

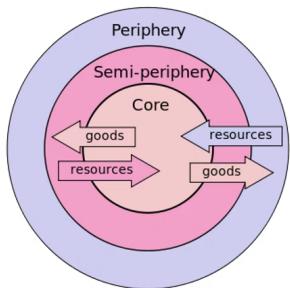
# If At First You Fall, Try, Try Again

## How The World Is Controlled

### Unipolarity vs. Multipolarity

Polarity in international relations refers to how power is shared globally. There are three types: unipolarity (one superpower), bipolarity (two superpowers), and multipolarity (multiple centers of power). During the Cold War, the world was bipolar with the USA and USSR. Afterward, the unipolar system emerged with the US as the only superpower. Multipolarity involves several powerful states and global governance through international organizations. Different theories debate which system is more stable, with unipolarity potentially leading to peace and multipolarity resulting in complex relations.

### Core vs. Periphery Countries



Core vs. periphery countries describes the divide between wealthy, influential nations (core) and economically disadvantaged, unstable ones (periphery). The core-periphery model shows the unequal global economic and political relationships, where core countries benefit more from trade and possess advanced production and skilled labor, while periphery countries rely on low-tech and low-wage labor. This concept, known as dependency theory, emerged in the 1960s, illustrating how rich countries exploit poorer ones.

### Great vs. Small Powers

A great power is a country that can influence global affairs due to its military, economic strength, and diplomatic skills. Smaller countries often consider the views of great powers before making their decisions.

Great powers are recognized in groups like the UN Security Council, NATO, G7, and BRICS. There are proposals for countries like Brazil, Germany, India, and Japan to gain permanent UN Security Council seats, but this faces opposition from Italy. Great power status includes criteria such as military capability, cultural influence, regional engagement, and formal recognition by peers. It also involves an active role in addressing global issues.

### Controlling vs. Client State



A client state is a country that is economically, politically, and militarily dependent on a more powerful controlling state. Alternative names include satellite state and puppet state. Historically, controlling states like Persia and Rome created client states for tribute or troops. Examples include Britain's influence over India and the Soviet Union's impact on Warsaw Pact members.

### **Key Points:**

- 1. Hidden Influence:** Powerful nations use puppet states for indirect influence without military action.
- 2. Resource Control:** Establishing client states rich in resources secures vital supplies.
- 3. Military Outposts:** Client states serve as strategic locations for military monitoring and power projection.
- 4. Weakening Rivals:** Puppet states can limit the influence of competing nations.
- 5. Ideological Battlegrounds:** During the Cold War, client states promoted differing political and economic systems.

### **Hard Power vs. Soft Power**

Hard power and soft power are two different ways countries can influence each other in international relations. Joseph Nye popularized these terms to help understand global politics.



### **Key Points:**

- **Hard Power:** This is the ability to force other nations to act through military and economic means. Examples include military interventions like the US invasions of Iraq and Afghanistan, imposing sanctions (like on Iran for its nuclear program), trade tariffs seen in the US-China trade war, and using threats in coercive diplomacy, such as the US's threats against North Korea.
- **Soft Power:** This is about attracting and persuading other nations through culture and diplomacy. For instance, the US uses cultural exports like Hollywood and education to spread influence. Other examples include countries leveraging their

cultural assets (K-Pop from Korea), maintaining good diplomatic relations, educational exchanges, moral authority through ethical actions, and providing humanitarian aid.



### Foreign Aid

Foreign aid involves transferring resources from one country to another and is not merely free money; it usually comes with specific purposes and conditions. There are two main types: emergency aid for urgent relief during crises like wars and disasters, and

development aid aimed at economic support and poverty alleviation. Foreign aid can signal diplomatic approval but is also controversial due to concerns about governance, corruption, and dependency. It differs from direct investment in a country.

## Rebuilding Buildings

**Bibliothèque Alexandria:** Is a new modern library to honor the great Library of Alexandria that slipped away from our hands on the big fire of Alexandria.

**White House:** It is the residence of the American Government in Washington DC. It burned down in 1814 in the Big Fire of Washington made by British Forces. It was finally rebuilt in 1952 by Harry S. Truman .

