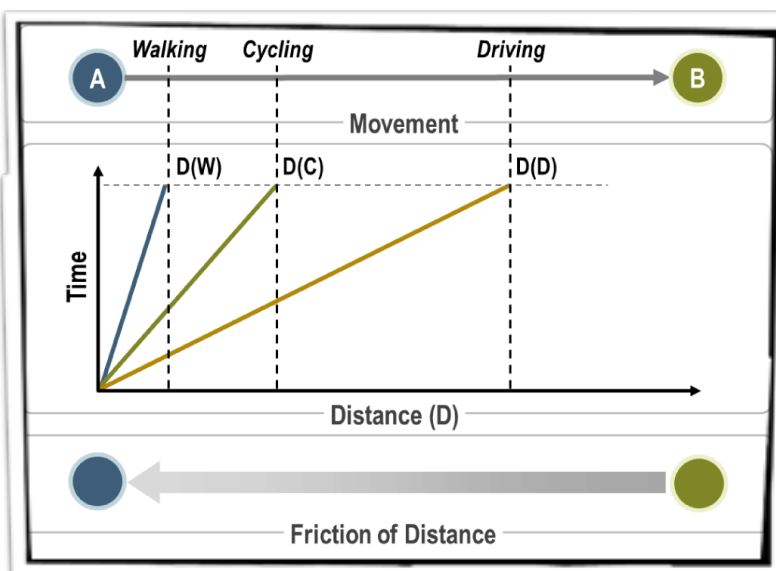


## C. Types of Diffusion

### Understanding Cultural Diffusion

*Cultural diffusion* is defined as the spreading of traits, habits, and practices across space over time. All cultures have a *hearth* - a source point where the traits and habits of the material and non-material culture are first formed or created. If left to its own devices, cultures will exist solely at their hearth and will not diffuse. Of the 7,000 cultures in the world today, over 80% have not diffused beyond their hearth. Thus, *cultural diffusion* is the process of how a cultural package spreads beyond that hearth, to be adopted by other people in other places. For example: In 1955, the McDonalds brothers opened their first burger joint in San Bernardino, CA. Over the following decades, McDonalds diffused across the USA. Its popularity and innovative fast food/drive through design soon infused the Golden Arches as a key component of American culture.

By the 1990s, McDonalds had diffused all over the world, serving as an icon of American culture and values. Similarly, blue jeans were developed in the 1870s in San Francisco by Levi Strauss and Jacob Davis. Davis desired a pant that would not rip and could handle the tough working conditions in factories and on the farm. Levi had the denim material in bulk. The two partnered together, making pants with metal rivets on the pockets. By the 1970s, pop stars like James Dean popularized the pant, pairing the jeans with his "rebel" persona. Now blue jeans are sold all over the world, serving as another symbol of American culture around the world. Both McDonalds and blue jeans had their hearth in California, diffused across the USA, became synonymous with American culture, and finally diffused around the world.



Culture is subject to friction of distance and distance decay. The further away from the hearth, the greater the friction that slows down the spread of a cultural system. Culture systems with limited access to technology and transportation may only have 5-20 people in one small village who live by those cultural norms - speaking the language, creating the music, obeying the religion. Conversely, with increased technology and transportation, there is improved space-time compression, creating increased influence. More people have access to the culture and have the opportunity to be influenced by its traits, habits and practices. As a result of this relationship, the largest religion in the world has ~2 billion believers, while the largest language has ~1.5 billion speakers.

Culture typically adheres to the

This graph above shows how far people will travel by walking, cycling and driving. The dotted line represents how far people will travel before the friction of distance becomes so high, they will no longer travel using that method.

**Gravity Model.** In science, gravity is defined as the force that attracts one object toward another object that has mass. The larger (and closer) the object, the greater the gravitational pull. Stars are massive with a tremendous pull, while ants... not so much. In Human Geography, urban spaces have a “gravitational pull” that affects the level of interaction with other urban spaces. The larger (and wealthier) an urban space, the greater the “pull.” With a large pull, a city will have a greater interaction in the form of economic activity, migration, cultural influence, and innovation. The smaller the population, the smaller the “pull.”

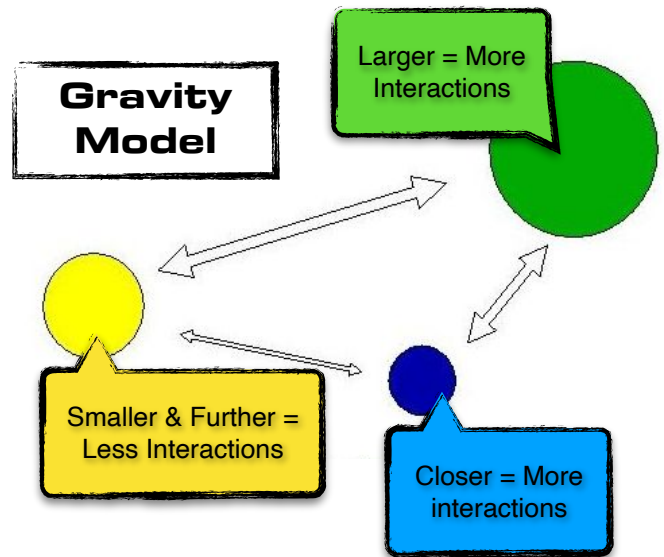
For example: Hiawatha, Kansas has a population of 3,200 people; for those less familiar with Hiawatha, Kansas, it is located along the old Oregon Trail between the Kickapoo Indian Reservation and Falls City, Nebraska. New York City, New York has a population of 8,600,000 people. Which city will have the “greater gravitational pull”?

**Economic activity** - Hiawatha is a primarily rural community while NYC is home to Wall Street, the UN, major Media Corporations, etc.

**Migration** - Hiawatha’s population decreased by 500 people between 2010 and 2018, while NYC grew by 200,000 during the same time period.

**Culture** - most people have not heard of Hiawatha, while NYC is the media headquarters of American Culture. If a musician, actor, athlete, or comedian wants to make it big, they go to NYC.

