

# POPULAR CULTURE AS SEEN THROUGH AN AMERICAN LENS

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# Urban and Rural Culture in America

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# Mary lives in a New York Brownstone 3



# How Brownstones got their name 4



# Cost of Living Comparison Between 5 Krasnodar and New York, NY

- You would need around \$6,723.03 in New York, NY to maintain the same standard of life that you can have with \$1,500.00 in Krasnodar (assuming you rent in both cities). This calculation uses our Consumer Prices Including Rent Index.

# Mary carries a financial Burdon

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## Krasnodar New York, NY Difference

Restaurants	<a href="#">[Edit]</a>	<a href="#">[Edit]</a>	
Meal, Inexpensive Restaurant	4.31 \$	15.00 \$	+248.26 %
Meal for 2, Mid-range Restaurant, Three-course	23.26 \$	75.00 \$	+222.46 %
Combo Meal at McDonalds or Similar	3.45 \$	8.00 \$	+132.17 %
Domestic Beer (0.5 liter draught)	0.86 \$	5.25 \$	+509.46 %
Imported Beer (0.33 liter bottle)	1.29 \$	7.00 \$	+441.74 %
Cappuccino (regular)	1.46 \$	4.02 \$	+174.80 %
Coke/Pepsi (0.33 liter bottle)	0.64 \$	1.85 \$	+188.66 %
Water (0.33 liter bottle)	0.45 \$	1.70 \$	+278.43 %
Markets	<a href="#">[Edit]</a>	<a href="#">[Edit]</a>	
Milk (regular), (1 liter)	0.65 \$	1.41 \$	+116.24 %
Loaf of Fresh White Bread (500g)	0.34 \$	2.67 \$	+694.50 %
Rice (white), (1kg)	0.70 \$	3.34 \$	+379.88 %
Eggs (12)	0.87 \$	3.10 \$	+256.50 %
Local Cheese (1kg)	4.84 \$	11.45 \$	+136.43 %
Chicken Breasts (Boneless, Skinless), (1kg)	3.27 \$	9.49 \$	+190.06 %
Apples (1kg)	0.87 \$	4.51 \$	+415.80 %
Oranges (1kg)	0.78 \$	4.50 \$	+480.37 %
Tomato (1kg)	1.10 \$	4.66 \$	+324.51 %
Potato (1kg)	0.50 \$	2.35 \$	+374.67 %
Lettuce (1 head)	0.69 \$	2.13 \$	+209.63 %
Water (1.5 liter bottle)	0.42 \$	1.88 \$	+349.37 %
Bottle of Wine (Mid-Range)	4.74 \$	15.00 \$	+216.60 %
Domestic Beer (0.5 liter bottle)	0.82 \$	1.81 \$	+120.89 %
Imported Beer (0.33 liter bottle)	1.51 \$	2.48 \$	+64.78 %
Pack of Cigarettes	1.34 \$	12.00 \$	+798.74 %



# For your information

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## Indices Difference

Consumer Prices in New York, NY are 229.04% higher than in Krasnodar

Consumer Prices Including Rent in New York, NY are 348.20% higher than in Krasnodar

Rent Prices in New York, NY are 621.68% higher than in Krasnodar

Restaurant Prices in New York, NY are 229.78% higher than in Krasnodar

Groceries Prices in New York, NY are 288.22% higher than in Krasnodar

Local Purchasing Power in New York, NY is 110.21% higher than in Krasnodar





Rent Per Month	<a href="#">[Edit]</a>	<a href="#">[Edit]</a>	
Apartment (1 bedroom) in City Centre	403.15 \$	2,942.25 \$	+629.82 %
Apartment (1 bedroom) Outside of Centre	254.98 \$	1,797.83 \$	+605.08 %
Apartment (3 bedrooms) in City Centre	689.14 \$	5,269.41 \$	+664.64 %
Apartment (3 bedrooms) Outside of Centre	503.10 \$	3,344.20 \$	+564.72 %

Buy Apartment Price	<a href="#">[Edit]</a>	<a href="#">[Edit]</a>	
Price per Square Meter to Buy Apartment in City Centre	992.36 \$	9,791.68 \$	+886.71 %
Price per Square Meter to Buy Apartment Outside of Centre	675.36 \$	5,496.01 \$	+713.80 %



