIFACTS

What can be said about a culture that is fascinated by these artifacts...

Why would it be important to realize that these are the artifacts of our popular culture?

Because we often aren’t aware of the influence popular culture has on our beliefs, values, and our interaction with others.
POP CULTURAL ARTIFACTS

• Artifacts of popular culture are often produced by individuals of power to be distributed to the masses.
  • Network television shows.
  • Record producers.
  • Movie studios
  • Book publishing houses.
  • Miscellaneous Big Business

• What can be the problem with this?
If you have heard this story before, please don’t ruin it for others...

A man is driving his son to school.

They both get into an accident, and due to the severity of the collision, the father dies.

The son is also severely wounded and is rushed to the hospital. But, when he arrives for emergency surgery the doctor says “I can’t operate on this boy! He’s my son!”

How is this possible?