

F. History of Culture

Hunter & Gatherer

For the vast majority of human history, humanity existed in isolated hunting and gathering tribes. Originating in Eastern Africa, each tribe developed a unique folk culture, expressing their methods and strategies for surviving. Life was viewed as a dance with nature, creating environmentally determined cultural expressions. All tools, clothes, and shelters were developed from locally available resources. Music, dance, art and clothing were founded in the family's traditions, used a vehicle to share practices and habits needed for survival. Land use was minimal, because the groups transhumance lifestyle resulted in frequent migrations. Changes to these folk cultures came slowly, primarily through innovation and advancement of technologies needed to improve the chance of survival.

Because of the focus on survival and tight knit family communities, safety was only found within the group. Anyone that was different was considered a threat or treated with caution. While there is evidence of trade and interaction between groups, there was a very clear “us and them” mentality, still present in the hunting and gathering tribes today. Thus, the minimal interaction led cultural expressions being distinct and unique.

By 10,000 BCE, humanity had diffused and relocated across the earth. There were an estimated 1 million humans living as hunters and gatherers; diverged into ~15,000 unique folk cultures.





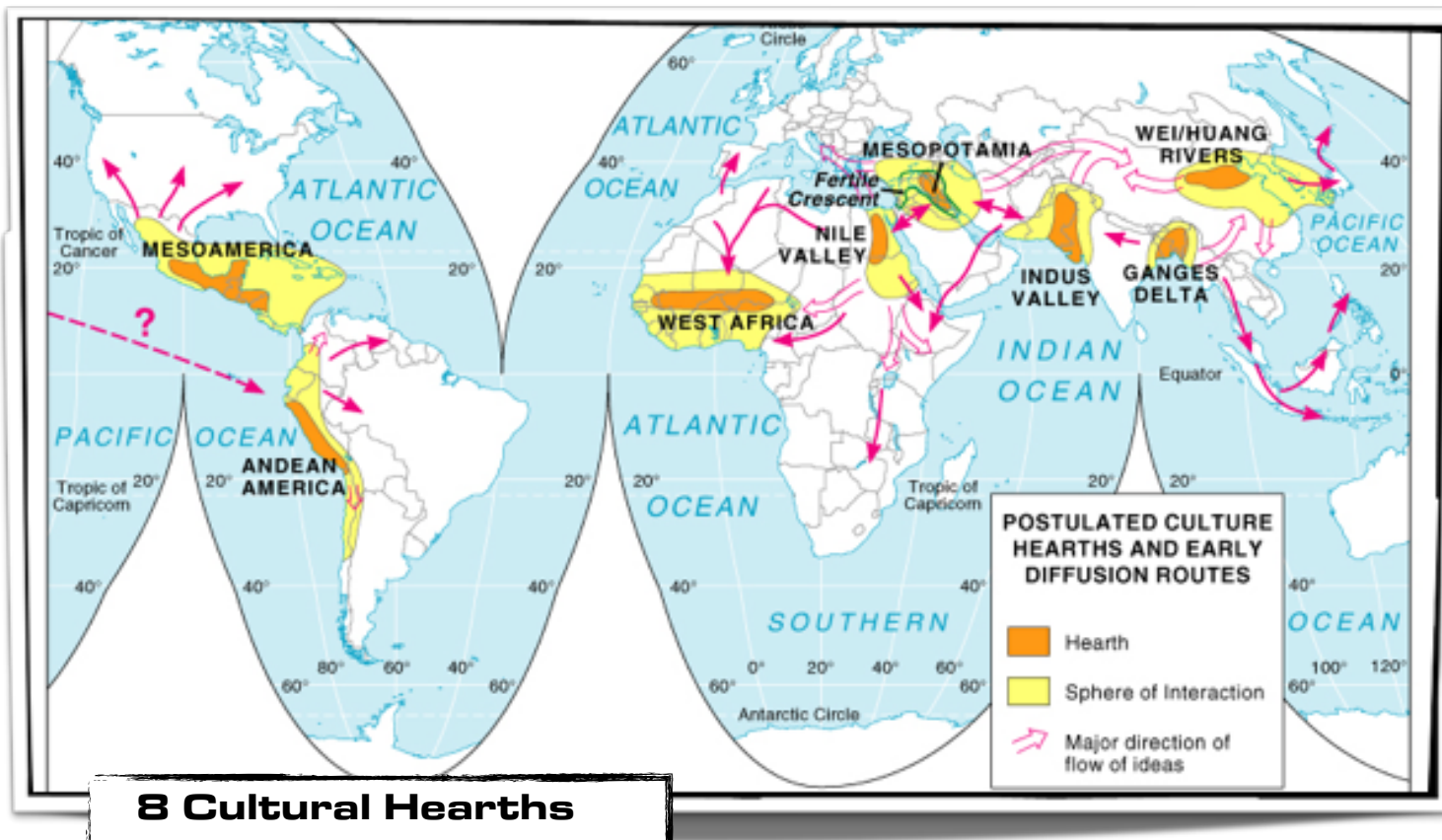
Agricultural Revolution

The Agricultural (Neolithic) Revolution brought a strong shift in humanity's view of the earth. While hunters and gatherers viewed the earth as something that could not be claimed, agricultural societies required the claiming of land based on necessary site features: clean water, arable land, reasonable climate, domesticable plants and animals. As societies claimed the land for themselves, primary sector jobs emerged - extracting resources from the earth like crops, trees, and metal ores. Small communities began to form, creating a larger land footprint and a permanent built landscape from their newly invented houses and barns.

The Agricultural Revolution impacted the traits, habits, and practices of the settled humans. Hunters and gatherers had used portable tents and natural shelters best suited to their transhumance life style. Early farmers built a pediment landscape, adapting the land and resources to meet their needs: homes, barns, markets, religious shrines, defensive structures (fences, walls, etc). Hunters and gathers had kept only the tools they needed because they could not be weighed down by the extra luggage. Early farmers were settled and began to collect and maintain a larger quantity of material possessions. They built tools, pots, clothes, and furnishings from the surrounding physical landscape. Farmers were constantly inventing new and better methods to achieve better efficiency of work. Language changed, as new words were developed to communicate the labor needs on a farm. Religions changed, as the gods of the hunt were replaced with the gods of the harvest, weather, tools, wisdom, and war.

The role of women changed. In hunting and gathering societies, women were treated as co-equals; playing a vital role gathering 60-80% of the food for the tribe. Women were also valued for their life-giving role of birthing children every 2-3 years to sustain the population. In farming communities, the muscular work of men was elevated as being of greater importance. Women were still valued as child-bearers, but now with the mindset of birthing a workforce that could work and defend the land. Women were soon used as trading/bargaining chips between families, as men positioned themselves for more power, wealth, and resources.

As populations began to boom, societies began to multiply, causing a diffusion of culture due to relocation. By 5,000 BCE, the world's population had ballooned to 5 million people. As societies outgrew their landscape's carrying capacity, selected families left the established community to find new land with more resources. These families would take their material and non-material culture with them, adapting the practices to the new landscape. This resulted in a relocation diffusion of their "cultural packages" to surrounding territories. However, as these relocated societies became isolated from their cultural hearth, the practices had to change and adapt to the new environment. The result was distinctly different cultures, that still shared certain traits and habits. For example, the early Mesopotamians in the Middle East shared similar traits and habits (especially linguistically and religiously) with the eventual settlements in Greece and Italy. Comparatively, Italy, Greece, and Mesopotamian cultures had nothing in common with civilizations that formed in the Andes Mountains of South America.