**Utilities (Monthly)**[\[Edit\]](#)[\[Edit\]](#)Basic (Electricity,  
Heating, Water,  
Garbage) for 85m2  
Apartment

73.36 \$ 140.12 \$ +90.99 %

1 min. of Prepaid Mobile  
Tariff Local (No  
Discounts or Plans)

0.01 \$ 0.17 \$ +1,288.90 %

Internet (6 Mbps,  
Unlimited Data,  
Cable/ADSL)

6.89 \$ 51.48 \$ +647.01 %

**Sports And Leisure**[\[Edit\]](#)[\[Edit\]](#)Fitness Club, Monthly  
Fee for 1 Adult

38.91 \$ 96.71 \$ +148.57 %

Tennis Court Rent (1  
Hour on Weekend)

6.89 \$ 34.95 \$ +407.17 %

Cinema, International  
Release, 1 Seat

4.31 \$ 14.00 \$ +225.04 %

# Where Mary Works

11



# Transportation

12



# Not Only Bicycles

13



# Active Metro system

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## Subway system



## Active Bus Service



# Beautiful Central Park

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# In the Winter

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# In the Summertime

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# Street Culture

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**In the Present**

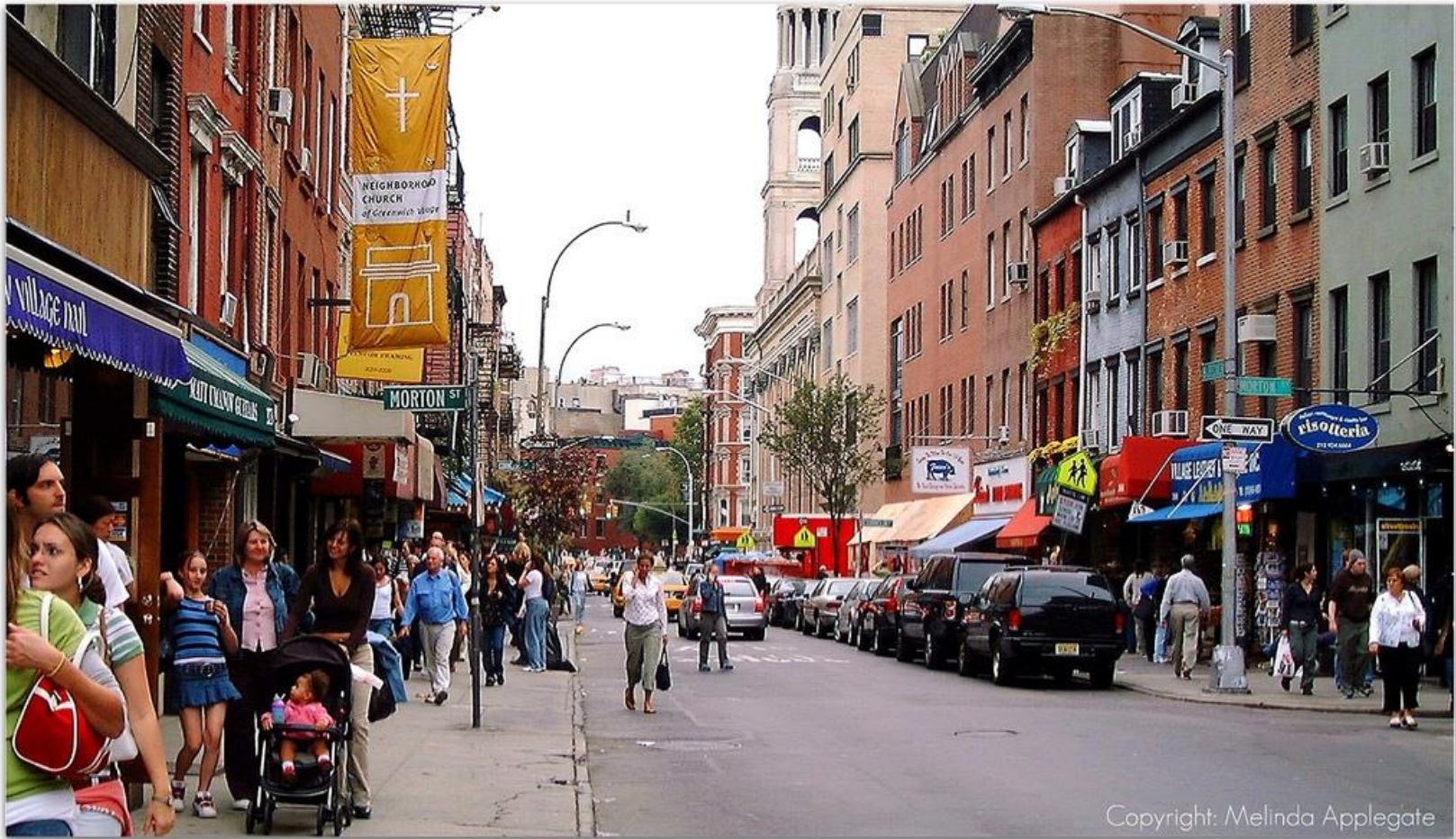


**In the past**



# Walking the streets a cultural experience 20

## You're never alone in New York



Copyright: Melinda Applegate

# The Naked Cowboy

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# Restaurants



# Urban Dwellers have Worries and concerns

23

- Outsourcing of Jobs
- Incompetence of government to solve problems
- Transportation systems
- Access to health care

## Recent Trend for Most Important U.S. Problem

What do you think is the most important problem facing this country today? [OPEN-ENDED]

	August 2014	September 2014	October 2014
	%	%	%
Economy in general	14	17	17
Dissatisfaction with government	18	18	16
Unemployment/Jobs	12	12	10
Healthcare	9	5	8
Immigration/Illegal aliens	15	12	7
Federal budget deficit/Federal debt	3	6	5
Ethical/Moral/Family decline	6	5	5
Ebola virus/Diseases	--	--	5
Situation in Iraq/ISIS	1	3	5
Education	4	3	5
Lack of money	2	1	3
Foreign aid/Focus overseas	7	6	3
Poverty/Hunger/Homelessness	5	3	3
Terrorism	--	4	3
Race relations/Racism	1	3	3
Crime/Violence	2	2	3

Note: Issues mentioned by 2% or fewer not shown





# Sittin' 'round the Table with Nettie 26



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# Twenty Top Farm Products