**Notre Dame:** A famous cathedral in Central Paris, right next to the sennes river. It is famous for its explicit gothic architecture. It suffered a major fire in 2019 which destroyed nearly everything besides the bibles and crosses inside. Now in 2024 its rebuilding was over and was opened to public



**Basilica Of St. Paul:** It was originally built in the 4th century over the burial site of St. Paul the

Apostle. In 1823, a massive fire destroyed much of the basilica. The reconstruction aimed to preserve its original design, and it was fully rebuilt by 1854, with contributions from Christians around the world. Today, it remains one of the four major papal basilicas in Rome.

**Yellow Crane Tower:** Originally built in 223 AD during the Three Kingdoms period as a military watchtower. Over the centuries, it became a symbol of poetry, culture, and legend, inspiring many famous Chinese poets. The tower was destroyed and rebuilt multiple times due to wars and fires. The current structure was rebuilt in 1985, designed in traditional style but with modern materials.

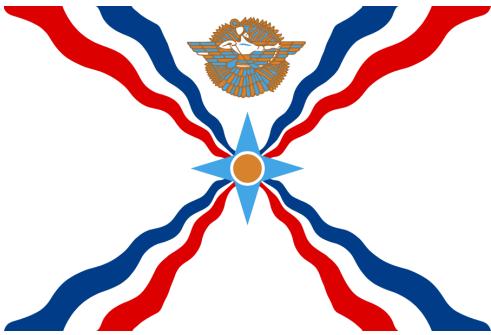
**Stonehenge:** Built between 3000–2000 BCE, during the Neolithic and Bronze Age. Consists of massive standing stones, some weighing up to 25 tons. While the original structure remains, some fallen rocks have been reported to be put back into their original places.

**Shakespeare's Globe:** Originally built in 1599 by Shakespeare's playing company, the Lord Chamberlain's Men. It was circular and open-air, designed for performances of Shakespeare's plays. Burned down in 1613 when a cannon misfired during a performance of *Henry VIII*. Rebuilt in 1614, but later demolished in 1644 by the Puritans. A modern reconstruction was completed in 1997, near the original site, allowing visitors to experience Shakespeare's plays as they were in his time.



**Babylon:** Founded around 1894 BCE, it became a major city under King Hammurabi (1792–1750 BCE). Known for the Hanging Gardens of Babylon, one of the Seven Wonders of the Ancient World (though its existence is debated). At its peak under King Nebuchadnezzar II (605–562 BCE), it had impressive walls, temples, and the Ishtar Gate. The city fell to the Persians in 539 BCE when Cyrus the Great conquered it. Babylon later declined and was eventually abandoned.

## Rebuilding Buil- Countries



### Neo-Assyrian Empire (c. 911–609 BCE)

What were they reviving? The earlier Assyrian Empire

How close did they get? Very successful for a time, expanded beyond their predecessors but in time they fell.

Did it last longer? No. The earlier Assyrian kingdom lasted for centuries, while the Neo-Assyrian Empire lasted about 300 years.

### Song Dynasty (960–1279 CE)

What were they reviving? The Tang Dynasty (618–907 CE)

How close did they get? Culturally, they surpassed the Tang in many ways but were weaker militarily.

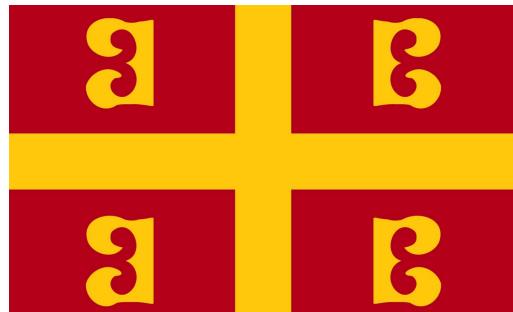
Did it last longer? No, the Tang lasted about 289 years, while the Song lasted 319 years, though it was politically weaker.

### Byzantine Empire (330–1453 CE)

What were they reviving? The Roman Empire (27 BCE–476 CE in the West)

How close did they get? They succeeded for centuries, becoming one of the longest-lasting medieval empires.

Did it last longer? Yes, by 1,000 years compared to the Western Roman Empire.