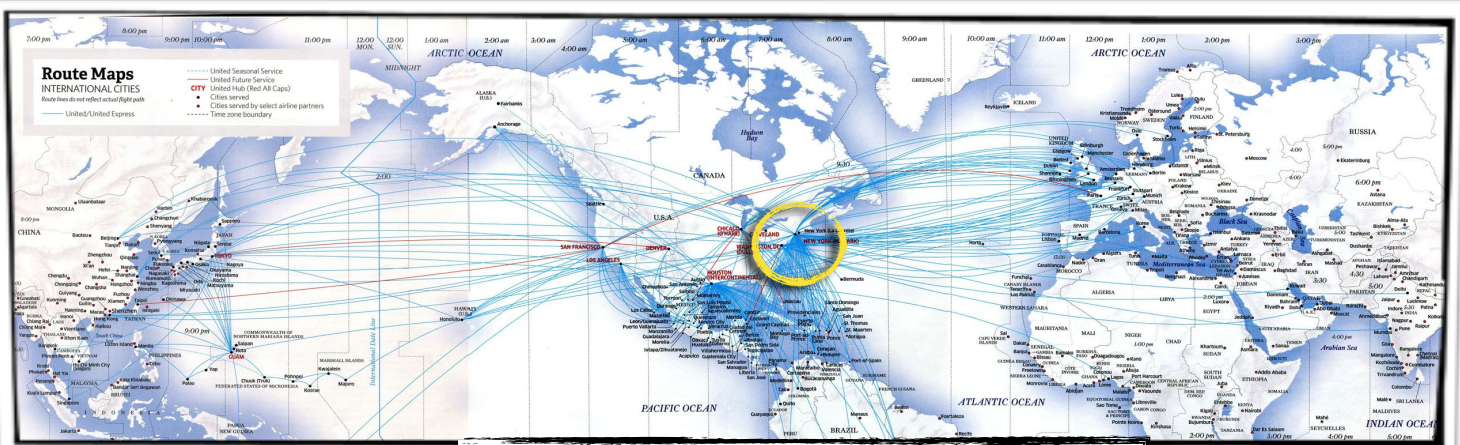
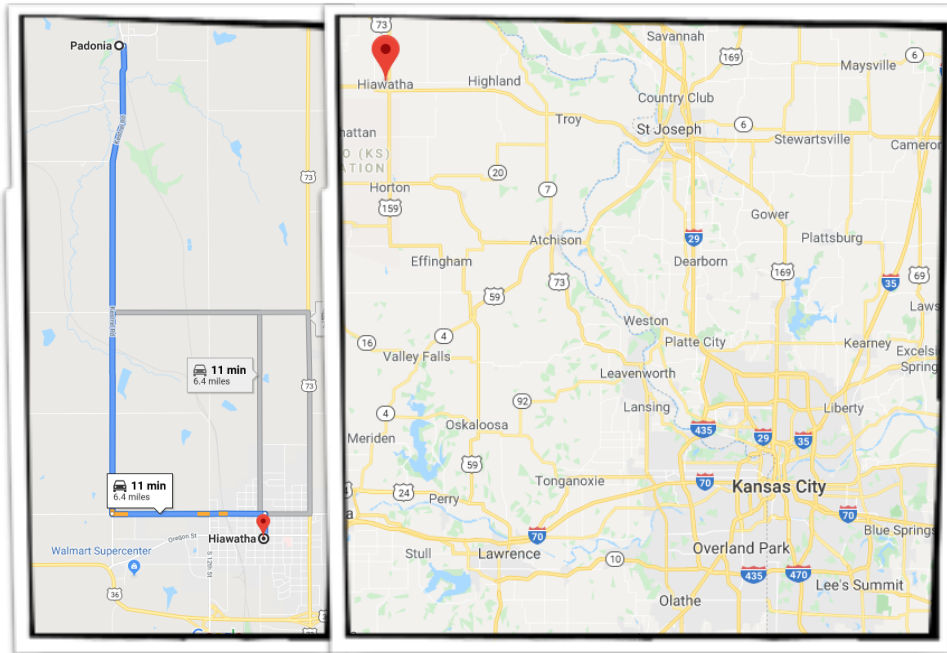
The jury has submitted its verdict: NYC has the greater gravitational pull. It has such a massive population, economy, and social force that it is known all over the world. Travel to Paris, Shanghai or Tokyo, and people will know where NYC is and will have interacted with some product from NYC. NYC is one of the most visited tourist destinations on the planet. Economically, NYC’s ports are some of the busiest in the world, with products arriving from Europe and Africa daily. NYC is also home to the United Nations, demonstrating its vast political influence as well.





The Gravity Model also incorporates distance into its interaction equation. The closer two locations, the greater the levels of interaction and gravitational pull. But the farther away two places are, the gravitational pull decays.

Padonia, Kansas is located 6 miles away from Hiawatha, connected by a network of roads. Despite Hiawatha's small size, the close proximity increases the level of economic, social and political interaction between these two communities. However, by the time a citizen of Hiawatha has traveled 100 miles north to Omaha, Nebraska or south to Kansas City, Kansas, the petite nature of Hiawatha results in *distance decay* - almost no one has heard of the small community, let alone had any interaction with the town.



**International Flight Map**

## Relocation Diffusion

*Relocation Diffusion* is the spreading of an idea or innovation through the movement of a person or group of people migrating from one location to another. Relocation diffusion does NOT increase the number of people in possession of the cultural practices, but instead simply changes their locations on the planet. For example: The Hmong Nation faced severe violence during the Vietnam War. After the war, many Hmong relocated to the USA, settling in California, Wisconsin, Minnesota, and North Carolina. 170,000 Hmong left Southeast Asia and 170,000 arrived in the USA. The same number of Hmong arrived in the USA as had left Asia; carrying all their cultural practices with them.

## Expansion Diffusions

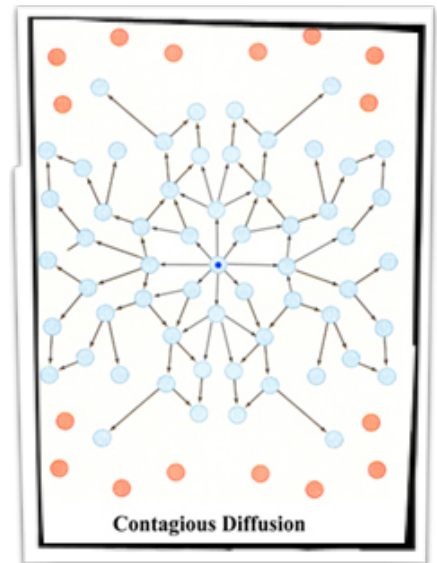
*Expansion diffusions* differ from relocation due to the increase in the number of people impacted as well as the increase in spatial distribution. For example, as Ebola diffused across West Africa, more people became infected as the disease spread (or Corona Virus diffusing across and out of China to the rest of the world). Expansion diffusions can be categorized into three major types:

## Hmong in the USA

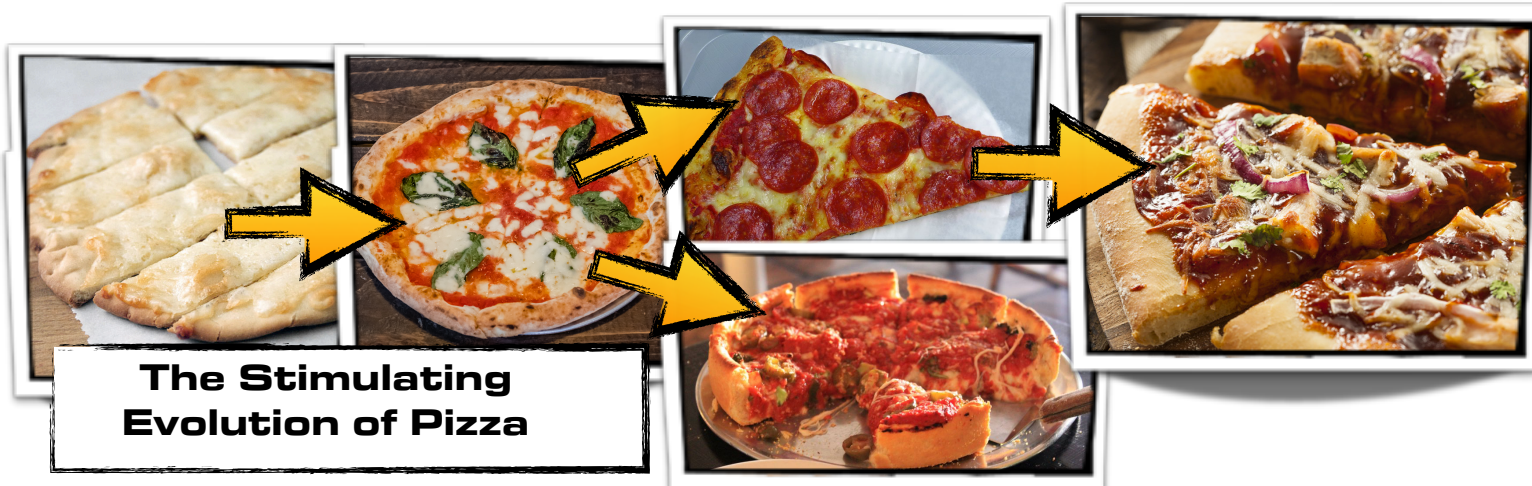
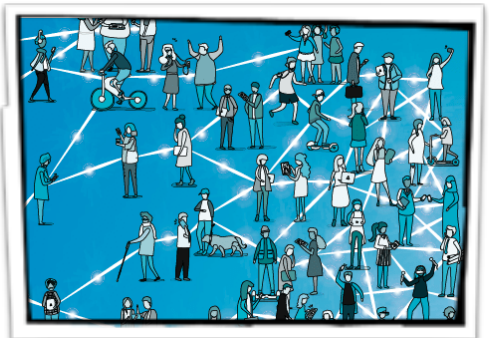




1. **Contagious Diffusion:** The rapid diffusion of a characteristic across a large population. Like a virus or good gossip, it passes from one person to another through their social relationships. Throughout time, this is how popular phrases diffused from one location to the next: “Holy Cow! We’ll I’ll be a monkey’s uncle! I got this cool gig that I think will be a blockbuster. It’s hard to keep up with the Jones, so give me a smooch for good luck, as I 23 skidoo. Besides, Hipsters like me work hard for the man from 9-5. So, Daddy-O, I’ll catch you on the flip side, you dig it? It was wicked to chat with someone so fly, like yourself, my rad homey... Sweet. Lit.” This little montage is a combination of cool phrases and popular expressions throughout the past 100 years. Each phrase had a hearth, or origin, and diffused contagiously as one person shared it with another. The usage of the terms expanded until most of America - and other English speaking countries - were utilizing the phrases in every day language.