1.	<a href="#">Corn</a>	256,900,000
2.	<a href="#">Cattle</a> meat	11,736,000
3.	Cow's <a href="#">milk</a> , whole, fresh	78,155,000
4.	<a href="#">Chicken</a> meat	15,006,000
5.	<a href="#">Soybeans</a>	65,800,000
6.	<a href="#">Pig</a> meat	8,574,000
7.	<a href="#">Wheat</a>	63,590,000
8.	<a href="#">Cotton</a> lint	3,968,000
9.	Hen <a href="#">eggs</a>	5,141,000
10.	<a href="#">Turkey</a> meat	2,584,000
11.	<a href="#">Tomatoes</a>	12,275,000
12.	<a href="#">Potatoes</a>	20,820,000
13.	<a href="#">Grapes</a>	6,126,000
14.	<a href="#">Oranges</a>	10,473,000
15.	<a href="#">Rice</a> , paddy	9,034,000
16.	<a href="#">Apples</a>	4,242,000
17.	<a href="#">Sorghum</a>	10,446,000
18.	<a href="#">Lettuce</a>	4,490,000
19.	<a href="#">Cottonseed</a>	6,073,000
20.	<a href="#">Sugar beets</a>	27,760,000

# Livestock and Poultry Inventory 2012

28

TYPE	AMOUNT (in pounds)
Cattle and Calves	89,994,614
Hogs and Pigs	66,026,785
Sheep and Lambs	5,364,844
Broilers & other meat chickens	1,506,276,846
Laying Hens	350,715,978

# The World of Shropshire Sheep

29



# Farm Chores

30



# They are an investment

31



# We haul water and feed them everyday

32





# Sheep Shearing

33





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## **Wool: In the age of modern miracle fibers and foams**

In this new age, the value of wool is not very high. Farms can't make it on wool production (\$15)

# The Auction: A Huge part of Nettie's life 35



# You got People around you in the country

36



We work all week, both save Sunday  
for the Lord

37



# The Church Supper

38

**The whole town was there**

**Gives us a chance to Socialize**



# Our Center of Town

39



# Our local restaurant

40





Looks like we are wealthy, but we are really not rich and I worry about the future. 41



# Rural Dwellers have Worries and Concerns

42

- Who will run the Farm after I am gone?
- The incompetence of Government to solve problems
- Regulations that will put us out of business
- Finding farm labor
- Weather
- Ethics and Morals and the eroding of Family values

# Agribusiness

43



# The industrialization of Farming 44



# Automation

45

## Automatized Milking Parlor







- Approximate cost for set up about \$500,000 to one million dollars.