### Carolingian Empire (800–888 CE)

What were they reviving? The Western Roman Empire

How close did they get? Briefly successful but quickly fragmented.

Did it last longer? No, the Roman Empire lasted centuries, but the Carolingians collapsed within a century



### Ottonian Dynasty (936–1024 CE)

What were they reviving? The Carolingian Empire and Roman traditions

How close did they get? Held power but never fully unified the empire.

Did it last longer? It lasted about the same length as the Carolingians.



### Meiji Restoration (1868–1912)

What were they reviving? Imperial Japan's ancient rule and modernization based on Western models.

How close did they get? Extremely successful, leading to Japan's rise as a global power.

Did it last longer? Yes, the imperial system lasted until 1945.

### Neo-Sovietism (Post-1991)

What were they reviving? The Soviet Union (1922–1991)

How close did they get? Incomplete revival—Russia retains Soviet nostalgia but not full Soviet power.

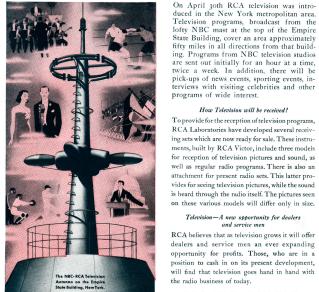
Did it last longer? The USSR lasted 69 years; modern Russia still exists but hasn't fully recreated the Soviet model

## Re-Starting Companies

**Pan American (Pan Am):** A US travel agency plans to revive the brand for a short nostalgic flight in 2025 using a chartered Boeing 757. The journey will offer an exclusive experience with 50 business class seats, recreating the airline's classic routes. Pan Am was once a leading airline known for its luxury travel but went bankrupt in 1991. The trip will run from June 27 to July 9, 2025, costing \$65,500 per person.



The Radio Corporation of America Tells  
**What TELEVISION will mean to you!**



**Television—a new opportunity for dealers and service men**

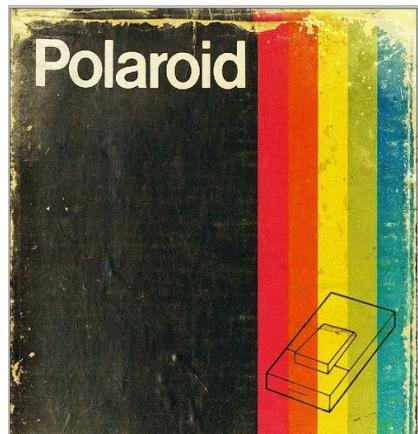
RCA believes that television growth will offer dealers and service men an ever expanding opportunity for profits. Those, who are in a position to help in the present development, will find that television goes hand in hand with the radio business of today.

In Radio and Television—It's RCA All the Way



**RCA Corporation:** founded in 1919, was a major American electronics company. It became independent in 1932 after a government antitrust suit. From the 1920s to the 1970s, RCA was the leading firm in electronics and communications. However, its dominance declined in the 1970s due to competition and attempts to diversify. In 1986, General Electric reacquired RCA, which was later sold off in parts. Its outdated radio technology makes a comeback unlikely.

**The Westinghouse Electric Corporation:** founded in 1886 by George Westinghouse in Pittsburgh, was a leading company in heavy industry and electrical production. It was known for generators and nuclear power. In the 1970s, it faced financial issues, restructured, and bought CBS, which later ended. Westinghouse was a prominent sponsor of the 1939 World Fair<sup>1</sup> but is now less known.



**Polaroid Corporation:** was founded in 1937 by Edwin H. Land to create instant film and cameras. The first instant camera, the Land Camera, was released in 1948. The company peaked in 1978 with 21,000 employees and \$3 billion revenue in 1991. However, it declared bankruptcy in 2001 due to digital camera competition. Assets were later bought by Wiaczesław Smołkowski, leading to the Impossible Project in 2008 and rebranding as Polaroid Originals from 2017-2020. Although retro Polaroid cameras gained some popularity, the brand is unlikely to regain global leadership.

<sup>1</sup> The World Fair was also in the last curriculum. This should be an important topic.