2. **Stimulus Diffusion:** The spread of *part* of an idea or when an idea *changes/adapts* in a new location. For example, the concept of pizza originated in Italy. The civilizations of the Mediterranean region had been making foods from flat breads since the early 6th century BCE. Once exploration brought tomatoes from the Americas to Europe, the Italians started putting tomato sauce on the flatbread, which was often considered a street food for the poor. In 1889, chefs in Naples Italy crafted the Pizza Margherita: flatbread with tomato sauce, fresh mozzarella, and basil leaves. Street vendors sold pizza as a whole pie. As Italians migrated to the USA, the concept of pizza diffused through relocation, and then evolved/adapted to the new audience and resources in New York and Chicago. First, America had many cow and pig farms so cheese, beef, and pork were readily available food items. Soon, pizza evolved to have mozzarella, provolone, cheddar, and colby cheeses entirely covering the tomato sauce with beef sausage and pork pepperoni becoming popular toppings. The Italians in NYC made their pizzas wider, thinner and sold them by the slice. Italians in Chicago put the cheese and toppings at the bottom of a deep dish crust, with the tomato sauce on top. As Americans migrated west and began using trains, Italians and their pizza diffused across the USA. Soon, pizza smothered in cheese and beef/pork toppings became a staple of the American culinary tradition. In the 1980s, pizza evolved again. In Los Angeles, chefs introduced pizza with Barbecue sauce, cheese, chicken, and pineapple which then, diffused rapidly across America. What started as some flat bread and a few toppings along the Mediterranean region spread, evolved and adapted into a multi-crust styled variety, loaded with cheese, and a bevy of toppings the original flat bread bakers never dreamed would exist.





3. **Hierarchal Diffusion (& Reverse):** The spreading of traits, habits, and practices through power-based relationships, usually originating from the most powerful and flowing to the least powerful. In the business world this can be a powerful, multinational company unveiling a new product or technique, to be later copied by a smaller business. For example, Starbucks popularized "Cold Brew" coffee, but soon after, all the grocery stores had other brands of "Cold Brew" on the shelves. The local corner coffee shop was making cold brew coffees. In style and fashion, the runways in Paris and Milan display the latest in trends and fashions, but the following week, the fast fashion industry has reproduced low-cost, mass produced replicas for the common consumer to purchase at stores like H&M, FashionNova, Top Shop, and Zara.



*Reverse hierarchal diffusion follows the line of power from the bottom to the top, from the streets to the penthouse. Rap music started on the streets of NYC by lyricists demanding a better life. Now rap is performed in massive stadiums by multimillion dollar musicians. In 2020, during President Trump's impeachment hearings, House Representative Hakeem Jeffries quoted the Notorious B.I.G., "If You don't know, now you know" at the trial. Rap had moved from the NYC streets to the halls of power in Washington DC.*



## D. Impacts of Diffusion

### Isolation vs. Interconnection

The level to which a society is interconnected and interacts with other cultures will drastically impact how unique the culture will become, with isolated societies being the most unique. Isolated groups rarely have social interaction beyond their own group and the resources available in their surrounding environment determine their cultural traits, practices, habits, language, religion, and built landscapes. Isolated groups develop their own unique "group think," codifying their practice and survival strategies as the groups "norms." Over 90% of the world's 7,000 unique cultures exist in isolated Stage 1 regions of the world like the Amazon rainforest or the arctic regions of Canada.

Where isolation created uniqueness, interaction creates blendedness. As a Stage 1 society builds communication and transportation networks, they begin to increasingly interact with other cultures. Where there was once isolation because of friction of distance, technology's space-time compression rapidly increases the ability to interconnect with distant populations and cultures. As a result, there is a rapid increase in the flow of goods, ideas, and people. The flow (typically) goes both directions, as traits, resources, and people flow out to the other cultures while at the same time receiving a return flow of their cultural package. As the level of interaction increases with other societies around the world, the more the "unique" elements





Rap in Korea...  
Chopsticks in  
Harlem.

of the native culture lose ground to the influences of the practices/habits of other cultures. The two (or more cultures) will share words, borrow innovations, music styles, clothing, resources, etc. Members of each connected society will migrate to the other, creating ethnic enclaves, and eventually dispersing and intermixing. The result of all this interaction is a cultural kaleidoscope, a multicultural society.

### Assimilation & Acculturation

When people from different cultural systems interact, the blending process begins. However, not all cultural relationships are created equal. In accordance with the Gravity Model, the larger, wealthier and more prosperous societies create a stronger, more robust cultural presence. Inversely, the less developed and less prosperous a society is, the weaker their cultural presence. For example: Since the number one cause of migration is economic opportunity, it is the person from the isolated, rural area that is most likely to migrate and settle in the wealthier urban area. This person will have to adapt to the cultural expectations of their new home to survive economically. It is the family from the Stage 2 society migrating to the Stage 5 society that has to adapt to the cultural norms and practices of their new home to survive economically. A similar relationship is formed in political alliances or trade negotiations. The weaker culture usually adapts to the traits and customs of the stronger. Thus, any cultural interaction results in one (or more) parties setting aside part of their culture to embrace the culture of the people they are interacting with through one of two processes:

- **Acculturation.** *Acculturation* is the major shift in a person or society's cultural system, but the person keeps some elements of their former culture. A person can only wear one set of clothes at any given time: will they wear their traditional clothing or the "popular" styles of the new location? A person can only speak one language at a time. Are they going to speak their mother tongue or

are they going to attempt to speak the language of their new home? These are the tough choices people must make in interactions. For example: A migrant relocates from Mexico to the USA. During the day while the migrant is at work, she changes how she dresses, listens to pop music with her coworkers, speaks English while in public. However, at home, she speaks her native Spanish with her family, prepares traditional dinners, and continues her Roman-Catholic religious practices.



