Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period# \_\_\_\_ **Topic 3.6 Contemporary Causes of Diffusion**

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| 3.6 Explain how contemporary 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 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.
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**WHAT ARE THE CONTEMPORARY CAUSES OF CULTURAL DIFFUSION?**

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the trend toward \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 between people, businesses, and organizations throughout the world without regard to borders or barriers.

* Through what methods does popular culture diffuse?
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_ & Technology
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ & Relationships
* Media (TV/Streaming/Movies/Radio/ Podcasts)
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_
* The Economy
* Urbanization
* Time-space compression/convergence: The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ due \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Facilitates cultural convergence and the widespread diffusion of popular culture.

**WHAT ARE THE RESULTS OF THE WIDESPREAD DIFFUSION OF CULTURE?**

**Cultural Convergence:** The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with each other and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to become more alike.

* World Sports
* Kpop
* McDonald’s
* Language

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| --- | --- |
| **Effects of Cultural Convergence** | **What causes the extinction of languages and cultures?**  |
| The results of time-space convergence and the widespread diffusion of popular culture are: * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Of about 5,000-6,000 languages being spoken today, only half will exist in 100 years.
 | * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Pressure of globalization and cultural convergence
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_languages
	+ For example, in Turkey the Kurds are forbidden by the government to print or formally teach their language.
	+ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in the US from 1890s-1960s.
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**Cultural Divergence**

* **Cultural Divergence**: Cultures become LESS alike due to both cultural and physical barriers. The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ from mainstream US culture and a rejection of electricity and modern technologies.