**RadioShack:** is an American electronics store started in 1921, initially selling amateur radios. Tandy Corporation bought it in 1962, changing its focus to retail hobbyist electronics. Once having about 8000 stores, it faced management issues and financial losses, leading to its delisting in 2015 and a Chapter 11 bankruptcy. Its outdated name and lack of product manufacturing make a revival unlikely.

**Gateway, Inc:** formerly Gateway 2000, was an American computer company founded in 1985 by Ted Waitt and Mike Hammond. After struggling for seven years, it was bought by Acer in 2007. In 2020, Acer revived the Gateway brand for laptops and tablets sold at Walmart.



**Nokia Corporation:** is a Finnish company that started as a pulp mill in 1865. It played a key role in mobile phone technology development, particularly GSM, 3G, and LTE. Nokia was the top mobile phone vendor from 1998 but lost market share due to poor decisions. In 2014, Microsoft acquired its mobile business. Nokia is now a major patent licensor and the third-largest network equipment manufacturer, remaining a significant Finnish company. While a return to the phone market seems unlikely, future technological advances may revive it.

**Sansui Electric Co:** was a Japanese company founded in 1947 by Kosaku Kikuchi in Tokyo, initially making radio parts. Kikuchi aimed for high-quality products despite higher prices. By the 1960s, Sansui was known for audio components like amplifiers and turntables. However, competition led to a decline, and the company went out of business in 2014.

**Eastern Air Lines:** was a major U. S. airline from 1926 to 1991, based at Miami International Airport. It was one of the leading airlines from the 1930s to 1950s but struggled with issues like airline deregulation, labor disputes, and debt under Frank Borman's leadership. After a significant strike in 1989, Eastern went bankrupt and was liquidated in 1991. In 2011, its intellectual property was bought, leading to a new Eastern Air Lines starting charter flights in 2014. There is confusion about its operations, with some sources claiming it ceased in 2015.



**One-time-use cameras:** were created by Kodak and became popular in the 1990s, especially when a regular camera was unavailable. They were often used as wedding favors for guests to take photos before returning them. However, with the rise of smartphone cameras, their popularity has diminished, although some people still appreciate the nostalgia they bring. There is a suggestion that criminals might use these cameras to hide their digital trails.



**Handheld gaming devices:** are smaller than home consoles and combine the console, screen, speakers, and controls in one portable unit. They were widely used from the late 1980s to the mid-2010s, but their popularity has decreased with the rise of phone games and PC games. These devices could still appeal to kids without phones, fitting a nostalgic trend.

**Vinyl records:** have seen a niche resurgence since the late 2000s, primarily among rock music fans. A UK report in 2011 showed that consumers often preferred to pay more for vinyl than for CDs or digital downloads. Vinyl records symbolize nostalgia and are favored by music enthusiasts. Taylor Swift's sales of her album "Evermore" on vinyl in 2021 set a record for weekly sales since 1991.

**Film:** was the main form of cinematography until the early 21st century when digital formats took over. Although digital projection replaced film projectors, some filmmakers still choose film for its aesthetic appeal. Sometimes, digital formats are altered to mimic the look of film.

**Shortwave radio:** remains significant in areas like war zones because it can transmit over long distances and is hard to censor. While it's considered an outdated technology, some still rely on it for broadcasting in challenging situations, like natural disasters. Some believe it offers complete anonymity for listeners.

**AM radio:** while more expensive to transmit than FM due to its need for high power, can send signals over long distances at night. However, it is more susceptible to interference and tends to focus on spoken-word content, whereas music is more commonly played on FM and digital stations.

**Pagers:** are still in use by some emergency services because they can be more reliable than cellular networks in certain situations, especially during disasters. They are often seen in hospitals, where doctors are paged for emergencies.

**Magnetic-tape:** data storage uses magnetic tape to store digital data and has shifted from primary use in early computers to being mainly used for backups and archiving. The low cost of tape storage keeps it relevant for long-term solutions.

**Old music:** now dominates the U. S. music market, raising concerns among those in the new music industry. Although new music is shrinking, old songs comprise a significant portion of total streams. Investment firms are focusing on acquiring older music catalogs, and major record labels are investing heavily in old songs. Radio stations are playing fewer new songs, leading to stagnation in the new music scene. There are potential copyright issues for new hits, while holograms and virtual representations of deceased musicians are emerging in the music industry.