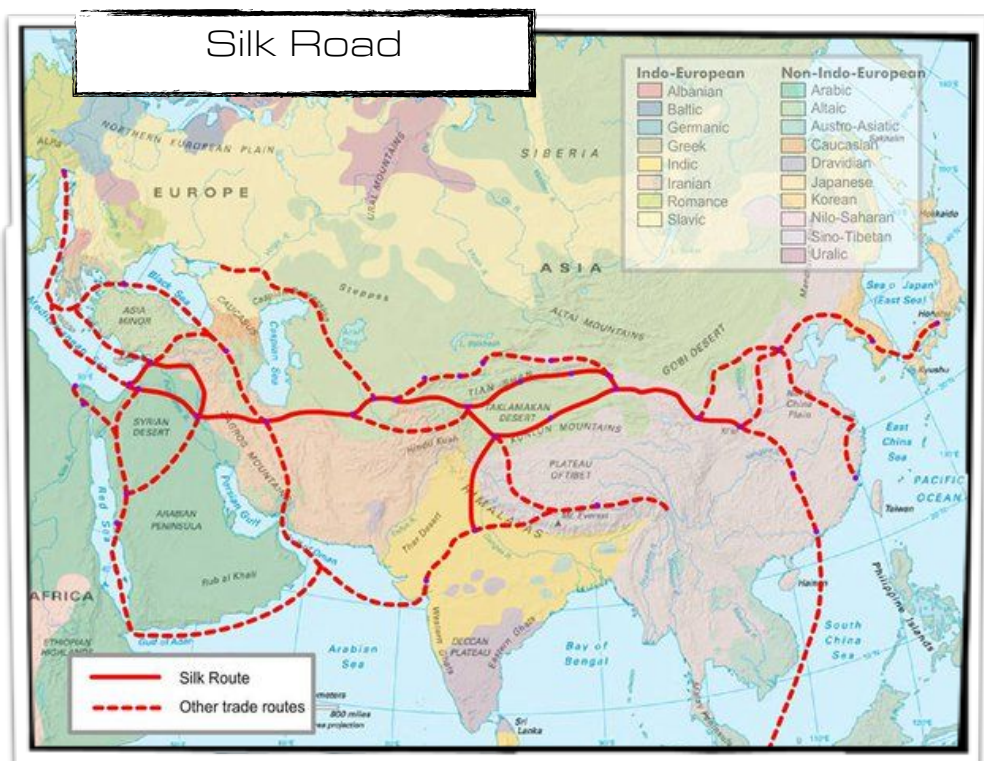
From the first agricultural societies formed the eight *primary cultural hearths*, from which every major culture can trace its roots:

- **Mesopotamia.** Located along the Tigris and Euphrates Rivers in modern day Iraq. Honored as the first agricultural society with advanced governmental structures. Developed written language, math, astronomy, large architectural designs, and the first legal code. Many languages and world religions trace back to Mesopotamia.
- **Nile River Valley.** Home to a 4,000 year old civilization, the Nile River was home to the Egyptian society. The Egyptians were highly influential, with advanced political, social, and religious systems, including the ability to construct impressive architectural structures. Egypt's wealth and power caused a strong gravitational pull on the societies along the Mediterranean.
- **Indus Valley.** Now modern day Pakistan, the Indus Valley developed complex political and economic systems, as well as urban development planning. Later civilizations moved into the area, bringing about important religious and linguistic traditions.
- **North China.** The Yellow and Yangtze Rivers gave birth to the most influential ancient civilization. China excelled at creating political, architectural, and economic institutions. They had advanced metal working, art, and writing.
- **Southeast Asia.** An important population hub, founded around rice and tropical fruit.
- **Western Africa.** Before the Islamic expansion, not much is known about Western Africa due to the loss of their oral histories. Once Western Africa adopted Islamic culture, including the Arabic language, it became the home of three great empires with advanced political and academic institutions. The urban center of Timbuktu was an important cultural hub, attracting the top intellectual minds. Western Africa provided a large supply of gold and salt to the global economy.
- **Greco-Roman.** Provided important intellectual and philosophical underpinnings to what would become Western Culture. Provided the intellectual foundation for modern democracies and scientific rational thinking. Greco-Roman art, architecture, military organization, and bureaucracy have diffused around the world.
- **Central-South America.** The Inca in Peru, and the Maya and Aztecs in Mexico, created complex agricultural societies. The Inca developed complex government, architecture, and language structures. They united the people in the Andes Mountains with thousands of miles of roads. The Maya and Aztec civilizations developed calendars, astronomy, and advanced pyramidal architecture.

Cultures shifted from having a local impact to wielding regional influence. This regionalization of culture was accelerated by the building of empires through conquest. As societies reached their carrying capacity, kings and religious leaders viewed conquest as a key way of gaining the necessary food, money, and resources to thrive. Cities and kingdoms began to conquer large territories, forcing the spread of their cultural traits and complexes onto the local people. Depending on the civilization, a level of acculturation and assimilation took place as the weaker societies were dominated by the strong. Hunting and gathering tribes were forced off their lands and into regions where farming based societies couldn't thrive (e.g., deserts, deep forest/jungles, arctic regions). Areas with frequent battles for supremacy became shaped by subsequent occupancy - reflecting the built landscape remains from the previous civilization. For example, regions in the Middle East were shaped by the building projects of the Babylonians, Hittites, Assyrians, Alexander the Great, and Romans. To this day, Turkey, Iran, Afghanistan, and India have remnants of buildings from Alexander the Great's conquest from Greece to India.

