

FOLK STUDIES 572: PUBLIC FOLKLORE
FALL SEMESTER 2010, WEDNESDAY 1:50-4:35

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This class is a survey of public and applied folklore. We will look at the history, politics and major institutions of public/applied folklore; at working with individuals and communities; at festivals, exhibits, media productions and other issues of cultural representation; at the relationship of public/applied folklore to social work and social activism; at ethical issues; and at practicalities of budgets, grants, and other matters. We will discuss and evaluate specific public/applied folklore products (films, radio programs, CDs, web pages, etc.) in class. The class will include field trips, visits from public folklorists, and participation in folklore-related events. Students should finish this class with a grasp of the complex and ever-changing world of public/applied folklore, and an ability to look at public folklore issues critically.

In addition to assigned readings, students are required to subscribe to the Publore Listserve (directions are on the last page of the syllabus), and should be familiar with the AFS Public Programs Bulletin (<http://afsnet.org/sections/public/ppbulletin.cfm>), the Folklife Center News (<http://www.loc.gov/folklife/news/index.html>), and the webpages listed on the last page of this syllabus. You are also encouraged to familiarize yourself with public folklore programs in parts of North America where you think you might want to work.

COURSE REQUIREMENTS

1. Class participation (20% of final grade). In a graduate seminar, participation is the heart of the class. To participate, you will need to keep up with the readings. This 20% of the grade also includes the mini-assignments on 9/8 and 9/22.
2. Students will give an oral report and lead a discussion on one public folklore product (10% of final grade). This means the readings/products by Barrett, Cooke & MacDowell, Dorst, Ekfelt, Feltault, Kodish, Lund, Maine Arts Commission, Miller, Modic et al, and Walker. You will have a maximum of 15 minutes to make your presentation. Details of the assignment will be the subject of a handout and will be discussed in class.

3. Students will be required to carry out fieldwork related to the Kentucky Folklife Festival and/or the Kentucky Arts Council Folk and Traditional Arts Apprenticeship Program. This may involve interviewing, photography, and working on signage or web pages. This material may be used in the classroom, in the 2011 Kentucky Folklife Festival, or in future apprenticeships. Project details will be discussed in class (20% of final grade).

4. Grant proposals (25% of final grade). Grant forms are available online and will be handed out in class. They will be discussed in class on 9/30. 1-2 page preliminary proposals are due on 10/20, grant drafts on 11/17, completed proposals on 12/1.

5. Final exam (25% of final grade). An open book essay exam.

READINGS. You are not required to buy the books, but you are required to keep up with readings. Keep in mind that the final will be open book. Books and other resources may be available online. If you pursue a career in public folklore, it is useful to have public folklore resources around to use as models.

** (Items with asterisks can be purchased at the campus bookstore. Others will be handed out in class, or are available online.)

** Baron, Robert and Nick Spitzer. *Public Folklore*. 2nd edition. University Press of Mississippi, 2007.

** Cooke, Ariel Zeitlin, and Marsha MacDowell. *Weavings of War: Fabrics of Memory, an Exhibition Catalogue*. Michigan State University Press, 2005.

Dorst, John. *Framing the Wild: Animals on Display*. University of Wyoming Art Museum, 2002.

** Ekfelt, Lynn. *Good Food Served Right: Traditional Recipes and Food Customs from New York=s North Country*. Traditional Arts in Upstate New York, 2000.

** Feltault, Kelly. *Alt=s how you pick the crab@: An Oral Portrait of Eastern Shore Crab Picking*. St. Michaels, MD: Chesapeake Bay Maritime Museum, 2001.

** Jones, Michael Owen, editor. *Putting Folklore To Use*. University Press of Kentucky, 1994.

Kodish, Debora, editor. *Folk Arts of Social Change*. Works in Progress 13:2, Winter 2000. Philadelphia Folklore Project (photocopy).