# Robotic Milking

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Category	Product	Description	Key Players	Approx. Price
Tractors	Compact Utility Tractor 	- Small tractor designed for landscaping and estate management - generally <40 HP	Deere, AGCO, CNH, Kubota, Claas, Mahindra, Deutz-Fahr	<\$20k
Tractors	Utility Tractor 	- Common on livestock farms, not commonly used to grow crops - 40-100 HP	Deere, AGCO, CNH, Kubota, Claas, Mahindra, Deutz-Fahr	\$15-50k
Tractors	Row-Crop Tractor 	- Designed for growing / cultivating row crops - 140-360 HP	Deere, AGCO, CNH, Kubota, Claas, Deutz-Fahr	\$100-300k
Tractors	Four-Wheel-Drive Tractor 	- Large, high horsepower tractors for the most demanding tasks on large farms - 360-560 HP	Deere, AGCO, CNH, Claas	\$225-400k
Harvesting	Combine 	- Machine that cuts and threshes grain crops	Deere, AGCO, CNH, Claas, Deutz-Fahr	\$275-475k
Harvesting	Cotton Stripper 	- Strips the entire plant of both open and unopened bolls	Deere, AGCO, CNH	\$175-200k
Harvesting	Cotton Picker 	- Removes the seed cotton from the plant and builds bales	Deere, AGCO, CNH	\$400-700k
Harvesting	Sugarcane Harvester 	- Cuts cane at the base of the stalk, strips the leaves, and chops it into consistent lengths	Deere, AGCO, CNH	\$350-450k