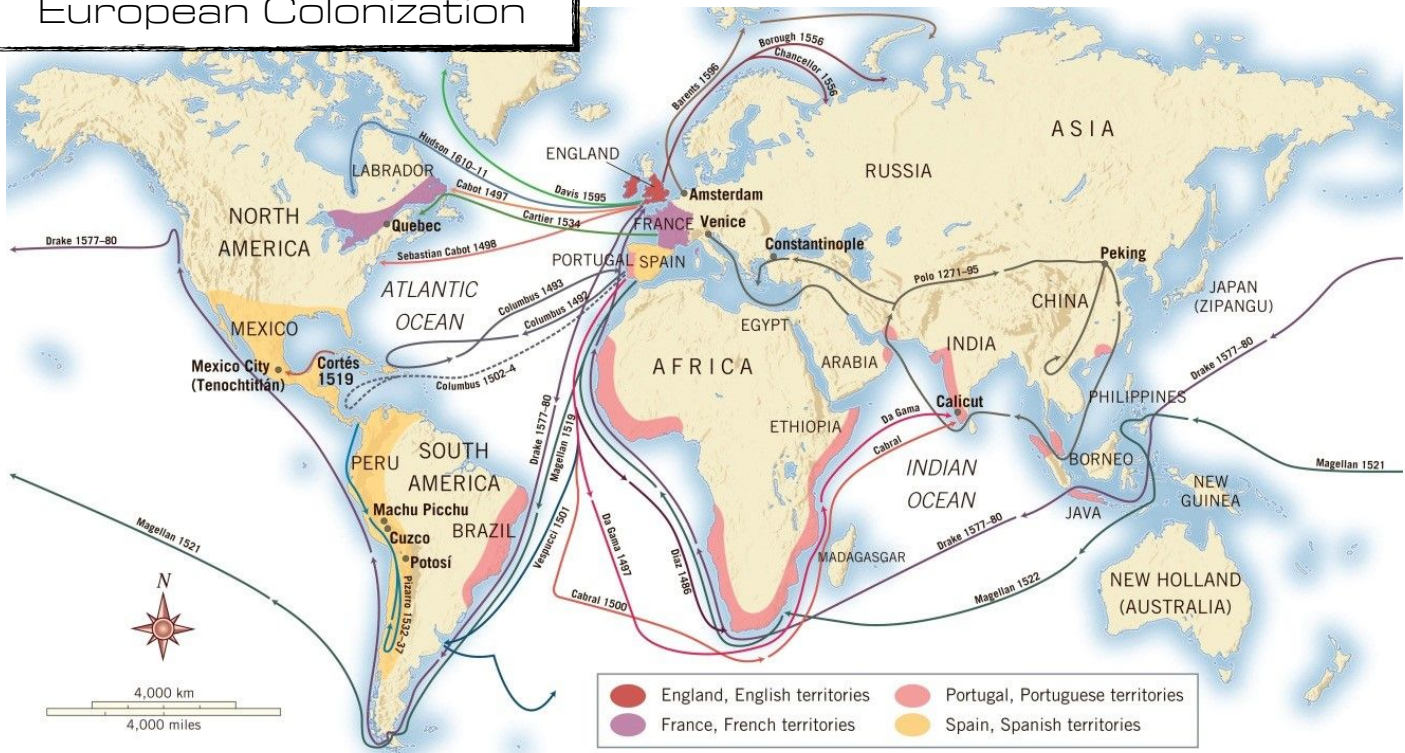


The growth in the number and size of societies sparked an increase in interaction and trade relationship between communities. The increase in interaction caused ideas and advancements to diffuse across large territories. This caused a shift in culture, from being locally unique to having common regional material and nonmaterial habits and practices. For example, items and ideas were traded over long distances, from China to Europe along the historic Silk Road. China possessed the largest gravitational pull due to having the world's largest population, along with the largest economy. European and Middle Eastern societies had a high demand for Chinese goods, especially porcelain dishes and guns. These dishes were so popular that Europeans took the idea and process of making Chinese porcelain and adapted it to work with European natural resources. Guns were used by kings to power massive armies, pushing the Europeans to develop their own methods of gun



production. This stimulus diffusion demonstrates how goods and ideas flowed through interactions, leaving all societies changed as a result. China, India and Middle Eastern cultures were the chief engineers behind the three largest trade routes in the Ancient World: the Silk Road, the Indian Ocean, and Trans-Saharan Trade.

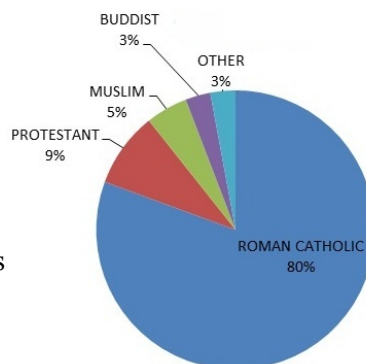
European Colonization



Colonization

In the 1400s, Europeans took the first steps towards creating a fully integrated, globalized society: colonization. The Catholic-Christian Spanish and Portuguese set off into boats to discover faster ways to reach the Chinese and Indian markets, without having to cross Muslim-controlled territories. The Portuguese established trading posts around Africa all the way to India. Spain set sail west, using their guns to establish *colonies* - permanent settlements - throughout the Caribbean, Central America, South America, and Philippines in Asia. By 1500, the British and French were rushing to gain strategic territories and resources around the globe. The Spanish, French, and English established colonies across the Americas, exploiting native populations to extract precious metals and grow cash crops to be sold to the European and Asian markets. This marked an important transition in Western culture, as the Europeans made *commodification*, or the desire to earn profit, a core component of their culture. The results were the first globalized empires connecting Europe, Asia, Africa, North America, and South America in a massive trade network.

In the first stage of globalization, the interaction between the Europeans and foreign cultures did not end well. As the Europeans interacted with the Natives in the Americas, the European germs killed millions. Those who did not die from disease were faced with conquest and forced labor with European guns - a technology that never diffused to the Americas because of the Atlantic and Pacific Oceans. The indigenous cultures in Western and Central Africa shared a similar experience. The Europeans traded the innovations of guns, shirts, and alcohol for slaves. The Europeans forced the migration of over ten million Africans to South America, the Caribbean Islands and the USA. The indigenous people who did survive the initial conquest by the Europeans were forced to assimilate into European culture. For example, the Philippines was force-converted to Roman Catholicism from its amalgamation of folk religions and Buddhism. To this day, the Philippines is a predominantly Roman Catholic society with Spanish styled cathedrals in every major city.



Cathedral in Philippines



Spanish Cathedral



Over time, the isolation of European colonies created a unique sense of identity. The British colonies in America no longer viewed themselves as being “British” but as something different and separate. Most colonists had never been to Britain, having been born in the colonies. Their language had changed as a result of the unique frontier lifestyle, along with the trading interactions with the First Nations of America. In 1776, the colonists declared their independence from Britain, and started the journey toward forming the United States of America. Soon after, Spanish and Portuguese colonists in Central and South America also declared independence, declaring themselves as a unique and separate cultural group apart from their colonists.

These independence movements resulted in a scramble for a permanent cultural identity. The Americans reached out to their indigenous neighbors, like the Iroquois, using the Iroquois idea of a federalized government with two “houses” to divide power. This is commemorated in the American Eagle holding the branch and arrows, the Iroquois symbol for peace and unity. As Americans expanded westward, they adopted many native toponyms still used today - like Minnesota, Ohio, and North Dakota. Mexico reached back to their Aztec and Mayan past, syncretizing Spanish and indigenous traditions. One example is the Mexican Dia de los Muertos - Day of the Dead. The Aztecs held to the practice that when a person dies, their spirit goes to a spirit world. On a special day, the spirits come back to visit their families and loved ones... unless they have been forgotten, in which case the person’s spirit dies a second death. Mexican culture merged these Aztec ideas with Spanish Catholicism. Now, Spanish cathedrals are decorated with skulls and decorations written in Spanish to celebrate the holiday. Participants dress up as skeletons in traditional Spanish clothing while carrying crosses and dancing to Spanish music.

As the Europeans created global colonies, another important technological advancement was revolutionizing communication: the printing press. This innovation allowed for books to be mass printed faster and cheaper than ever before. Paired with the Scientific Revolution, the Renaissance, and exploration around the world, knowledge grew and spread across Europe and their colonies at an unprecedented rate. This allowed an explosion of knowledge and innovations.

