

# **Exploring cultural difference between Manhattan and Toronto Area**

Ying Luo

## **1. Introduction**

### **1.1 Background**

Manhattan is the most densely populated of the five boroughs of New York City and its economic and administrative center, cultural identifier, and historical birthplace. Manhattan has also been described as the cultural, financial, media, and entertainment capital of the world, and the borough hosts the United Nations Headquarters. Anchored by Wall Street in the Financial District of Lower Manhattan, New York City has been called both the most economically powerful city and the leading financial center of the world, and Manhattan is home to the world's two largest stock exchanges by total market capitalization: the New York Stock Exchange and NASDAQ. Many multinational media conglomerates are based in Manhattan, and the borough has been the setting for numerous books, films, and television shows. Its real estate has since become among the most expensive in the world.

Toronto is the provincial capital of Ontario and the most populous city in Canada. Toronto is the fastest growing city in North America, and is the anchor of an urban agglomeration, known as the Golden Horseshoe in Southern Ontario. Toronto is an international centre of business, finance, arts, and culture, and is recognized as one of the most multicultural and cosmopolitan cities in the world. The diverse population of Toronto reflects its current and historical role as an important destination for immigrants to Canada. More than 50 percent of residents belong to a visible minority population group, and over 200 distinct ethnic origins are represented among its inhabitants. The city is home to the Toronto Stock Exchange, the headquarters of Canada's five largest banks, and the headquarters of many large Canadian and multinational corporations. It is a prominent centre for music, theatre, motion picture production, and television production, and is home to the headquarters of Canada's major national broadcast networks and media outlets.

### **1.2 Problem**

Both areas are known as the most fascinating, busy and diverse cities in the world and both of them are also located in the north America. However, there still might be cultural differences between them which might be revealed by location data like city structure, most popular places etc. The project aims to explore if there is possible cultural difference that can be revealed based on the most common venue of the biggest cluster in these two areas.

### **1.3 Interest**

Intercultural communication is of great importance today as the world gets smaller, which actually means having more and more contact with people who are culturally different. Many people in intercultural business communication argue that culture determines how individuals encode messages, what medium they choose for transmitting them, and the way messages are interpreted. It is necessary to understand the cultural difference in this globalization process.