# Poultry Farming

48





# Can Small Farms Survive?

## The Story of Buttercup Valley Farm

49



# Continue Family Traditions

50



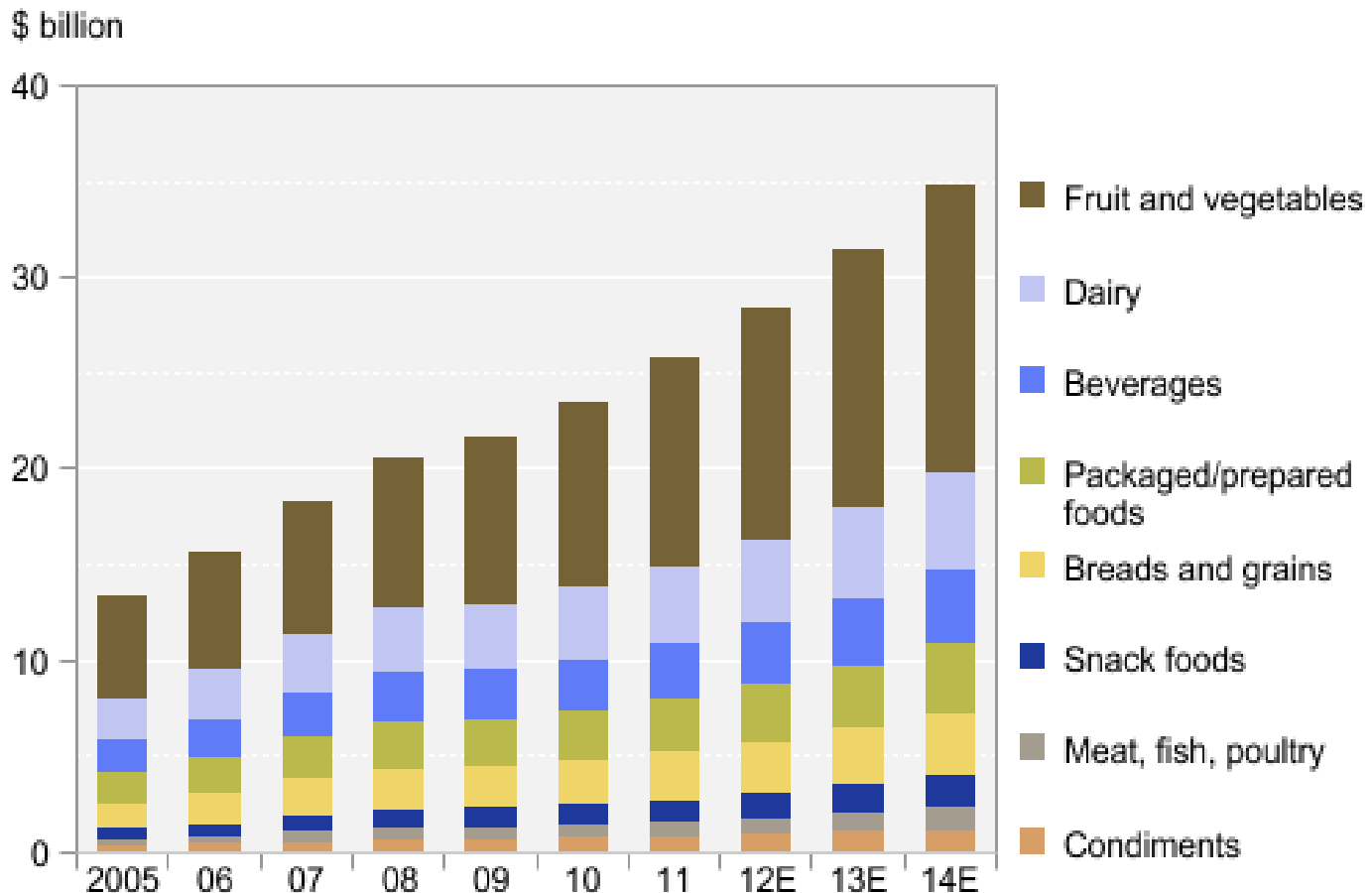
# Teaching the Values to Children 51





- Organic Farming is a new Niche

## U.S. organic food sales by category, 2005-14E



Note: E=estimate.

Source: USDA, Economic Research Service using data from Nutrition Business Journal.

# The Suburban Lifestyle

54



I can still keep my job in the City but  
live in a different Place?

55



# Suburbs have many advantages

56





# Advantages and disadvantages 57

- It is a cleaner environment
- Crime Rates and Safety
- Get more space for my money
- Better Class of People
- Have to commute to work
- The museums, concerts and Quality public entertainment are city centered
- All the good restaurants are downtown
- History and site seeing is downtown



# Suburbanites have Worries and Concerns

58

- Transportation Systems of Major importance
- Ethics and Morals. Family Values
- Inability of Government to solve problems
- Taxing the Middle Class
- Privacy Issues
- Bringing city advantages to suburbs and then telecommuting.