Industrialization

The invention of the steam engine in the late 1700s revolutionized the world. European and American innovators used the knowledge of the Scientific Revolution, and the financial protection of copyright laws, to create an unprecedented number of world-altering machines. Humanity was no longer bound by environmental determinism, but instead was only limited by human ingenuity. Distance was conquered by trains. Ocean currents were overcome by steam powered ships. Gravity was conquered by airplanes. Telegrams, telephones, and radios allowed near-

Dia de los Muertos - Amalgamation



instant communication over wires and radio waves. Tractors and factories could outproduce the largest collection of human labor. Steel manufacturing and cranes allowed construction of buildings tall enough to touch the sky or long enough to cross rivers. The Industrial Revolution permanently altered how people lived their daily lives.

Industrialization caused an economic boom in interconnected urban spaces. The emergence of energy-powered factories coincided with the government push to build more transportation and communication networks. Factories needed networks to be able to connect with their clients and transport goods. As factories opened, citizens used the railroads to migrate to cities from the rural regions in search of economic opportunities. These factories quickly turned into boomtowns, with rapidly growing populations needing places to live near their job. Soon, other secondary and tertiary sector businesses *agglomerated* - or clustered - in the area, wanting to take advantage of the transportation and communication networks, along with the quickly growing population receiving weekly paychecks. As a result, cities with businesses at their center exploded across Europe and the USA and were interconnected by rails, roads, and wires. Europe had a large, stable population ready to fill the labor need. The USA, however, had a comparatively small population with not enough labor to meet the growing demand for production.



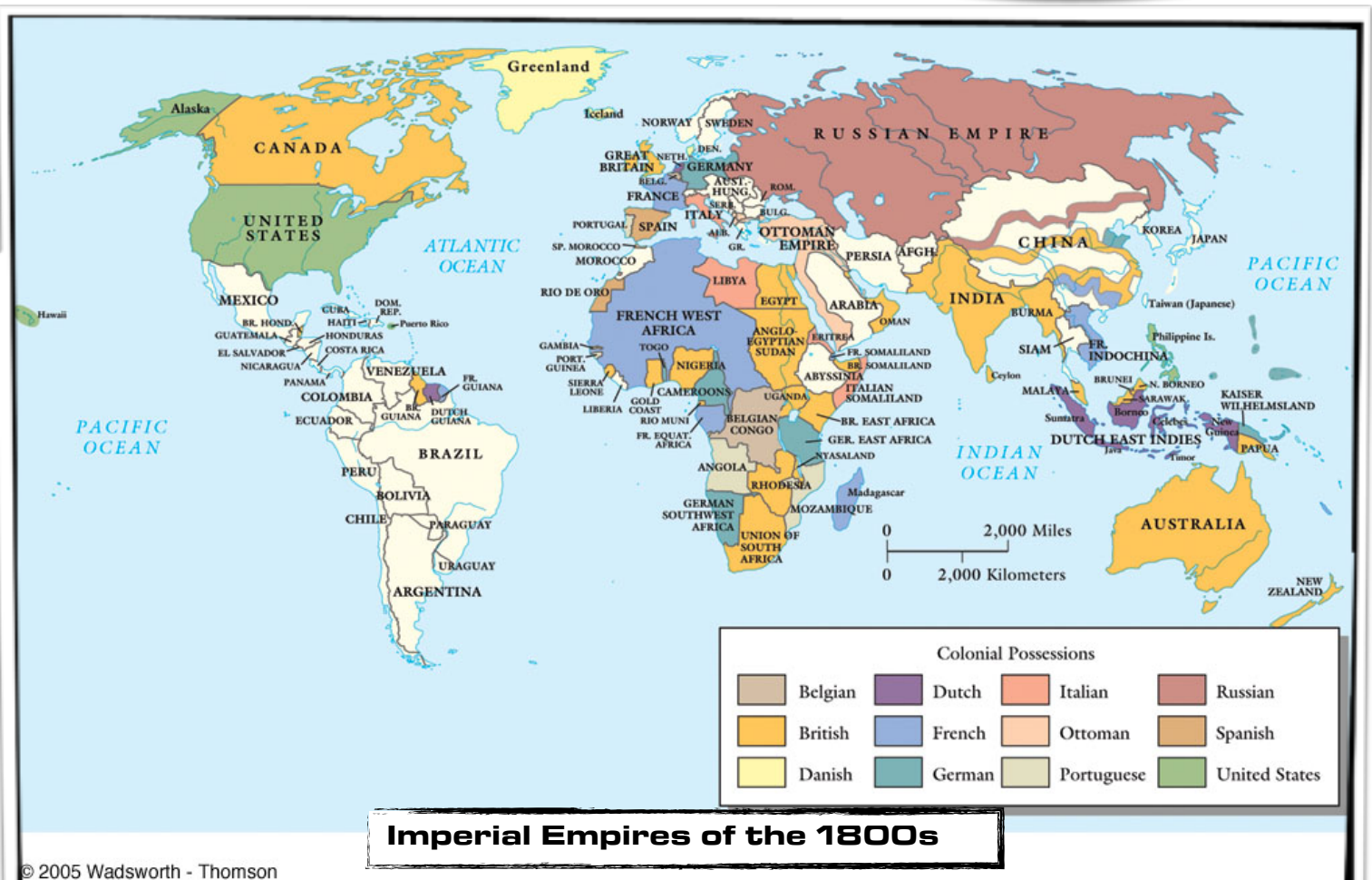
The Industrial Revolution caused Western societies to reshape the size and distribution of their populations. As Europe entered Stage 2, the population exploded. The Industrial revolution had led to an increase in farm production along with the ability to move food across vast distances. Waterways could be dammed and water purified. Hospitals discovered germs and medicines. All of these advancements led to a decrease in the CDR and IMR, leading to a population explosion in Europe. This spurred massive rural-to-urban migration as cities became flooded with people from multiple cultures looking for economic opportunity and an improved quality of life. At this time, America - which was underpopulated - promoted itself as the land of opportunity for those with nothing. This resulted in a flood of migrants from Ireland, Germany, Scandinavia, Italy, Russia, and Eastern Europe pouring into the USA using steam powered ships.

The unprecedented interaction between cultures, fueled by improved communication and transportation technologies, created syncretized multicultural cities. Food, clothing and music styles from all across the world became parts of the American urban experience. Languages from across Europe and Asia were heard on most city streets. While migrants promoted their own cultural heritage, they also had to “become American” to function in America. The migrants had to learn English to be able to make the most of the economic and political opportunities. They had to adopt certain dress codes to be allowed to work in the American factories. Some migrants chose to acculturate, while others chose to assimilate. However, with each passing generation, the cultural traits and traditions of the family’s homeland diminished and intertwined with the new American melting pot culture.

The exploding multicultural urban populations, paired with mass media technology, created new cultural sensations. Music recordings began in Chicago after the Civil War as groups tried to capture and share people’s favorite folk songs. Paired with the invention of the radio, this quickly evolved into creating music specifically for profit that can be shared across the country at any time of day. What emerged was the birth of the Star, cultural icons who became household names and who influenced cultural trends. Along with music came the start of professional sports. Racing, baseball, and boxing all existed before mass media, but the radio brought live events from across the country into people’s homes. People could cheaply and quickly pay to travel to see their favorite team play anywhere in the country. Athletes joined musicians as people with star power. This trend was put into hyperdrive with the birth of motion pictures - allowing people to watch their favorite performers anywhere in the world.