During the Day



While at Home



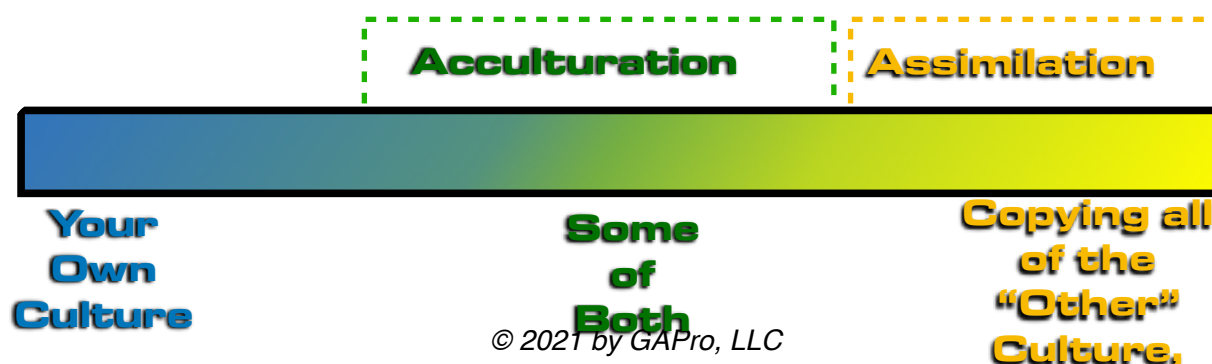


- **Assimilation.** *Assimilation* means to make the same, resulting in the near-complete loss of one culture by replacing it with another. When a migrant moves to a new location, they may choose to abandon all of their old traditions, completely devoting themselves to the new cultural systems of their new home. They may assimilate to such a degree that the old complexes and systems become taboo and an object of their anger. In the 1880s-early 1900s, migrants to the USA often tried to completely assimilate to American culture. The migrants changed their names to be more “American.” They changed their language, disallowing their native language to be spoken - even at home. They adopted Protestant Christian beliefs. Many migrants wanted to mirror and emulate exactly how they saw the American citizens talking and behaving. The migrants did not want to face the social pressures (ridicule, mockery, and violence) that came with being new to America.

Assimilation can also happen by force, against the will of the weaker party. As societies move into Rostow’s Stage 3 and 4, there is a strong push to create property rights, privatize land, and create a nationally united culture. Any people, group, or society that do not align with the attempts to “modernize” are oppressed, even to the point of forced assimilation. When USA and Canada were expanding Westward, they forcefully assimilated Native Americans into Western Culture. They destroyed native homes, forced Western clothing, demanded the speaking of only English, and required attendance at Christian religious services. In some regions, Native American children were taken away from their parents and placed into families of the colonists to ensure the child was raised “correctly” with the right cultural and religious values. As Brazil, Canada, and Mexico developed, indigenous cultures faced similar persecution for failing to conform. In 1981, Guatemala forced cultural requirements upon the native Mayans. When the Mayan’s refused to assimilate, the conflict resulted in a genocide.



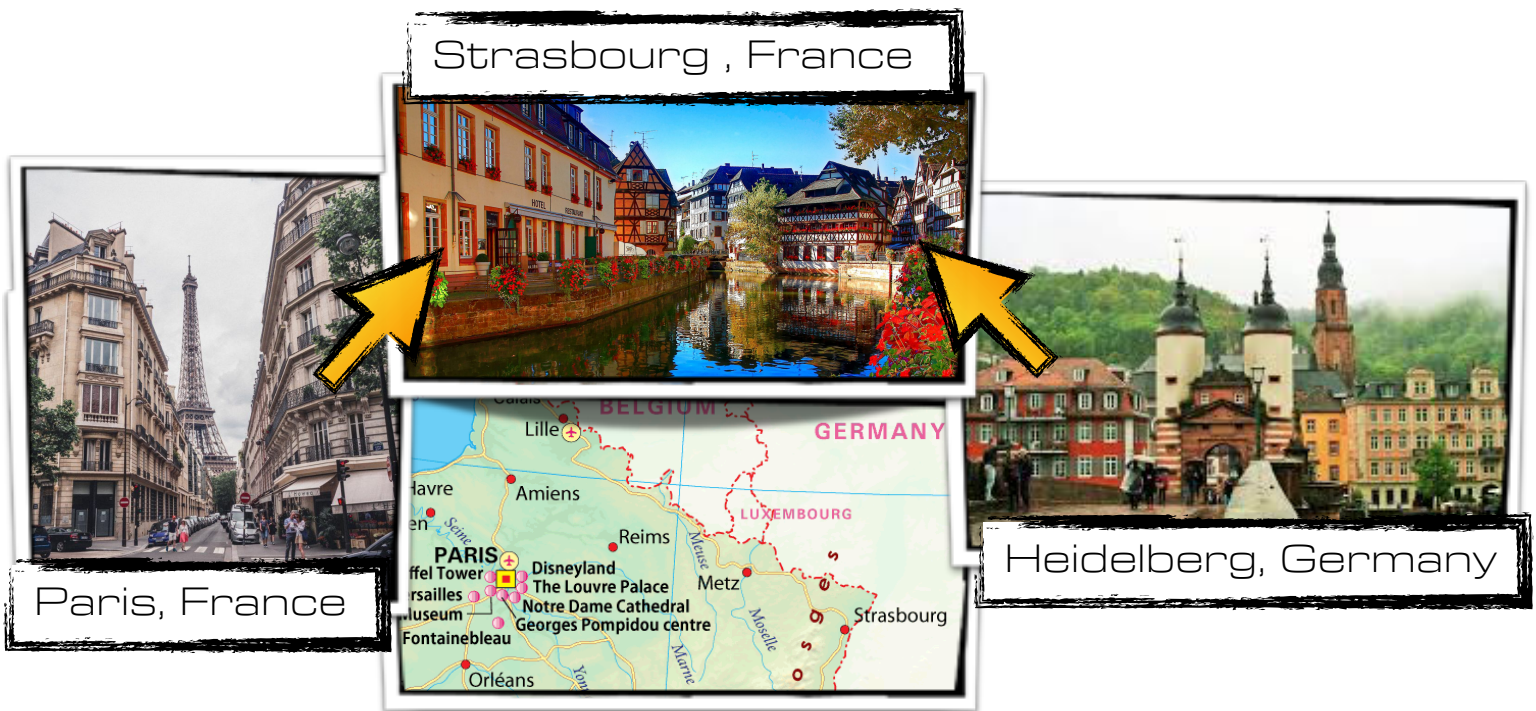
## Cultural Gradient



## Mixing Cultures

When cultures interact, it is possible for a new culture to emerge. Since culture is subject to distance decay from its hearth, the cultural complexes of the people living near the hearth often look different from those farther away from the hearth. Thus, when two established and powerful cultures exist next to each other, the border regions where the two societies meet experience frequent economic and political interaction. Because interaction creates blendedness, the daily interaction between the two cultures causes an *amalgamation*, or merging, to occur. Some traits from one culture become mixed or swapped traits of the other. This could take the form of certain word sounds, material resources, building techniques, religious ideas, musical stylings, fashion, etc. The result of this amalgamation is a new, *syncretized* cultural expression that is distinct and put into use daily by its citizens.

The French and German border regions are an excellent example of interaction and amalgamation leading to syncretism. France and Germany have existed as unique, establish cultural entities for over a millennium with Paris as the hearth of French culture and Berlin and Munich as hearths of German culture. The French language is highly controlled, with a government organization in Paris overseeing accepted word spellings and pronunciations. The food in Paris defines the essence of French culture. The streets of Paris are lined with cafés selling crepes, croissants, deeply roasted French Press Coffee, and Bordeaux wines. The architecture in Paris is distinctly French. Meanwhile, 310 miles to the East is the French town of Strasbourg on the border of France and Germany. In Strasbourg, the physical proximity and interaction with Germany has created a *syncretic culture*. While Strasbourg is still technically in France, the architecture, food, and language are all very different. The way the French words are pronounced have a different sound, or dialect, and share words and phrases with German. The street signs have a mixture of French and German influences. The food is a blend of French and German traditions. The street cafés sell Bavarian Pretzels and the taverns sell craft German beers. The toponyms have a stronger German influence. The architecture borrows from French and German designs. While the culture still has French traits and is legally “French,” tourists who visit Strasbourg would not confuse themselves as thinking they are in Paris. A new cultural expression has emerged from the French-German amalgamation.