# Urban Gentrification

59



# Slums into highly desirable places 60



# The reasons behind the Gentrification Movement

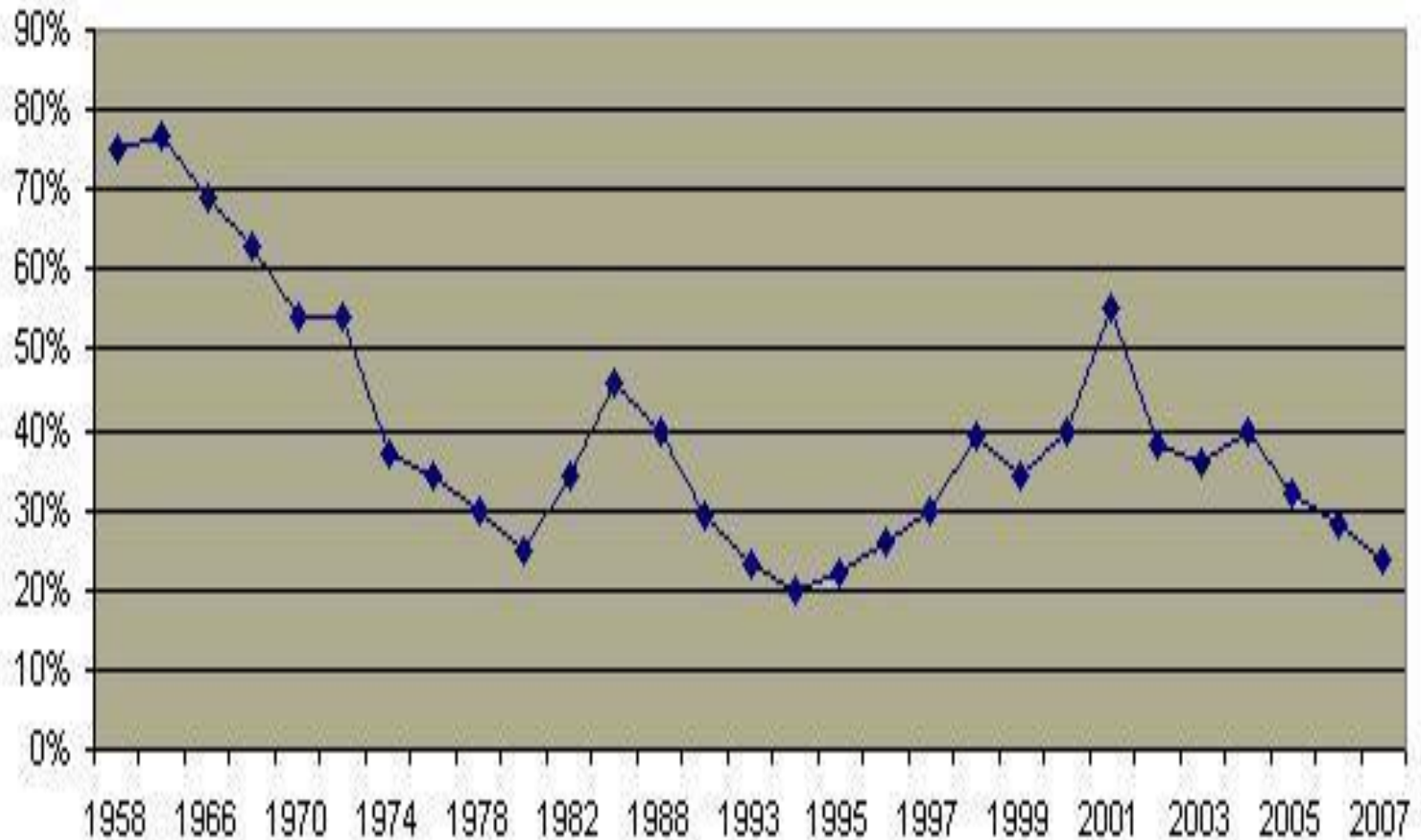
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- Although there is not a clear-cut technical definition of gentrification, it is characterized by several changes.
- **Demographics:** An increase in median income, a decline in the proportion of racial minorities, and a reduction in household size, as low-income families are replaced by young singles and couples.
- **Real Estate Markets:** Large increases in rents and home prices, increases in the number of evictions, conversion of rental units to ownership (condos) and new development of luxury housing.
- **Land Use:** A decline in industrial uses, an increase in office or multimedia uses, the development of live-work "lofts" and high-end housing, retail, and restaurants.
- **Culture and Character:** New ideas about what is desirable and attractive, including standards (either informal or legal) for architecture, landscaping, public behavior, noise, and nuisance.