Businesses also benefitted from mass media, cultural icons, and improved transportation. The ability to make large quantities of manufactured goods cheaply, with access to resources from around the country - even around the world - transformed businesses from being local "Ma and Pa" stores to becoming multinational organizations. Starting with companies like McDonalds, businesses opened chains of their stores away from their original hearth. As companies built their brands, new franchises of popular chains continued to spread. Radio and motion pictures allowed for commercials and advertisements which exposed products to potential customers and helped build a recognizable brand. Commercials received support from Stars and cultural icons, who were paid to show support and promote products to build the company brand and get more clients. As companies spread across the country, the small stores that expressed the local traditions and products of a city began to go out of business because of their inability to compete. Successful national companies pushed their brands into foreign markets, creating multinational companies and global brands.

All of this industrialization greatly influenced the use and look of the land. Improved methods of smelting, transporting, and manipulating steel allowed for buildings to achieve new heights. Skyscrapers began to be change the skyline. Machines dug tunnels allowing trains and cars to go through mountains and under cities. Electricity lit up the night sky with street lamps and billboards. Cities expanded in size, taking up more land with water dams, factories, transportation, energy plants, and infrastructure.



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In order to keep up with the increased industrial economic growth, Western countries needed to expand. Europeans and Americans used their industrial technology to expand their empires, by ruthlessly conquering anyone who stood in their way. Britain, France, and Germany expanded their empires, conquering and colonizing almost all of Africa, Australia, India, and parts of China. The USA expanded westward by slaughtering and oppressing First Nations and starting a war with Mexico to control the land from the Mississippi River to the Pacific Ocean. This expansion was driven by the desire for cheap natural resources, cheap land, cheap labor, and creating new markets who would be forced to purchase industrialized products. As a result, Europeans forced assimilation of western language, religion, economics, and government style on those they controlled. As a result, many of the unique cultures of the world began to either merge together or go extinct at a rapid pace.



Modernization

As World War II ended and the Cold War began, the world underwent a massive transformation. Coming out of WWII, European countries were bankrupt and unable to maintain control of their empires. During the 1950s-1970s the European empires disintegrated, resulting in the emergence of ~100 new countries, all of which were recovering from a century of European forced assimilation. Now, these newly formed countries stepped into a brave new world, trying to forge their own unique cultural identity. Meanwhile, the USA and USSR were engaged in a cultural and ideological war for the hearts, minds, and wallets of the world's population and were using advancements in mass media and transportation to promote their own cultural superiority. Each side poured billions of dollars into infrastructure and services in Europe, Africa, and Asia to rebuild the world in their own cultural image. Political imperialism was being replaced by cultural imperialism.



Since the 1950s, there have been seven forces that have shaped the transformation of modern global culture:

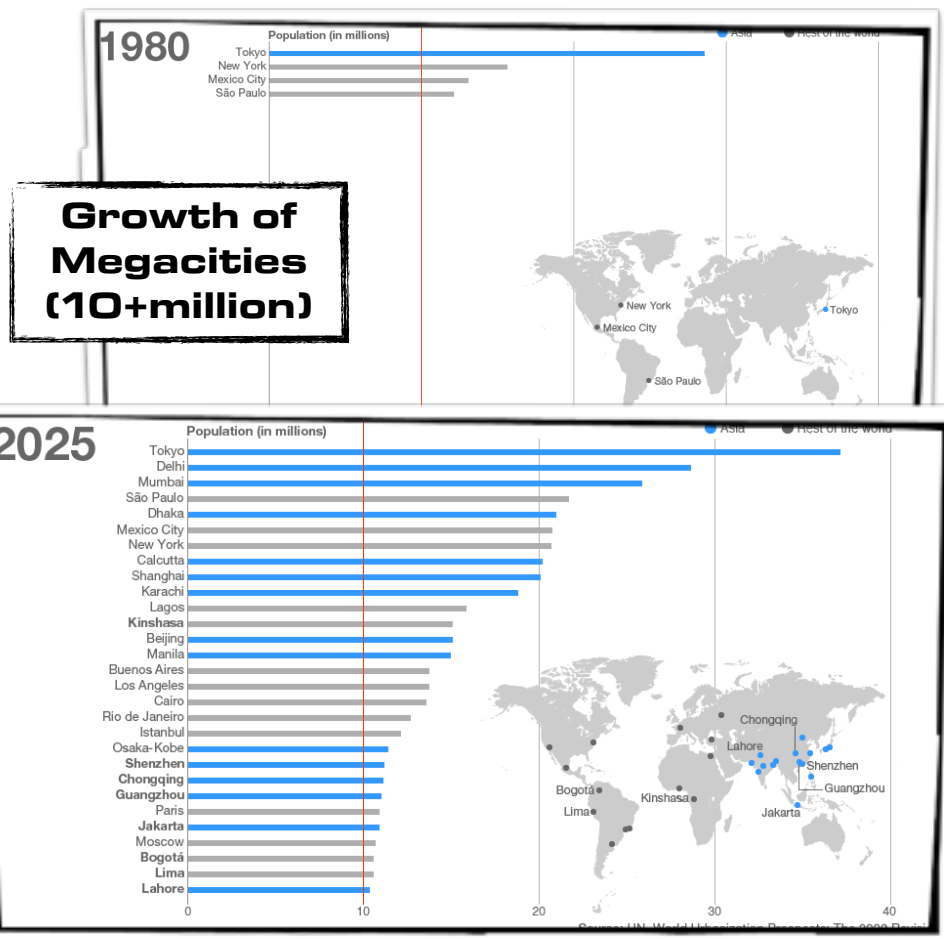
#1 Global Transportation & Communication. Since the 1950s, the world has become interconnected through a massive web of networks. The internet consists of over 550k miles of undersea fiber cables, 2,000 satellites, and 4 million cell phone towers to connect more than 3.4 billion users. The transportation systems of the world consist of 39 million miles of highway and 2.5 million miles of railway. Each year, there are 36.8 million airplane flights. There are 1.2 million miles of natural gas and oil pipelines. This doesn't include the 50k ships at sea that transport 90% of the world goods and resources internationally every day. For the first time in human history, more money is being spent on the networks that connect societies than the militaries that defend them. People are not living in isolated rural communities, but instead becoming a part of multicultural, interconnected societies. China is furthering this effort, with the New Silk Road Project, that would connect 65% of the world's population through one highway and railway system; including many of the poorest countries in Asia. This will allow for a flow of people, goods, and ideas that will continue to shape the world's culture.



If interaction creates blendedness, humanity is interconnected in ways previously unimaginable. The result has been the emergence of one massive, converging global cultural system. The thousands of unique languages have been replaced by 12-15 languages. The thousands of unique folk religions have been replaced by 6-7. The unique landscapes created by environmentally determined resources is being replaced by placeless, prefabricated urban architecture, with factory-refined and assembled resources shipped in from around the world.

#2 Global Urbanization. Humanity has shifted to become an urbanized species.