Maine Arts Commission. *What is Community? Discovery Research: a Field Guide for Exploration and Cultural Planning in Your Own Backyard*. Maine Arts Commission, n.d.

Modic, Kate et al. *Refugee Arts and The Art of Community*. Institute for Cultural Partnerships (Pennsylvania), 1998. Available online at <http://www.culturalpartnerships.org/>.

National Endowment for the Arts. *National Heritage Fellowships: 25th Anniversary*. National Endowment for the Arts, 2007.

Walker, Tom. *Folk Arts and Cultural Traditions of the Delmarva Peninsula*. Mid Atlantic Arts Foundation, 2003.

**Whisnant, David E. *All That Is Native and Fine: The Politics of Culture in an American Region*. University of North Carolina Press, 1986.

READINGS from the Journal of American Folklore (JAF) or the Journal of Folklore Research (JFR) can be accessed on campus computers, via PROJECT MUSE or JSTOR. The entire run of JAF is available on JSTOR; PROJECT MUSE starts with 2001. JFR is available on JSTOR starting in 1964; PROJECT MUSE starts with 2003. You can access articles available on PROJECT MUSE by googling them on a campus computer; the texts should come right up. For JSTOR, you will need to go to the WKU library website, click on Adatabases,@ scroll down to JSTOR, click on it, then search for the article. From off campus, you can go to the WKU library webpage, click on Adatabases,@ put in your WKU email address and password, scroll down to PROJECT MUSE or JSTOR, and search for the article.

All short readings not from books can be found on the class blackboard site. If anyone has problems accessing online materials, please talk to Prof. Evans. Readings available at the Blackboard site are marked BB on the class schedule.

PUBLIC FOLKLORE PUBLICATIONS AND OTHER PRODUCTS will be available as part of the Morgan collection in the Folklore seminar room. Students should browse through these as early in the semester as possible.

SCHEDULE

SEPTEMBER 1. INTRODUCTION TO THE CLASS.

Course requirements, assignments, readings, grading policy, and major themes of the class.

SEPTEMBER 8. NAMES, BOUNDARIES, CAREERS, RESOURCES: THE NATURE OF PUBLIC AND APPLIED FOLKLORE.

Readings: Michael Owen Jones, "Applying Folklore Studies: An Introduction," @ *Putting Folklore To Use*, pp. 1-41.

Robert Baron and Nick Spitzer, Preface and Introduction to *Public Folklore*.

Jim Griffith, "Feet on the Ground, Head in the Clouds," @ *Public Folklore*, 231-242.

Tim Evans, "Toward Critical Theory for Public Folklore: An Annotated Bibliography," @ *Folklore Forum* 31:2 (2000), 115-122. Read the preface, skim the bibliography. BB

Assignment: Browse through the Publore archives (<http://list.unm.edu/archives/publore.html>).

You will have to subscribe to publore before you can browse. Find an issue that seems interesting and important, take notes on the discussion, be prepared to talk briefly about it in class.

Presentations should be approximately five to ten minutes each.

SEPTEMBER 15. VISIT BY KENTUCKY FOLKLIFE PROGRAM STAFF.

Readings to be handed out in class.

Look over the Kentucky Folklife Program website,
<http://history.ky.gov/sub.php?pageid=77§ionid=15>

SEPTEMBER 22. HISTORY OF PUBLIC FOLKLORE, PT 1.

Readings: Erika Brady, "The Bureau of American Ethnology," @ *The Conservation of Culture*, ed. Burt Feintuch, 1988, pp. 35-45. BB

Timothy Evans, "Folklore As Utopia: English Medievalists and the Ideology of Revivalism," @ *Western Folklore* 67:245-68, 1988. BB

Jane Becker, "Revealing Traditions: the Politics of Culture and Community in America, 1888-1988," in *Folk Roots, New Roots: Folklore in American Life*, ed. Jane S. Becker and Barbara Franco, 1988. BB

Gregory Hansen, "Public Folklore in Cyberspace" and "Webography of Public Folklore Resources," in *Folklore and the Internet*, ed. Trevor Blank, 2009. Read the article, skim the webography. BB

Assignment: Skim Hansen's webography. Choose one website that you especially like. Be prepared to present it to the class and say why you like it. You will have ten minutes each.