Subsequent occupancy often creates an syncretized culture. When a new civilization replaces an older one, the two cultures can amalgamate, keeping shared elements of each culture. For example, in North America, many indigenous cultures lived on the land for thousands of years. When europeans conquered the land, elements of the native’s material and non-material culture influenced the American settlements. For example: The Pueblos of New Mexico reflect the cultural amalgamation of Tewa nation, the first Spanish settlers, later Basque migrants, and the now-American occupiers. These traditional pueblo architectural traits still influence the design of modern suburban houses in the region. The toponyms also tell the story of settlement and occupation. The name Albuquerque has Latin roots, named by Spanish explorers to mean “White Oak,” and to the south of Albuquerque, an ethnic enclave of Basque



migrants have influenced the toponyms to reflect their heritage. Meanwhile, 50 miles to the east, toponyms like Chilili and Tajique echo the names and traditions of the Tewa nation from the pre-Spanish arrival... All of these toponyms appear on the map in English alphabet and phonetics, reflecting American occupation and control over the region.



## E. Indigenous vs. Pop

### Determinism vs. Possibilism

Understanding differences in culture begins with the impact the earth has upon its human inhabitants, as well as the impact humans have on the environment. *Environmental Determinism* is the theory that geography shapes destiny; humans are bound by the natural features surrounding them. Every aspect of human life is decided by the physical landscape: what they eat, where they sleep, building materials, transportation, word choices, religious beliefs, musical instruments... For example, the people living along the Sahel, in land locked Central Africa, live in an environment that is extremely hot with very limited vegetation. As a result, common foods in Chad are rice, flat breads, hot rice cereal with milk, and root plants like sweet potatoes. Their homes are made of mud brick houses, with wood only being used for the most valuable resources. Meanwhile, on the tropical islands of Papua New Guinea the cultural experience is different. Seafood, cassava, leafy greens, coconuts - and their milk - are common dishes. Their homes are made of wood because of the abundance of trees.

*Possibilism* promotes that human ingenuity can overcome any natural obstacle. Starting in the 1800s, industrialization changed what was possible for the human species. For the first time, humanity moved beyond adapting to their environment to controlling and overcoming their environment. Trains allowed humanity to move at 60 mph; rapidly overcoming friction of distance. Telephones allowed peoples' voices to travel thousands of miles in seconds. Airplanes overcame gravity, while ships overcame winds and ocean currents. As industrialization advanced and diffused, humans were no longer bound by their natural environment, but instead could pool together





resources from around the world to tackle any challenge. Now, students have cell phones with materials from five continents, having travelled 500,000 miles, that communicate using satellites orbiting the earth, sending messages at the speed of light. Submarines, designed in buildings that scrape the sky, can travel to the ocean floor. Islands are being built in the sea. In Dubai, people ski in the desert. An injury in rural Alaska can be instantly analyzed and diagnosed by Doctors in India. While the environment still influences human activity, possibilism promotes that there are few limits to human ingenuity to overcome problems and barriers.

### Juxtapositions

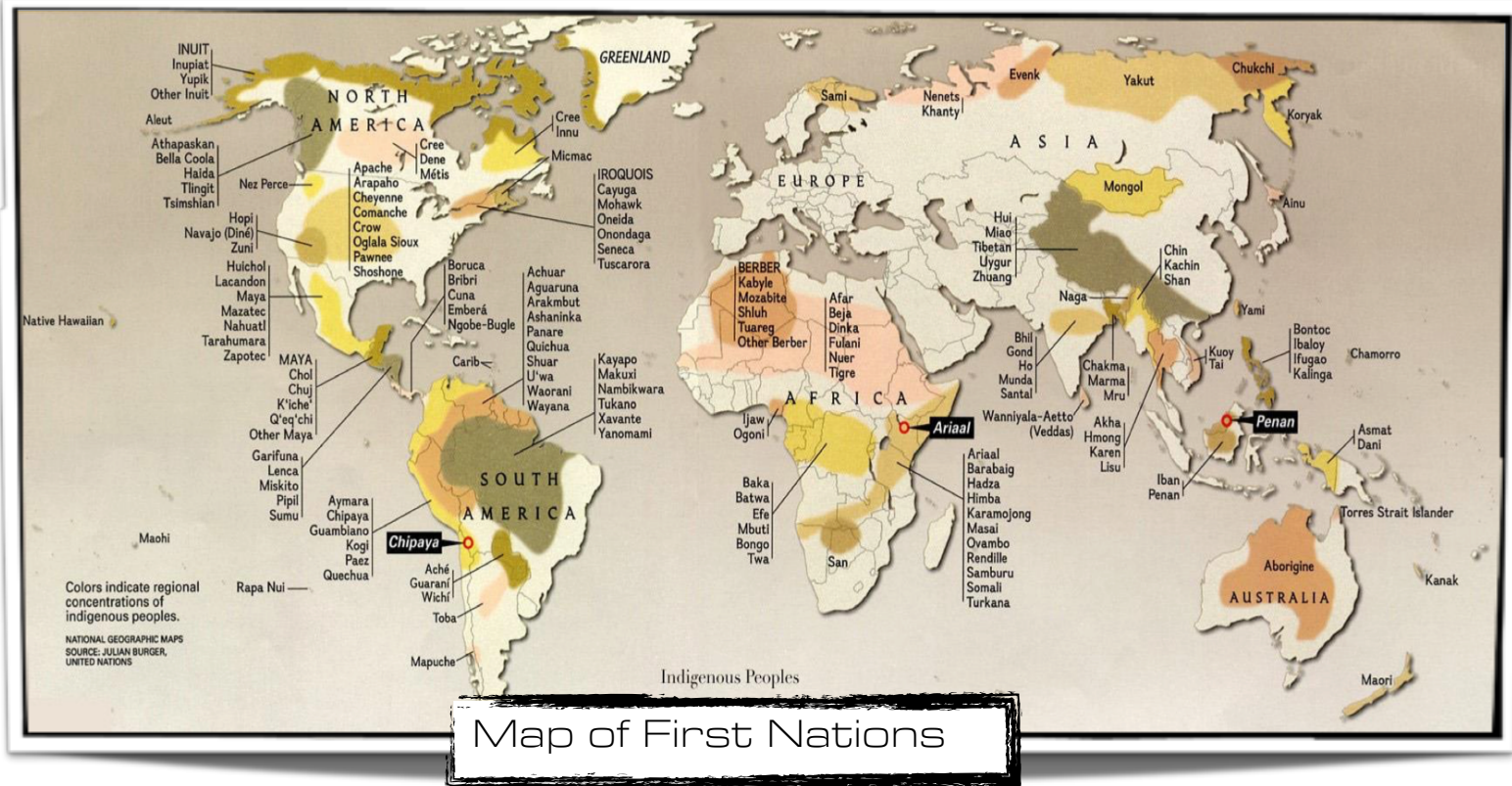
The following section analyze and compare the differences between *indigenous folk culture* and *popular culture*. *Indigenous Folk Cultures* derive from the First Nations that existed in a particular location. The culture captures how the first nations lived on the land. There were once 15,000 unique indigenous cultures that have now been reduced to less than 6,000. Popular culture is the modern cultural traits and practices that are shared across a region and/or around the World. *Pop culture* is composed of cultural traits and practices that transcend physical and ethnic barriers, using industrialization to influence a global audience. Six key areas of comparison between Indigenous Culture and Pop Culture are:

## APPLICATION #1

Copy the following chart into your notebook. Use the information on the following pages to complete this activity. Remember when comparing, to state both sides... no matter how obvious it may seem.