While humans developed cities back in 10,000 BCE, most of human history has taken place in rural settings. Since the only way to eat for most of human history was self-production of food, people worked in the primary sector to ensure the survival of themselves and their family. With the invention of the tractor in the 1800s, one machine could do the work of 100 people. This allowed one person to stay on the farm, freeing up the other 99 to pursue other work. This had started a population shift to the cities, causing cities to explode. For example, in 1800 London had a population of 1 million. By 1900, London was home to 7 million residents. While cities like London were growing, in 1950 the average person still lived on farms. In 1950, 50% of Americans lived on farms. With the progression of industrialization, the construction of networks, and the evolution of global supply chains, humans have been sprinting to cities. As of 2020, 80+% live in cities, with less than 20% of



Americans living on farms. Every year, family farms close - selling out to mega-agribusinesses. On a global scale, people are urbanizing at a rate of 1 person every 3 seconds. For the first time in human history, over 50% of humanity lives in an urban setting. The number of megacities - with a population over 10 million - has grown from 4 in 1980 to 29 in the 2020s.



The world's interconnected cities are the heartbeat of both the economy and culture, with the productivity of 40 cities generating 90% of the world's wealth. Cities are also the places where food is cooked, music is recorded and performed, art is displayed, language is spoken, goods are sold, religions are worshiped, built landscapes are constructed, etc. Because cities are the home of economic opportunity, people of different cultures continue to chain migrate, creating ethnic enclaves as they learn to live life together. With continued investment into interconnecting infrastructure, cities continue to be a place of cultural convergence; bringing people together from around the region and around the world do live life together and interact in multicultural spaces.

#3 Global Economy. The world's economy has become urbanized, interconnected, and interdependent. Goods are no longer made with local resources by hand. Instead, they pass through a global supply chain, spanning thousands of miles, crossing multiple borders. A Colombian coffee bean travels 30,000 miles from the time it leaves the plant, through the factory prepping processing, until it reaches the consumer's cup. The average t-shirt travels 50,000 miles, and the cell phone travels 150,000 miles. Banks in NYC hold money from Germany, China, Brazil, Australia, and India. To participate in this globalized economy requires shared common habits and practices. First, global economics requires knowing a shared lingua franca - a culturally preferred language of business and politics. The most commonly spoken language globally is English due to the economic power of the USA and Britain (#GravityTheory). Within certain regional economies, other languages play a prominent importance. For example, around the world, China's economic rise has increased the number of countries teaching Mandarin Chinese in their schools. In Sub-Saharan Africa, Swahili is the key lingua franca for business in the region, along with interacting with the Middle East.

Second, a global economy requires adherence to certain cultural practices. A society must put aside its own habits/traits and adopt the norms established by multinational businesses and corporations. For example, anyone who wants a meeting with the head CEO of Microsoft or Apple would be expected to arrive early, speak English (or have a translator), dress in appropriate American business attire, sit in a waiting room, shake hands with the right hand, and make eye contact. If a member of the Angangu tribe in Australia was to show up to the meeting speaking their language - Pitjantjatjara - dressed in their traditional body paint and feathers, avoiding eye contact out of respect... the business meeting may not go well without all parties using the shared "business culture."