SEPTEMBER 29. GRANTS & BUDGETS.

Readings to be handed out in class.

Student presentation: Lynn Ekfelt, *Good Food Served Right*.

Student presentation: Kelly Feltault, *It's How You Pick the Crabs*.

OCTOBER 6. HISTORY OF PUBLIC FOLKLORE, PART 2.

Readings: Whisnant, *All That Is Native and Fine*.

Jerrold Hirsch, "Cultural Pluralism and Applied Folklore: the New Deal Precedent," *The Conservation of Culture*, ed. Burt Feintuch, 1988, pp. 46-67. BB

Robert Baron, "Postwar Public Folklore and the Professionalization of Folklore Studies," *Public Folklore* 307-337.

Steven J. Zeitlin, "I'm a Folklorist and You're Not: Expansive versus Delimited Strategies in the Practice of Folklore," *Journal of American Folklore* 113 (447):3-19, 1999. BB

Student presentation: Dick & Lisa Barrett, *At the Fiddler's Knee*.

OCTOBER 13. AMERICAN FOLKLORE SOCIETY CONFERENCE – NO CLASS.

**** OCTOBER 20. PRELIMINARY GRANT PROPOSAL (2-3 PAGES) DUE. ****

OCTOBER 20. KEY INSTITUTIONS, CONCEPTS AND PROGRAMS IN PUBLIC FOLKLORE.

Betty Belanus, "Serving the Public," *Putting Folklore To Use* 201-213.

Betty Belanus, "An Interview with Joe Wilson," *Folklore Forum* 31:2, 7-24. BB

Betty Belanus, "An Interview with Peggy Bulger," *Folklore Forum* 31:2, 53-66. BB
National Heritage Fellowships: 25th Anniversary.

Student presentation: Tom Walker, *Folk Arts and Cultural Traditions of the Delmarva Peninsula*

Student presentation: Craig Miller, *Social Dance in the Mormon West/An Old-Time Utah Dance Party*

OCTOBER 27. ISSUES OF CULTURAL PRESENTATION, PART 1.

Richard Kurin, *Smithsonian Folklife Festival: Culture Of, By and For the People*, chapters four ("Why We Do The Festival") and five ("Producing the Festival"), 1998. BB

Emily Satterwhite, "Imagining Home, Nation, World: Appalachia on the Mall," *Journal of American Folklore* 121:479, 10-34. BB

Heather A. Diamond, "A Sense of Place: Mapping Hawai'i on the National Mall," *Journal of American Folklore* 121:479, 35-59. BB

Robert Baron, "Sins of Objectification? Agency, Mediation, and Community Cultural Self-Determination in Public Folklore and Cultural Tourism Programming," *Journal of American Folklore* 122:487, 63-91. BB

Student presentation: Cooke & MacDowell, *Weavings of War*

NOVEMBER 3. ISSUES OF CULTURAL PRESENTATION, PART 2.

Baron, Robert. "Theorizing Public Folklore Practice - Documentation, Genres of Representation, and Everyday Competencies," *Journal of Folklore Research* 36:2, 185-201, 1999. BB

Spitzer, Nick. "Cultural Conversation: Metaphors and Methods in Public Folklore," *Public Folklore* 77-103.

Millie Rahn, "Laying a Place at the Table: Creating Public Foodways Models From Scratch," *Journal of American Folklore* 119:471, 30-46. BB

Dyen, Doris J. "Routes to Roots: Searching for the Street Life of Memory," *Journal of American Folklore* 119:471, 19-29. BB Also, browse the Routes to Roots website: <http://www.riversofsteel.com/routestoroots/index.html>

Student presentation: Dorst, *Framing the Wild* BB

Student presentation: Lund et al, *Tour Guide: Seattle to Spokane*.