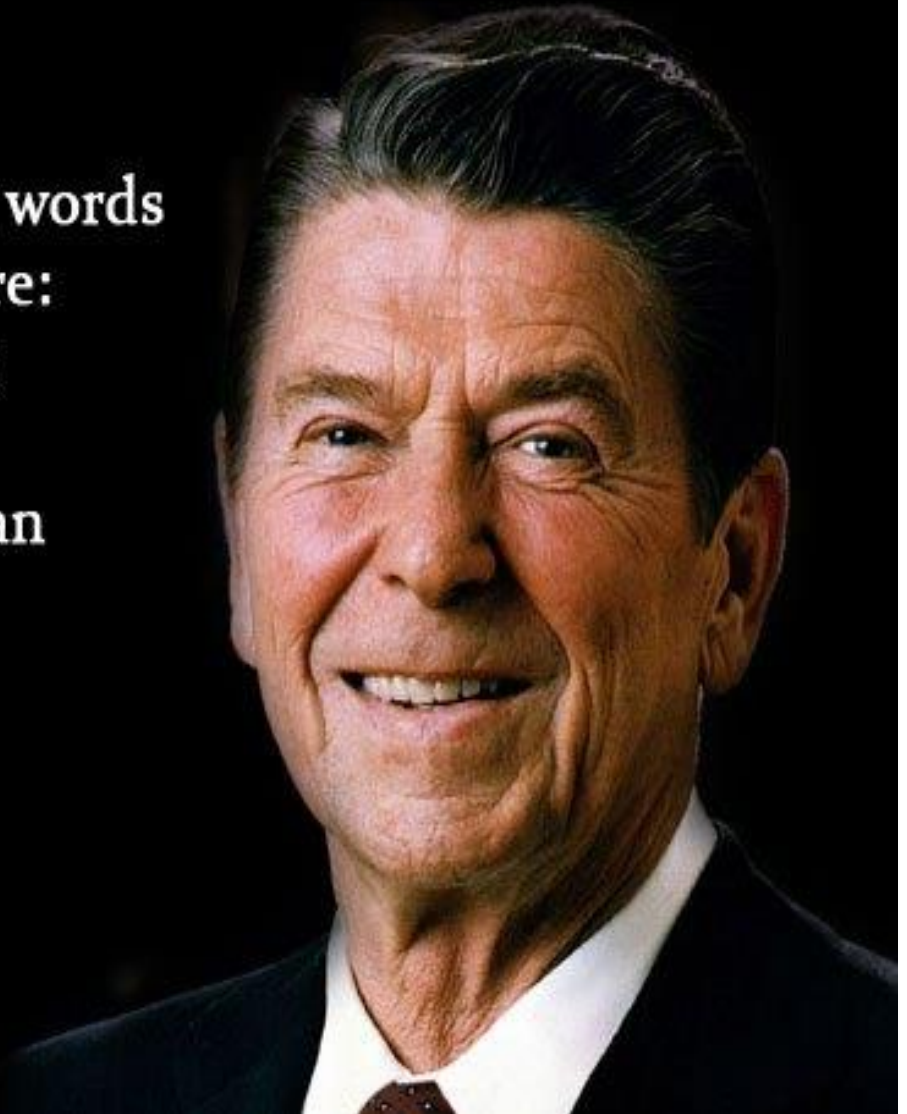
# Percentage of Americans Who Trust Government Always or Most of the Time

Source: Gallup and Harris Polls

62



"The nine most terrifying words  
in the English language are:  
'I'm from the government  
and I'm here to help.'"  
-Ronald Reagan



# Popular things that Americans Like to do.

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- Love of sports. Spectator and player
- Food buffets (eat out often)
- Regional interests
- Faded optimism
- Social Media
- Respect for Fire fighters

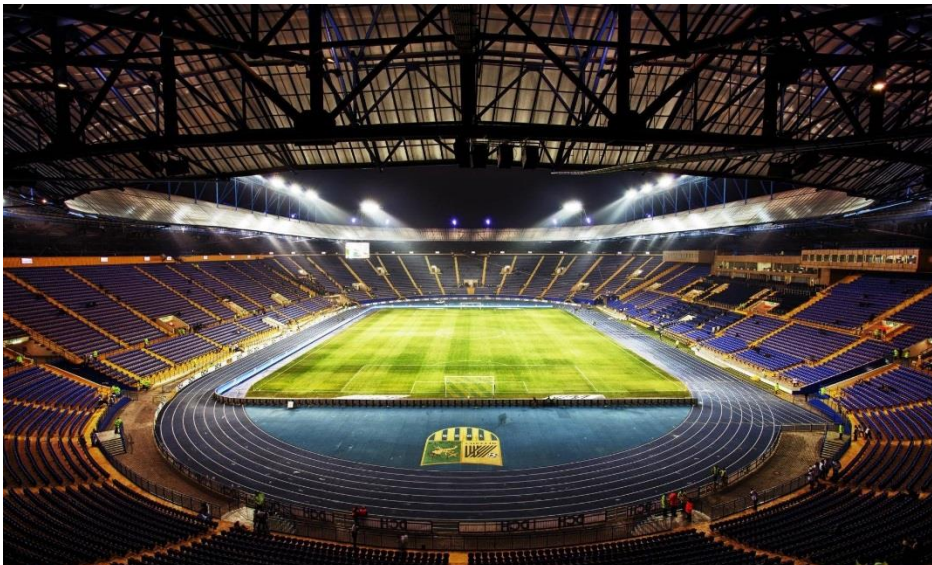


# Football is the King

65



Widows



# Baseball is the 2nd Most Popular Sport in America

66





67



Basketball is the Most Popular Sport in America after Football & Baseball. 68



Pro-wrestling is the Eight most popular sport in USA.