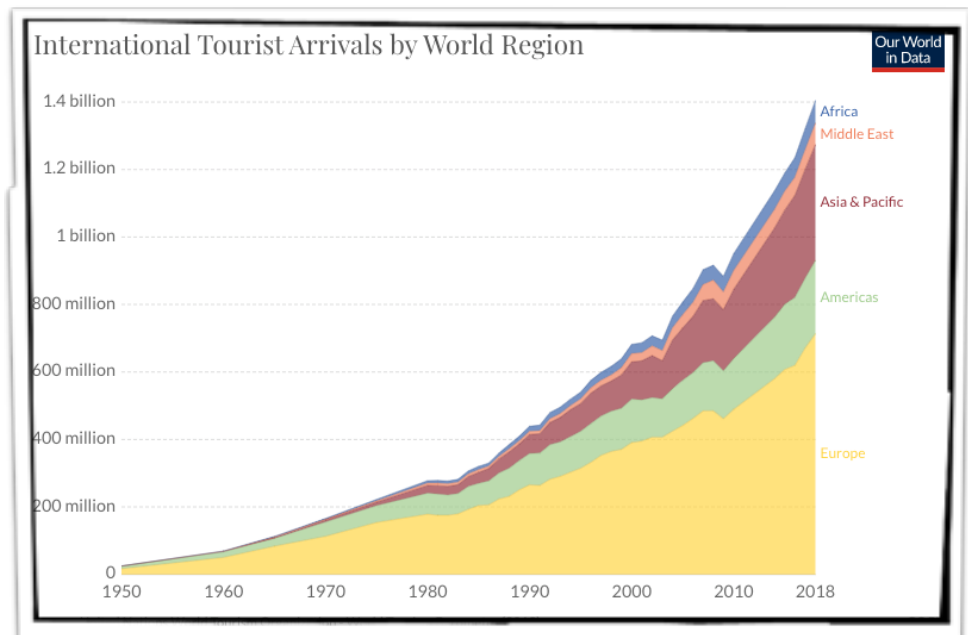
Apple CEO meets with Egypt's President



Traditional Angangu Culture

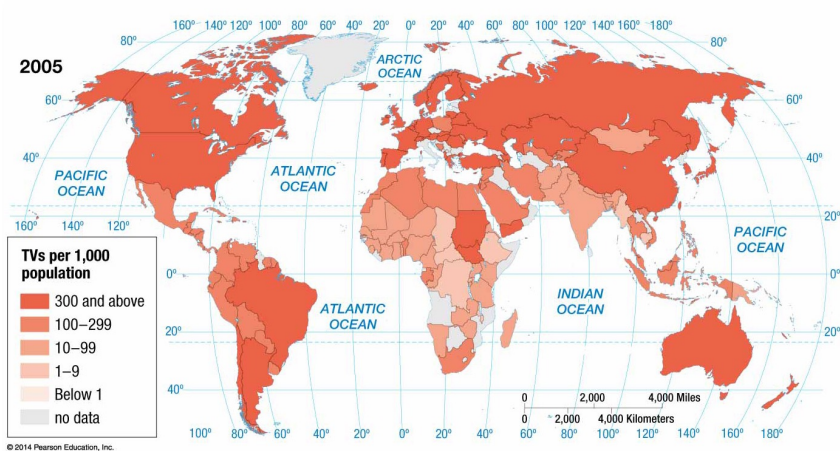
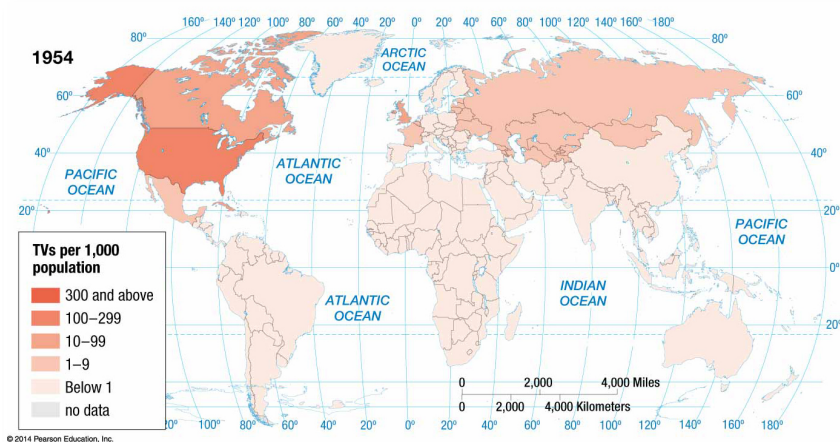
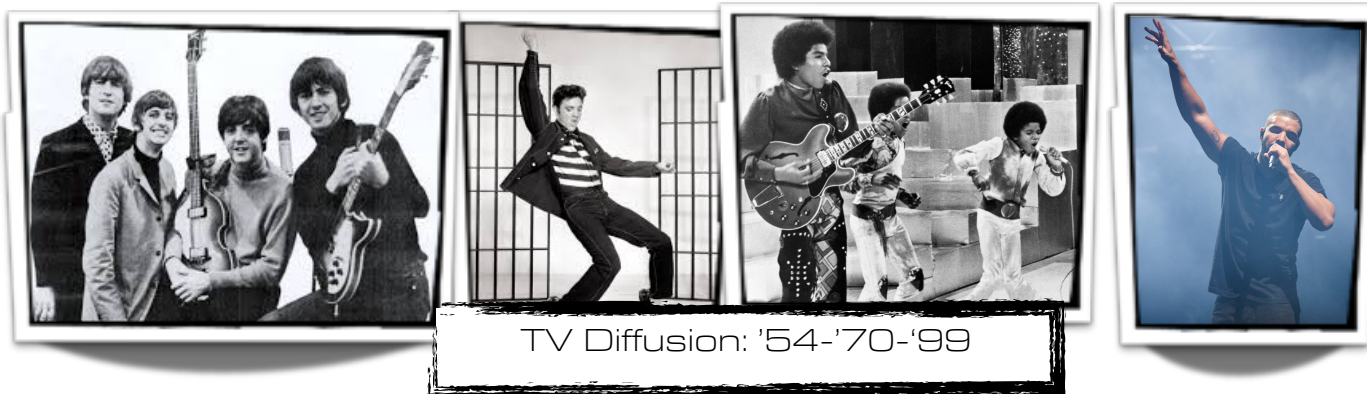
#4 Global Movement & Migration.

As a result of the massive transportation infrastructure, hundreds of millions of people are on the move every year. The number of people moving across borders is staggering: 272 million international migrants making a new home in a different country; 65.6 million are refugees who have been forced out of their homes due to natural disaster or persecution. There are 1 million international students arriving into the USA to engage in the American university system. In 2018, there were 1.4 billion tourists who visited regions of the world outside of where they live. Each traveler brings their own practices and habits with them into the world, while bringing a piece of the visited culture back home as well.



#5 Global Politics.

Since 1940, the increased interconnectivity has led to the creation of supranational political organizations that extend beyond borders. In 1945, the United Nations was formed as a political body where all the countries of the world can discuss and solve problems. The goal was to maintain world peace, settle disputes, and cooperate to solve economic, social, and environmental problems. To participate in the UN, countries send their leaders (or a designated ambassador) to the UN Headquarters in NYC to interact, create alliances, and share ideas. This meeting of cultures leads to cultural habits and practices being decided at the United Nations meetings, and being enforced in all the countries around the world. For example: the Human Rights Declaration states all people are born free with rights to life, liberty, and security. No one shall be enslaved or tortured. The UN Sustainable Development Goals promotes the development and empowerment of women. To the USA, these were already engrained into the Western cultural fabric. To other cultures in the world, these were taboo. In Afghanistan and Iran, women were not allowed to be in public without a male escort, not allowed to show their faces, and not given rights in the court of law according to Sharia Law. Thus, there has been pressure on Saudi Arabia and Afghanistan to modify their legal policies towards women - using the UN's international political pressure to turn a taboo into a cultural norm. On a regional/national level, the U.S. state of California tends to lead the country with progressive laws and policies. They were the first to set strict automobile fuel emissions standards, air quality laws, data privacy rights laws, and female representation on companies' governing boards. Many California policies go on to shape the national conversation of the USA, altering legislation across the country. The California regulations for fuel emissions standards have helped lead to a rise in a cars fuel efficiency from 15 miles per gallon towards the California goal of over 50 miles per gallon by 2045. This has shaped the national culture around cars, industrial practices, and climate change.



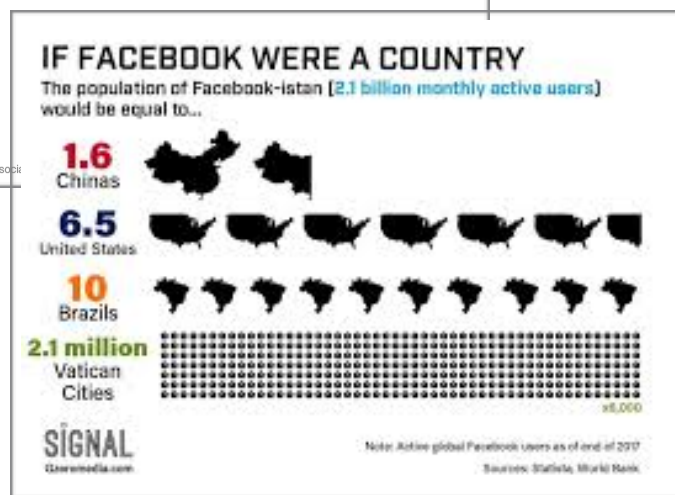
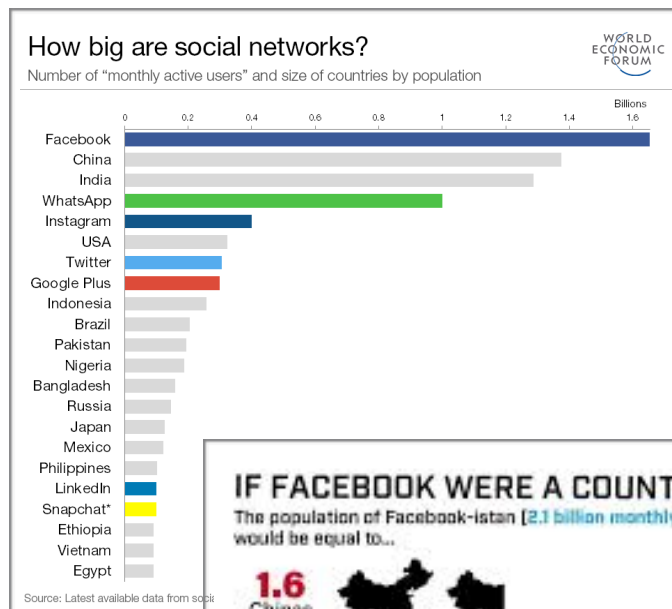
#6 Global Media. With the modern global communication network, media is shared around the world

instantly. The rise of industrially produced music and movies in the 1920s created the first global pop stars like Charlie Chaplin, Babe Ruth, Mickey Mantle, Vivien Leigh, Bing Crosby, and Frank Sinatra. In the 1950s-1960s Televisions (TVs) began to appear in people's living rooms. Cultural stars, news, political messages, and commercials, along with well placed products, could be followed from the comforts of the living room. This led to global cultural phenomena of the Beatles, Elvis, Billie Holiday, and Michael Jackson, who sold billions of dollars of music and videos internationally. The migration of African Americans and Latinos to urban centers resulted in the creation of Jazz, Motown, Rock, Hip-Hop, and Funk musical genres - as African/Caribbean beats merged with electrified European instruments. In the 21st century, music is no longer driven by local events, traditions or teachings of skills to survive. Instead, it has become a placeless profitable expression that diffuses globally through the thousands of miles wires and satellites in fractions of a second. Hollywood movies are filmed all over the world, with multi-ethnic casts from each continent, before being shown anywhere there is electricity and a movie projector.