	Indigenous Folk Culture	Popular Mass Culture
<b>Develop/Interconnect/ Distribution</b>		
<b>Land Use, Housing &amp; Architecture</b>		
<b>Means of Production</b>		
<b>Food</b>		
<b>Music, Dance &amp; Clothing</b>		
<b>Language</b>		



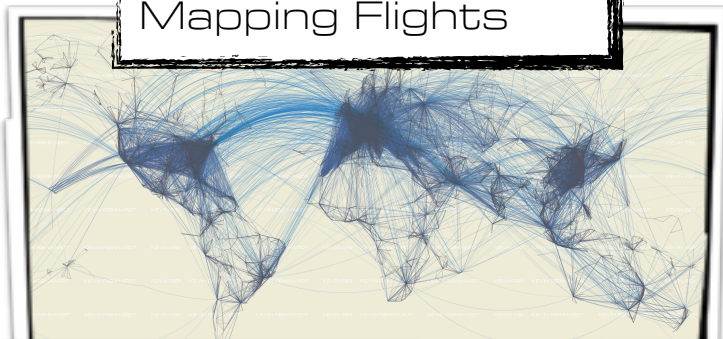


## #1

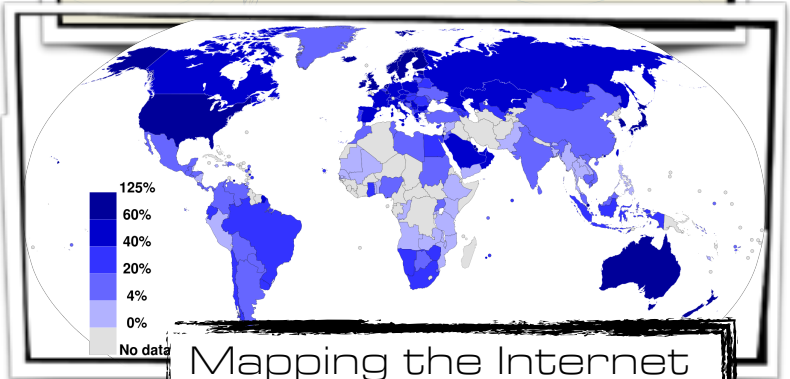
**Development, Interconnection & Spatial Distribution:** Indigenous cultures are highly unique systems that have developed in isolated, peripheral regions of the world. These cultures emerged thousands of years ago, in the Pre-Industrial Stage 1 of human development. Each culture has a hearth tied to a specific location and physical landscape. The immense isolation and friction of distance results in highly unique and diverse cultural practices that are uniquely tied to that local environment. All traits and customs are embedded in their native natural resources and physical landscape. The low NIR in these tribes has resulted in a low total population within the nation. Thus, indigenous cultures exist in low density clusters, dispersed across the rural regions of the world. In the 21st century, first nations have been forcibly removed from lands suitable for agriculture and relocated to often barely inhabitable places or in semi-autonomous “native reservations.”

Pop culture is the blended result of interactions between highly interconnected and industrialized societies. As societies develop into Stage 2 & Stage 3, they purposefully build transportation and communication networks to improve the interconnectivity thereby increasing the flow of people, goods, and ideas. The industrialized development of a society results in increased interaction of people living across the country, as well as greater interactions with cultures from around the world. Seaports bring in resources from around the world, altering or replacing resources people formerly relied on to live. Simultaneously, the increase in economic opportunities results in migration to urban spaces, and since interaction creates blendedness, the uniqueness of each indigenous culture blends and melds together into a syncretized shared multicultural expression. At first, the merging of cultural practices expands across a region. Eventually, a region’s culture loses its uniqueness, and blends into the placeless global culture.

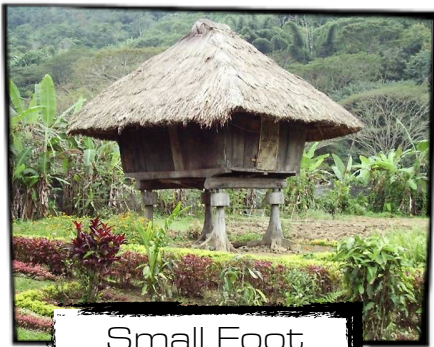
## Mapping Flights



## Mapping the Internet







Small Foot Print



Local Materials



Isolated

Uncontacted Tribe in Amazon Rainforest

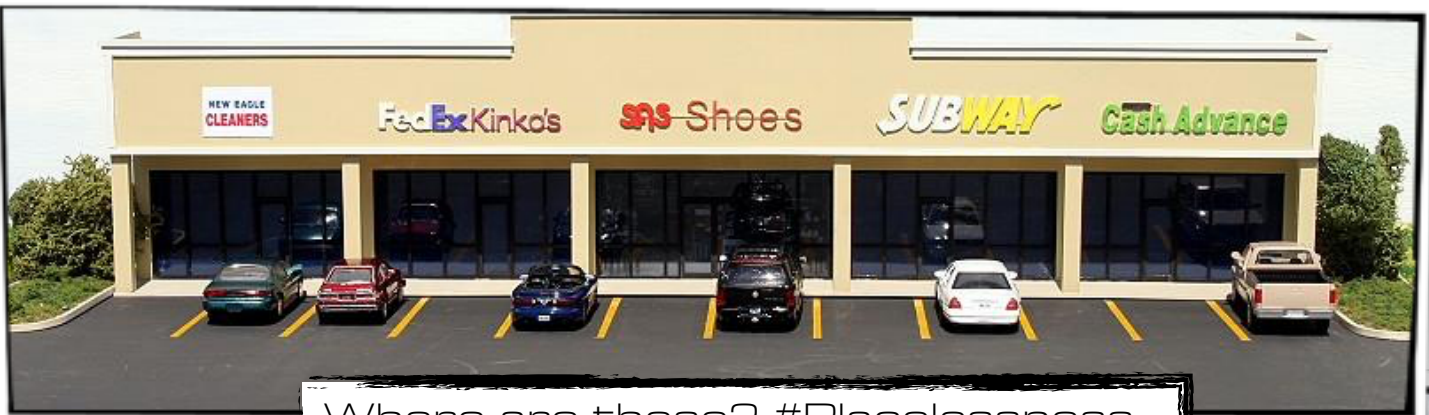
## #2

**Land Use, Housing & Architecture:** Indigenous cultures create a small built landscape, tied closely to the local environment and, because of the isolation, only have their local natural resources available to them.

Desert regions create mud brick houses, while the homes in the Great Plains were dug into the ground.

Because indigenous societies do not have advanced machines and tools, all buildings are constructed by hand. The process is long and time consuming: chopping down trees, milling the wood into planks, digging holes, mixing dirt, creating ropes... all with just human and animal power. As a result, the buildings create a strong sense of place, as they are environmentally determined. They reflect the needs of the people, as they build into the architecture only the features they truly need. Because of the effort and labor, indigenous cultures use a small amount of land - with housing being the largest portion of their land use.

Pop culture utilizes a massive built landscape, building with global resources. With industrial transportation, an interconnected society can receive any material, from anywhere in the world, at "any time." As a result, multinational businesses utilize their university degreed architects to share designs over the internet, before ordering resources through their global supply chains, to construct a building anywhere in the world (as long as there is money to pay for it or turn a profit). Thus, the size and style of the building is tied to corporate wealth and profit earning potential, not a reflection of the values/needs/aspirations of the people. Even essential architecture like housing becomes a prefabricated syncretized experience; with placeless cookie cutter suburbia or placeless apartment towers that have air-conditioning to overcome the hot days, and central heating to adapt to the super cold. The result is an urban built landscape that is placeless with no unique sense of identity.



Where are these? #Placelessness







## MASSIVE Land Use

Pop culture utilizes massive quantities of land for more than just housing and business. Every network utilizes land. All the resources required to manufacture our products originate from mines and forests designated for consumption. All transportation and communication networks consume land: roads, parking lots, bridges, rail lines, train stations, airports, sea ports, telephone lines, cellphone towers, gas drilling/purification and pipelines, energy power plants and lines... all affect the built landscape by consuming land. The factories, processing centers, warehouses and corporate headquarters consume land. The dams, water purification systems, sewers and piping consumes land. The massive landfills for the trash from a high mass consumption society consumes land. As a result of the consumption and profit driven culture, Stage 4 and Stage 5 societies consume massive swaths of land to meet their networking and consumer needs for the largest profit.



