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Chapter 4 Folk and Popular Customs

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| **Popular Culture Characteristics** | **Folk Culture Characteristics** |
| **Distribution of Alcohol consumption** | **Popular custom hearths** |
| **Folk song characteristics** | **Folk custom hearths** |
| **(2) Impact of popular culture on environment (2 ways)** | **Effect of western dominance of news** |
| **Popular culture impact on women** | **Custom** |
| **Effect of modern communication on culture** | **What diffuses popular culture?** |
| **Folk culture variations** | **Country music hearths** |
| **Influence on the choice of clothing** | **Vietnamese songs** |
| **Yuan/Shan folk customs** | **Folk custom diffusion** |
| **Vidal de la Blanche food supply theory** | **Taboo** |
| **Distribution of soccer** | **Neo-Eclectic housing style** |