NOVEMBER 10. WORKING WITH INDIVIDUALS AND COMMUNITIES.

Jessica Payne, "The Politicization of Culture in Applied Folklore," *Journal of Folklore Research* 35:3, 251-277, 1998. BB

Varrick A. Chittenden, "Put Your Very Special Place on the North Country Map!": Community Participation in Cultural Landmarking," *Journal of American Folklore* 119:471, 47-65. BB

Patricia Wells, "Helping Craftsmen and Communities Survive: Folklore and Economic Development," *Putting Folklore To Use* 240-250.

Student presentation: Maine Arts Commission, *What Is Community?*

Student presentation: Modic et al, *Refugee Arts* and *The Art of Community*.

**** GRANT DRAFTS DUE NOVEMBER 17 ****

NOVEMBER 17. FOLKLORE, SOCIAL ACTIVISM AND THE PUBLIC GOOD.

Marjorie Bard, "Aiding the Homeless: The Use of Narratives in Diagnosis and Intervention." *Putting Folklore To Use*, 76-93.

David J. Hufford, "Folklore and Medicine." *Putting Folklore To Use* 117-135.

Michael Owen Jones, "A Folklorist's Approach to Organizational Behavior and Organizational Development." *Putting Folklore To Use* 162-186.

Student Presentation: Kodish. *Folk Arts of Social Change*, 2000. BB

****November 22. DRAFTS RETURNED WITH COMMENTS.****

NOVEMBER 24. THANKSGIVING BREAK – NO CLASS.

**** DECEMBER 1. COMPLETED GRANTS DUE ****

DECEMBER 1. THE BIG PICTURE: THE FUTURE.

Patricia Atkinson Wells, "Public Folklore in the Twenty-first Century: New Challenges for the Discipline," *Journal of American Folklore* 119:471, 5-18. BB

William Westerman, "Wild Grasses and New Arks: Transformative Potential in Applied and Public Folklore," *Journal of American Folklore* 119:471, 111-128. BB

Feltault, Kelly. "Development Folklife: Human Security and Cultural Conservation," *Journal of American Folklore* 119:471, 90-110. BB

DECEMBER 8. GRANTS PANEL.

DECEMBER 15. FINAL EXAM.

SOME FOLKLORE INTERNET RESOURCES

Students are required to join APublore, @ the online public folklore discussion group. To do this, access the Publore web page at <http://list.unm.edu/archives/publore.html>. Click on Ajoin or leave list.@ Follow the directions for joining the list. We will discuss issues raised on Publore in class. Discussions and advice on many key issues can be found in the Publore archive, which can also be accessed from the webpage. You need to subscribe to the listserv before you can enter the archive.

The following websites should be accessed early in the semester. Most of them include links to other relevant websites. There are many other interesting and high quality folklore related websites. You should be exploring these early in the semester.

American Folklore Society <http://afsnet.org/>

Public Programs Section, AFS <http://afsnet.org/sections/public/>

AFS Public Programs Bulletin <http://afsnet.org/sections/public/ppbulletin.cfm>

American Folklife Center, Library of Congress <http://lcweb.loc.gov/folklife/>

Office of Folklife Programs, Smithsonian Institution <http://www.folklife.si.edu/>

National Endowment for the Arts, National Heritage Fellowships
<http://www.arts.endow.gov/honors/heritage/index.html>

National Council for the Traditional Arts <http://ncta.net>

Fund for Folk Culture <http://www.folkculture.org>

CARTS (Cultural Resources for Teachers and Students) <http://www.carts.org/>

Folkstreams (online folklore documentary films) <http://www.folkstreams.net>

Kentucky Folklife Program <http://history.ky.gov/sub.php?pageid=77§ionid=15>

City Lore (New York City) <http://www.citylore.org>

Louisiana Voices (an impressive website for teachers) <http://www.louisianavoices.org>