Popular Cultural Landscape Study

Objective: look for "clues" in the cultural landscape about values, beliefs, etc. projected by certain structures.

Materials Needed: Camera (if desired) or Internet access

Steps to Complete:

1) Select your own aspect of the popular cultural landscape to study. It can be anything that has a "built" aspect to it, such as:

• A particular fast-food chain or store chain

• Gas stations

• Sports stadiums

• Dance clubs

• Churches

2) Collect visual data on your topic by taking pictures or using a picture search engine (Google Images, Yahoo Images, etc.) A minimum of 5 images is required.

3) Print out your images and indicate what they are and where they are from (specific locations.)

4) Answer the following questions:

i. What are some common characteristics to these structures (layout, color scheme, size of structure, logo, etc.?) Please discuss specific details.

ii. In your opinion, what ideas, beliefs, and values are conveyed by these structures? What clues about values/beliefs are visible?

iii. Does this expression of the cultural landscape display any geographic variations as you move from one area to another (cities, states, countries, regions, etc.)- does anything change? Explain.

Assessment:

Rubric		
Images – correctly identify a "built" aspect of a cultural landscape	2 points each/ 10 points max	
Explanations:		
Question 1: answer discusses specific details (layout, color scheme, size, logo) of structures in images.	5 points	
Question 2: provides coherent and comprehensive discussion of the connections between structure and cultural values and ideas; identifies visual clues	5 points	
Question 3: provides coherent and comprehensive analysis of geographic variation between cities, states, countries and regions; provides comprehensive explanation for changes and variations.	5 points	
Mechanics: Spelling, grammar	5 points	
Citation: all sources are cited correctly using footnotes and correct format	5 points	
Total Points	35 points	