69



Many Wrestlers earn huge amounts of profit from their matches. Many of the best wrestlers around the world increased their earning from their acting careers, as well. Matches, endorsements, merchandises: no matter what their source of income is, what matters most is that they are extremely wealthy. 70

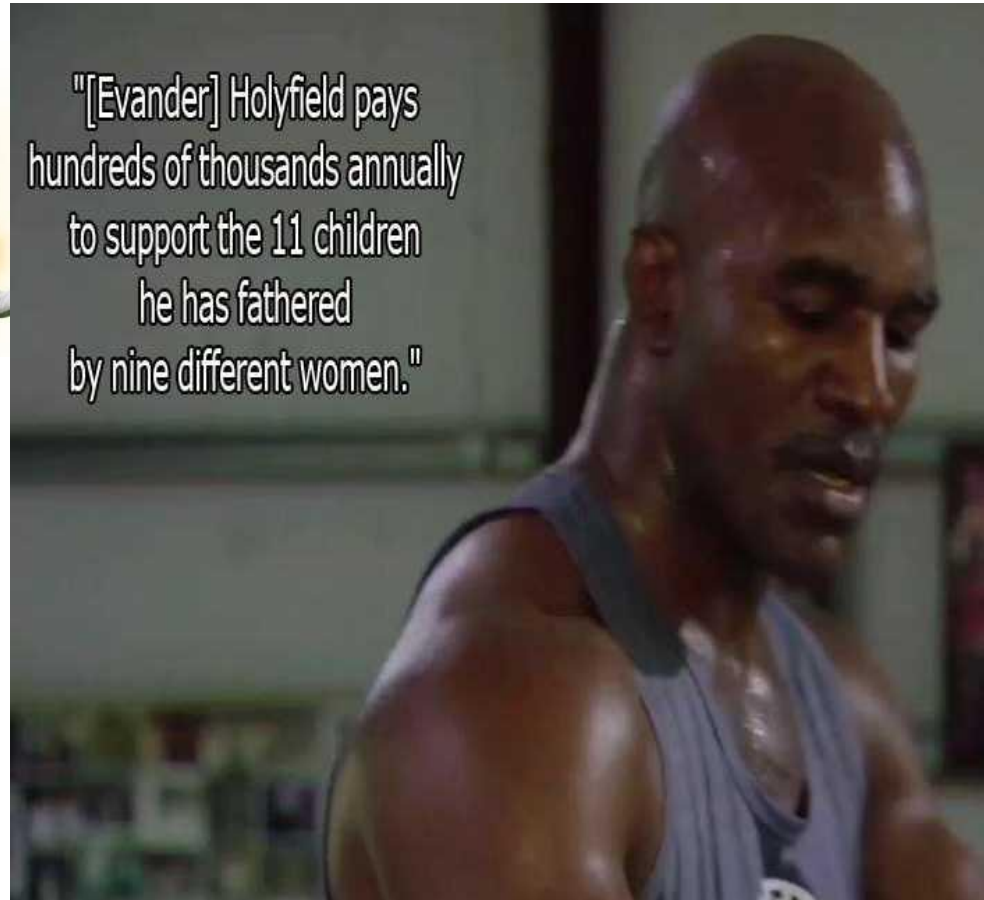


# Ten most popular sports in America 71

- 1. Football
- 2. Baseball
- 3. Basketball
- 4. Hockey
- 5. Soccer
- 6. Tennis
- 7. Golf
- 8. Wrestling
- 9. NASCAR
- 10. Martial Arts



- All major sports stars command huge salaries and live in an unimaginably wealthy lifestyle as they stay in mansions and spend their vacations in private super luxury yachts. 72





# Popular things that Americans Like to do.

73

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# Conclusion

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