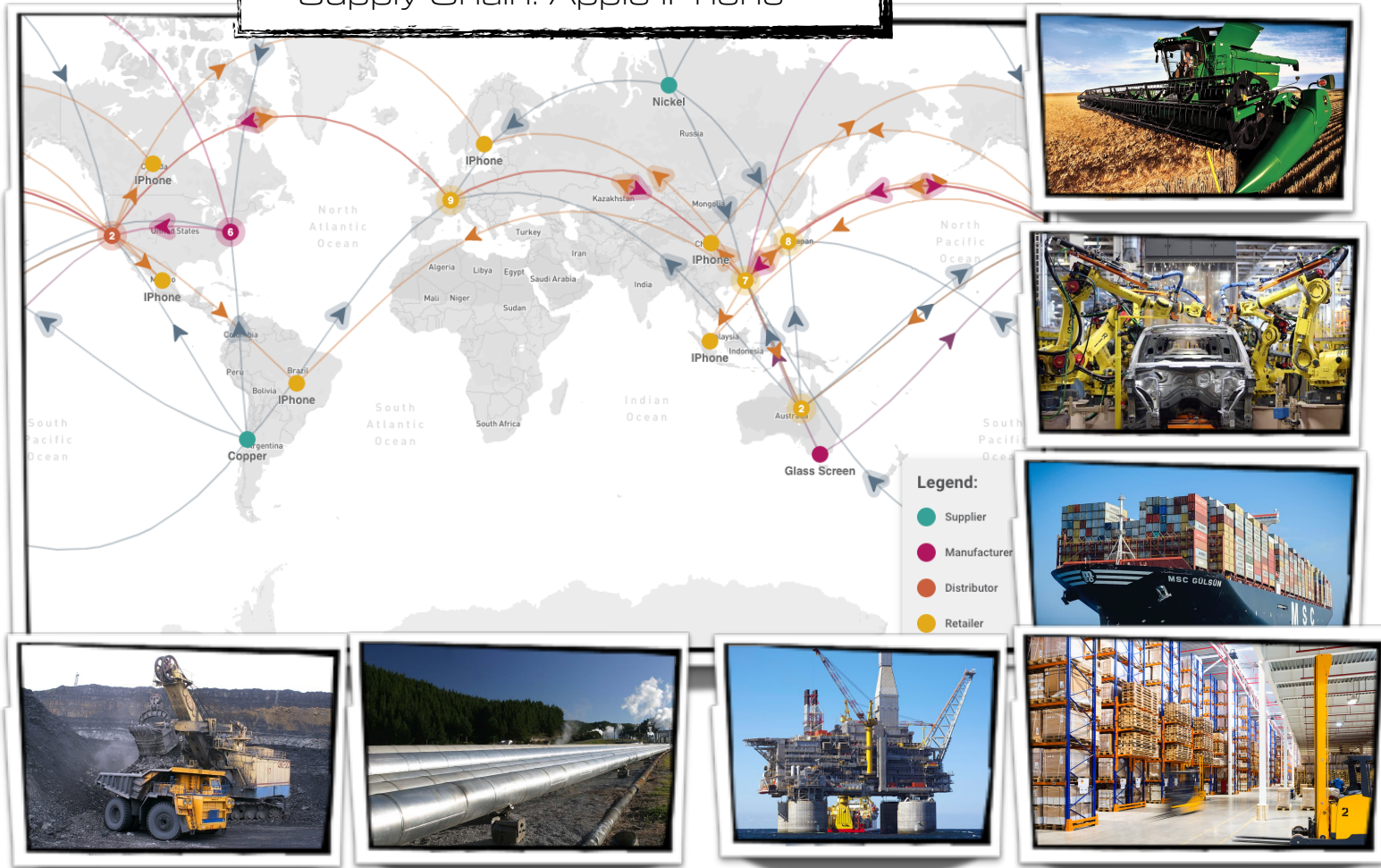
## #3

**Means of Production.** Indigenous cultures produce all food and good production using human and animal power. Since folk societies are located in isolated, rural settlements, their means of production are environmentally determined by the available natural resources. The tools are made from locally available materials and powered by locally raised animals (if domesticable mammals are even available to be tamed). Folk cultures adapt the available resources to meet their survival needs. Leaves and reeds are woven ropes and baskets. Stones were sharpened into axes. Trees are chopped and shaped into handles and plows. This process is labor intensive and time consuming. As a result, very few objects are made, with minimal uses and durability.

Pop cultures produce their crops and goods through industrialized production, utilizing resources from around the world to create the largest profit. Industrial machines multiply human efforts in a way that cannot otherwise be replicated by nature. Oil or coal powered engines generate more speed and power than any human or animal, never tiring in its work. Machines multiply human strength, allowing for the bending/molding/lifting of objects no human or animal could lift. Machines can be built to match the size of any project. Because of machine powered transportation, resources from around the world can be brought together to create amazing new tools and technology. As a result, production that utilizes machines makes the impossible things possible. Cotton can be harvested by massive tractors



## Supply Chain: Apple iPhone



in Texas, shipped to Honduras to be turned into thread, before arriving in Vietnam to be woven into a shirt, to be sold at a Walmart in Des Moines Iowa. Copper is mined in Chile, shipped to China to be assembled with African cobalt, Norwegian titanium, and Russian steel. The result is a cell phone that can send messages over radio waves at the speed of light, transmitting them through satellites positioned around the earth. As a result, pop culture relies on rapid high mass production (and consumption) of goods, utilizing industrialized factories and resources from around the world. With pop culture anything is possible... and for sale.

**#4 Food.** Indigenous cultures develop a culinary culture that is also environmentally determined. Since the society is isolated in rural settlements, the only food available to eat is what exists and is grown where the people live. Thus, each society's food package closely resembles and reflects the place where they live. Coastal locations base their diet around fish and wet rice. Tropical areas base their food culture around fruits, birds, bats, and insects. Arctic regions eat seal, whale, musk ox, and some edible leaves. People will eat what the environment provides for them to survive, creating unique food cultures based upon the location.







