

## 3.6 Contemporary Causes of Diffusion

## Objective and Essential Learning

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.

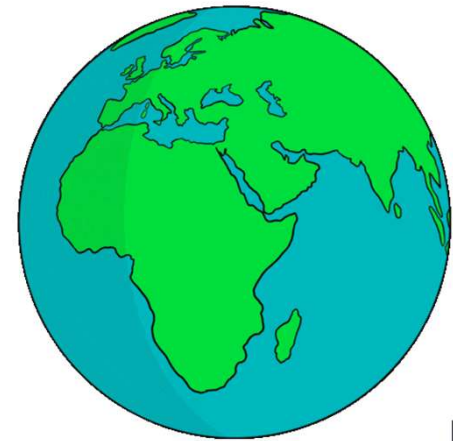


## What are the contemporary causes of cultural diffusion?

Globalization is the trend toward increased cultural and economic connectedness between people, businesses, and organizations throughout the world without regard to borders or barriers.

Through what methods does popular culture diffuse?

- Internet & Technology
- Social Media & Relationships
- Media (TV/Streaming/Movies/Radio/ Podcasts)
- Politics
- The Economy
- Urbanization

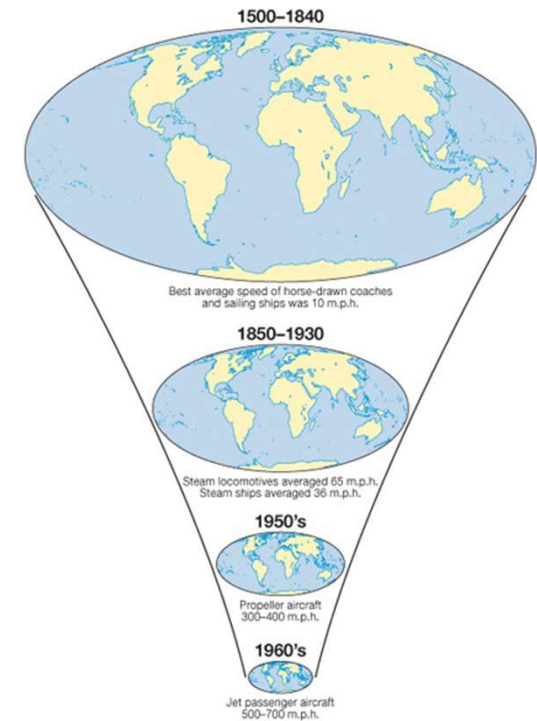



# What are the contemporary causes of cultural diffusion?

*Remember, anytime you think about globalization, apply the concept of...*

Time-space compression/convergence: The shrinking of the world due to improvements in communication and transportation technologies.

- Facilitates cultural convergence and the widespread diffusion of popular culture.





**What are the results  
of the widespread  
diffusion of culture?**

# Cultural Convergence

Cultural Convergence: The process of two or more cultures coming into contact with each other and adopting each other's traits to become more alike.

- World Sports
- Kpop
- McDonald's
- Language

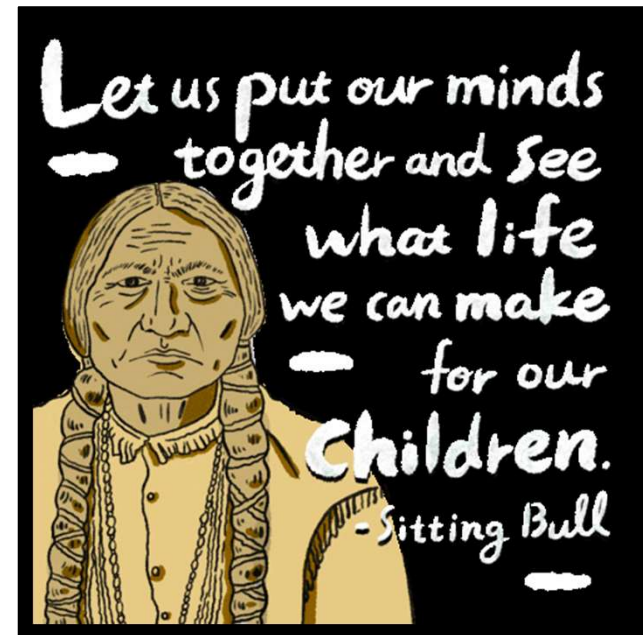


*Why aren't there any cheeseburgers on the menu in Israel?*

## Effects of Cultural Convergence

The results of time-space convergence and the widespread diffusion of popular culture are:

- Loss of indigenous languages and traditional cultures.
- Of about 5,000-6,000 languages being spoken today, only half will exist in 100 years.



## What causes the extinction of languages and cultures?

- Genocide
- Pressure of globalization and cultural convergence
- Laws against the use of indigenous languages
  - For example, in Turkey the Kurds are forbidden by the government to print or formally teach their language.
  - Native American Boarding schools in the US from 1890s-1960s.





## Assimilation (write this on the back)

- **Assimilation** - The process through which people lose originality differentiating traits, such as dress, speech, particularities, or mannerisms, when they come into contact with another society or culture.
- As you watch the video, write down at least 4 ways in which Native Americans were forced to assimilate (lose their culture)

<https://youtu.be/UGqWRyBCHhw>



## Cultural Divergence

Cultural Divergence: Cultures become LESS alike due to both cultural and physical barriers. The process of a culture restricting contact with other cultures in an attempt to retain its originality.

Separating/distinguishing from mainstream.

- Amish Culture is distinctive due to isolation from mainstream US culture and a rejection of electricity and modern technologies.

