1. Match the key terms below to their correct definition:

Place       Insider      Near place      Locale      Perception of place
Location       Experienced place      Outsider     Identity
               Media place     Sense of Place      Far place

2. Explain why an outsider perspective might give a different sense of place to an insider perspective [4 marks]
<table>
<thead>
<tr>
<th>Key Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>PLACE</td>
<td>Space given meaning(s) by people.</td>
</tr>
<tr>
<td>LOCATION</td>
<td>Where a place is on a map, its latitude and longitude.</td>
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<tr>
<td>LOCALE</td>
<td>A setting where everyday life activities take place e.g. an office, a park, a home, a church.</td>
</tr>
<tr>
<td>SENSE OF PLACE</td>
<td>An individual’s subjective (personal) and emotional attachment to a place, its place meaning.</td>
</tr>
<tr>
<td>PERCEPTION OF PLACE</td>
<td>The way in which place is viewed or regarded by people.</td>
</tr>
<tr>
<td>INSIDER</td>
<td>Someone who feels safe, secure and ‘at home’ in a specific place.</td>
</tr>
<tr>
<td>OUTSIDER</td>
<td>Someone who feels homesick, alienated or excluded from society in a specific place.</td>
</tr>
<tr>
<td>FAR PLACE</td>
<td>A place that is perceived to be physically or spatially distant, inaccessible, alien or exotic.</td>
</tr>
<tr>
<td>NEAR PLACE</td>
<td>A place that is perceived to be physically or spatially close, accessible or familiar.</td>
</tr>
<tr>
<td>IDENTITY</td>
<td>Who a person is, both in terms of how others view them or how they see themselves. An assemblage of personal characteristics such as gender, sexuality, race and religion.</td>
</tr>
<tr>
<td>EXPERIENCED PLACES</td>
<td>Those places where a person has spent time in.</td>
</tr>
<tr>
<td>MEDIA PLACES</td>
<td>Places that a person has only read about or seen on film/television.</td>
</tr>
</tbody>
</table>
• Explain why an outsider perspective might give a different sense of place to an insider perspective.
• Award one mark each for points of knowledge or understanding. Allow extra marks for developed points.
• For full marks there must be a clear contrast between and outsider and insider perspectives. Do not credit opposite points.
• An insider perspective often means you live in the place, whereas an outsider perspective may mean that it is a place you have never visited (1).
• An outsider perspective may mean you live in a place but you feel you don’t belong (1) for example a recent immigrant who doesn’t understand the culture (1) so this means may feel excluded from that place (1).
• A festival go-er visiting Glastonbury will see it very differently from someone who has lived there for many years (1) their sense of place will be dominated by the festival itself (1) whereas the local resident will know what Glastonbury is like for the rest of the year (1). However someone who lives in the town who becomes homeless due to rising house-prices may also have outsider perspective (1) (d).
• An outsider perspective may mean that your sense of place comes from media representations such as TV programmes (1). This means that your sense of place is determined by the programme makers (1) for example you may think that the East End of London is like Eastenders, high crime rates and large markets on every day (1).
• An outsider perspective may develop because some groups of people feel excluded (1) for example Traveller groups who live on the edge of a rural village (1) are sometimes made to feel unwelcome when the village residents try to have them evicted (1). The villagers themselves may feel that they have a real sense of community which will be very different to how the travellers feel (1)
1. What is the difference between sense of place and perception of place?

2. Placelessness
What is the difference between sense of place and perception of place?

- **Perception of place**: The way in which place is viewed or regarded by people.

- **Sense of place**: An individual’s subjective (personal) and emotional attachment to a place, its place meaning.

**Stretch and Challenge**

What factors influence our sense of place and perception of place?
• What perception might people have of Rossett School from looking at the above images (from our school website) and reading the headlines from recent articles in the Harrogate Advertiser?
• What influences people’s perceptions of a place?
• Does everybody have the same perception of a place? Why?/Why not?
• Can perceptions of a place change? Why?/Why not?
Perception of place

• Perception of place is the way in which place is viewed or regarded by people. It can be influenced by media representation or personal experience.

• How different places are perceived affects how people interact and behave in them.

• Perceptions of place can be changed and manipulated, which can result in positive and negative consequences.

• The perceptions of place vary with individuals. We bring our unique personal histories, thoughts and feelings to bear on our perceptions of places and their meanings.
How do people develop a sense of place?

Sense of place is an individual’s subjective (personal) and emotional attachment to a place, its place meaning.

Sense of place can be developed by:

- Growing up in a place
- Living in a place
- Going to school/college/university in a place
- Playing sport for a team in a place
- Working in a place
- Visiting a place
- Family connections to a place

Places that are experienced places and near places are more likely to help people develop a sense of place than places that are media places or far places.
If some places are special, others suffer from the problem of placelessness. This is the idea that a particular landscape, for example, an airport terminal, ‘could be anywhere’ because it lacks uniqueness. This occurs when global forces have a greater influence on shaping a place than local factors. British high streets are increasingly criticised for their uniformity where chain stores predominate. Is your place a clone town? https://www.youtube.com/watch?v=KAyQXlwjhsA
Examples of Placelessness:

- Airports
- Shopping Malls
- International hotel chains
- Major railway stations
Clone Towns

Some argue that globalisation has made place less important as the forces of global capitalism have eroded local cultures and produced identical or homogenised places. e.g. Starbucks in high streets all over the world.

1. Read the information on clone towns and make notes:
   ➢ What are clone towns and why are people opposed to them?
   ➢ What was the Clone Town Survey and what were its conclusions?
   ➢ How reliable was the survey? What were its limitations?
   ➢ How could the methodology of the survey be improved if it were to be repeated as part of your NEA?

2. Research and make notes on how people in Totnes have launched a ‘clonestopping’ campaign to try to prevent their high street being taken over by chain stores such as Costa.

To what extent has globalisation eroded our sense of place?
Homework

Finish the clone town questions, then research and make notes on how people in Totnes launched a ‘clonestopping’ campaign to try to prevent their high street being taken over by chain stores such as Costa.

1. Why was 'clonestopping' important to the people of Totnes?
2. What did their campaign involve?
3. How successful was their campaign?

Web-links to get you started:

- [https://www.theguardian.com/business/2012/aug/15/totnes-war-global-capitalism](https://www.theguardian.com/business/2012/aug/15/totnes-war-global-capitalism)