London



Shanghai



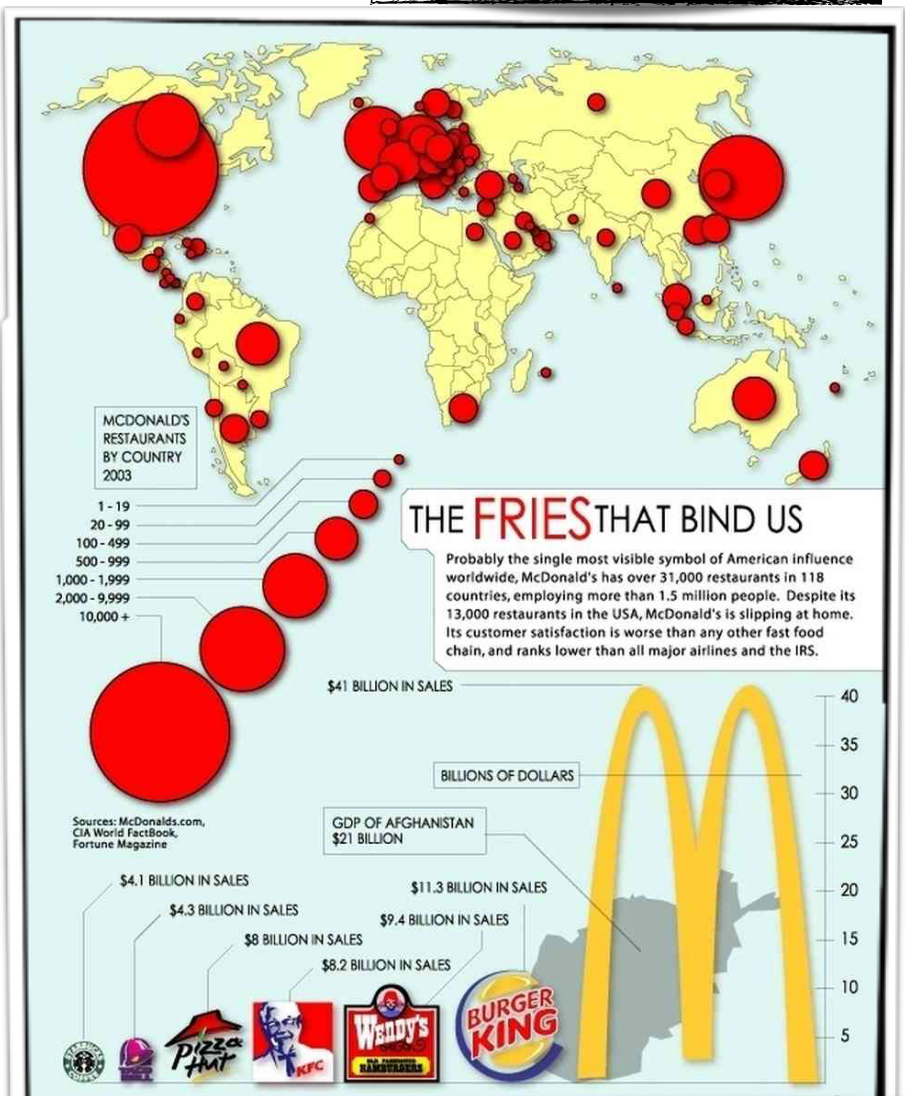
Tokyo



NYC

Pop culture developed a globalized, industrialized food culture based upon profit and supply chains. Crops are grown on mega farms and animals are raised on large feed lots. The goal is to create as much food as possible, in as little space as possible. The crops and meat are sent to factories to be transformed into food products that will be consumed by customers. Once food is packaged and put into a container, it can be transported any where in the world (with transportation access). This allows for beef from Nebraska, USA and wheat from Ukraine to become a McDonalds Big Mac in Shanghai, China. Pop Food culture is driven by multinational companies and global supply chains, allowing restaurants to create the same edible experience anywhere in the world (that they have infrastructure).

As a result, certain food brands have become international. The arrival of international food brands is welcomed at first by developing countries and is considered a luxury. McDonalds, Coca-Cola, and Nestlé are considered luxury items and high class living in the semi-periphery and periphery. McDonalds has restaurant locations in every major urban center in the world; often located in the most important social/culture locations - Time Square in NYC, the Champs-Élysées in Paris, Piccadilly Circus in London, Potsdam Plats in Berlin... all have McDonalds store fronts. The promotion of American/Western diet globally is considered by many to be a form of cultural imperialism - one country's cultural systems overcoming and replacing the cultural systems and complexes of another country. Many countries are losing food traditions based in fresh, locally grown ingredients that work in accordance with their local ecology in favor of flash-frozen food, full of dyes and preservatives from the global supply chain. It is shifting societies away from traditions based in vegetables and grains to a meat based diet, resulting in a rise in obesity and Type II Diabetes.



## APPLICATION #2.

How would Wallerstein/Rostow describe the locations of McDonald's spatial distribution? Using the maps in this document: What role do Multinational companies play in the global economy and in spreading culture?



**#5 Music, Dance and Clothing:** Indigenous cultures develop artistic expressions that reflect their interactions with the environment and their struggle for survival. Music, art and dance are an essential element of every human culture. These forms of expression tell stories, remember important information, teach skill, educate future generations, and build community in uniquely human and very powerful ways. For an indigenous society, music, dance, and dress reflect the society's adaptations to the environment and their methods of survival. The songs tell stories of how to hunt, build, cook, or prep the farm fields. The dances teach important movements such as combat skills or how to invoke the local gods in their favor. No one knows the author or creator of the songs or dances, they just know the knowledge has been entrusted to them to live out and pass along to the next generation.

Indigenous music, clothing and dance are tied directly to nature. The instruments come from the available surroundings. The soundscape, visual patterns, and ideas for bodily movement that the culture attempts to emulate derive from the forms found in their surroundings - wind, rain, animals, birds, bugs, plants, water, etc. Plants fibers, cotton, hemp and animal hides serve as the traditional base of clothing options. Bugs, berries and animals are used to create colored dyes for the material. Because each item is handmade, it takes a larger amount of time, effort and resources to create. Being handmade, each item is unique to the craftsman who created it. Each item becomes a display of that period's traits and values. This leads to less items being created and each item holding a greater value in the society.

In pop culture, media and fashion are built upon industrial processes and rapid delivery for the purpose of making profit. The fastest way to make \$1 million is to get 1 million people to give \$1. Media (movies, music, games, etc) and fashion are both produced using industrial communication technology. Computers are utilized to create designs, record, edit, advertise and generate sales. The internet allows for instant delivery of customizable media options. Factories mass produce the textiles, DVDs, and the devices used to consume the media: headphones, iPads/tablets, TVs, radios, speakers, etc.



Popular culture is constantly changing. Modern fashion diffuses from four major hearths: Paris, Milan, New York City, and London. The fashion trends are planned 2-3 years in advance, so that every 6 weeks, clothing and hair designs go "out of style." New music, books, games, movies are released every week. New phone and computer models come out every year. The intention is to keep people constantly spending money by creating a feeling of being outdated and behind the times. As a result of the changes, popular culture has defined "being out of style" as being highly taboo, with strong social consequences. Bullying and cyberbullying are growing phenomena, causing mental, psychological, and physical harm to individuals who are not doing the right things to fit into the ever changing social norms. Bullying pushes people to a breaking point of being willing to take their own life, as opposed to face the social pressures of being "uncool."

With the constant drive to sell, the content and quality of media and fashion is constantly shifting. Where folk music and dance were once vehicles of religion or story telling, pop music is now engineered for addiction. Topics in music center on romance, anger, and rebellion, both of which cause unique chemical reactions in the brain. Where the music beat was derived from nature and a society's self-made instruments, popular rhythms are synthesized from multiple cultural traditions for broad appeal. The patterns are then studied and analyzed to get "stuck" in the brain, creating a familiarity



with new songs as well as the ability to rapidly get a song stuck on replay in the mind, and sung by artists that market research says will have the strongest level of physical attraction in the target audience. Artists, athletes and actors become cultural icons: chosen for market appeal, used to push a variety of product lines to niche markets, then discarded when their brand no longer seems popular. Marketability matters more than talent, as little entertainment is created for artistic value. The Backstreet Boys and N'Sync members were chosen based on the type of girl each would appeal to: the Hunk, the Rebel, the Sensitive One, and so on. Every generation of teenage girls has had a young media heart-throb to spend money on until they went out of style. Only one of the N'Sync musicians went on to have cultural relevance after their "boy band brand" expired. The same concept applies to technology. Devices are designed with planned obsolescence, a planned expiration date where the device is intended to fall a part or be so far behind the technology curve that the device is unusable.

**#6 Language:** Isolated indigenous societies developed their own unique languages inspired by the local environment. Since human beings develop sounds and symbols to communicate, folk societies organized unique methods of sharing their thoughts and ideas. These sounds often connected to the soundscape of the local environment, copying the noises around them. The word *creation* often reflected the unique environmental realities surrounding them. The indigenous Sami language in Norway has over 180 unique words for ice and snow. Meanwhile, the Khoisan languages of Central/Southern Africa do not have a single word for snow or ice. Each spoken language was taught from mother-to-child, but does not diffuse much further than the village because of strong friction of distance.

Pop culture uses interaction to share a common, blended language. Because interaction creates blendedness, the incessant interaction created by the modern global economy and global culture necessitates a language everyone can utilize to communicate. Thus, pop culture centers on a few *lingua francas* - bridge languages used for business and politics between societies. For example, English has developed into a *global lingua franca* as a result of the American global economy and mass media. To do business with America, American businesses prefer to communicate in English. Thus, foreign companies from weaker economies will be gravitationally pulled to learn and utilize English. Societies wanting to access the power of the global Internet benefit from learning English, as most major websites are still written in English and keyboards utilize the English alphabet. TV, Sports, Hollywood and the music industry contagiously diffuse new content daily in English. Anyone who wants to access these cultural expressions benefits from learning English.