The content of the music and movies shapes global culture and perceptions. Rap, which was born in the 1980s on the streets of New York by the impoverished minorities who were angry about inequality, has experienced reverse hierarchal diffusion and become a global form of protest. Rap has been used in the Middle East and Asia as a centrifugal tool of the downtrodden to express their frustrations and desires for change in the system. In 2014, an Afghani girl, who heard Eminem while working at a refugee camp, created a rap video to persuade her parents to not sell her into marriage. That video made its way to the internet, and now she is a global sensation - paid to perform for young girls around the world.

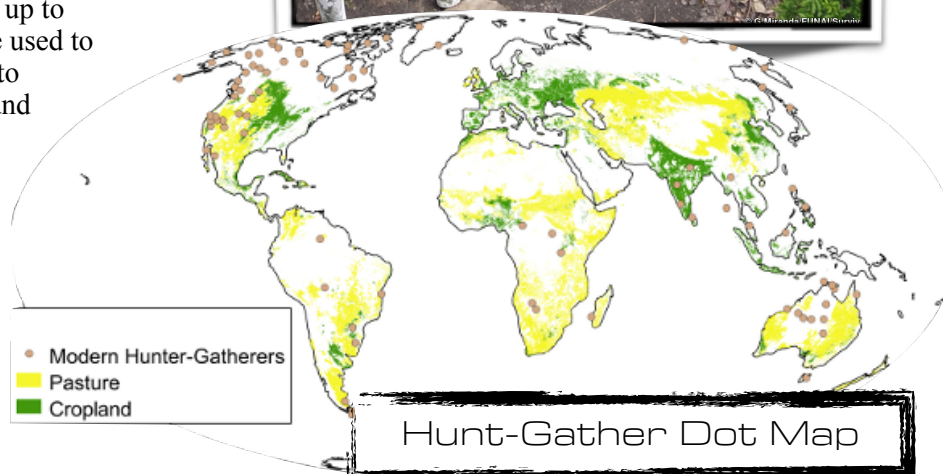
#7 Global Social Networks. The internet has created digital communities that span the globe.

With the birth of social media, people's relationships are no longer affected by friction of distance. Companies like Facebook and Twitter allow people to connect with friends, family, and classmates all around the world; while also sharing ideas and building relationships with people they may never meet face-to-face. Linked-In has become a powerful platform for forming business relationships and seeking employment. Facebook now has 2.1 billion followers. If Facebook were a country, it would make it the largest country in the world. Now, trends can contagiously diffuse around the world in an instant to 1/4 of the world's population. This has given people incredible power to shape trends and culture. Individuals can weigh in on any topic and have their ideas read by anyone, anywhere. Popular words, fashions, trends, songs, and video clips shape the national and global conversation in minutes. Recommendations from friends has been considered the most powerful economic force in the tertiary sector. In 2009, Facebook was used by rebels in Egypt to unite people who were unhappy with the government, organizing protest demonstrations; ultimately toppling the Egyptian president. Social media has proven to be one of the most powerful culture-shaping forces in human history.



Farewell to the Folk?

The age of modernization has witnessed the rapid reduction of diversity in the global ethnosphere. The number of unique cultures has dwindled from 15,000 to under 7,000, and 80% of those cultures are followed by less than 100k people. Every year, cultures are lost due to development, migration, and folk cultures merging into the placeless global culture. There are still pockets of indigenous societies, even groups that have never been contacted - living with stone and bone tools in the forest; unaware of the activities taking place all around them. What will our global society do with these remnants of humanity's past? Should government groups step up to protect and preserve them? Should the internet be used to capture and store their ideas for future historians to study? Will we as a global society step forward and protect the last vestiges of our cultural kaleidoscope? Or will we wake up one day having forgotten that there was ever another way to see the world and each other?



Ch 6 Standards

	Objective	Knowledge
	Cultural practices vary across geographical locations because of physical geography and available resources.	
3.1 Introduction to Culture Ch 6a	Define the characteristics, attitudes, and traits that influence geographers when they study culture.	Culture comprises the shared practices, technologies, attitudes, and behaviors transmitted by a society.
		Cultural traits include such things as food preferences, architecture, and land use.
		Cultural relativism and ethnocentrism are different attitudes toward cultural difference.
3.2 Forced and Voluntary Migration Ch 6a, 6b	Describe the characteristics of cultural landscapes.	Cultural landscapes are combinations of physical features, agricultural and industrial practices, religious and linguistic characteristics, evidence of sequent occupancy, and other expressions of culture including traditional and postmodern architecture and land-use patterns.
	Explain how landscape features as well as land and resource use reflect cultural beliefs and identities.	Attitudes toward ethnicity and gender, including the role of women in the workforce; ethnic neighborhoods; and indigenous communities and lands help shape the use of space in a given society.
3.3 Cultural Patterns Ch 6a	Explain patterns and landscapes of language, religion, ethnicity, and gender.	Regional patterns of language, religion, and ethnicity contribute to a sense of place, enhance placemaking, and shape the global cultural landscape.
		Language, ethnicity, and religion are factors in creating centripetal and centrifugal forces.
	The interaction of people contributes to the spread of cultural practices.	
3.4 Types of Diffusion Ch 6b	Define the types of diffusion.	Relocation and expansion—including contagious, hierarchical, and stimulus expansion—are types of diffusion.
	Cultural ideas, practices, and innovations change or disappear over time.	
3.5 Cultural Patterns Ch 6c	Explain how historical processes impact current cultural patterns.	Interactions between and among cultural traits and larger global forces can lead to new forms of cultural expression; for example, creolization and lingua franca.

	Objective	Knowledge
		Colonialism, imperialism, and trade helped to shape patterns and practices of culture.
3.6 Contemporary Causes of Diffusion Ch 6c	Explain how historical processes impact current cultural patterns.	Cultural ideas and practices are socially constructed and change through both small-scale and large-scale processes such as urbanization and globalization. These processes come to bear on culture through media, technological change, politics, economics, and social relationships.
		Communication technologies, such as the internet and the time-space convergence, are reshaping and accelerating interactions among people; changing cultural practices, as in the increasing use of English and the loss of indigenous languages; and creating cultural convergence and divergence.
3.8 Effects of Diffusion Ch 6b	Explain how the process of diffusion results in changes to the cultural landscape.	Acculturation, assimilation, syncretism, and multiculturalism are effects of the diffusion of culture.