**DISCLAIMER: READ THROUGH AFTER YOU PRINT THIS AND DRAW THE DIAGRAMS (AND DELETE THIS BEFORE YOU PRINT THIS)**

**Guided Notes: Culture and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

1. Culture and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Summary:

Cultures may come into conflict frequently, and the prevailing cultural traits usually aren’t the most humane.

Example from history: This is shown as the conflict between the Spanish and the Guanahani at the time of Columbus’s “discovery” of America. Although the natives were nice and trusting, the Spanish culture eventually dominated.

Example from contemporary history: This is shown by economic advances. If a community prospers its people will have more money to spend on the latest fashion in foods, clothes, and appearance. Therefore, wealthy societies can improve technologically.

1. Culture and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\*The growth of popular culture comes directly from \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Economic advances

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

\*How is this concept cyclical?

Because it occurs in cycles. Different societies will go into economic wealth at different times, and when they do, it they will pull ahead of each other. This creates a cyclical cycle.

1. Culture and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Summary: If a society has a strong military, its culture will expand.

Example from history: As romans moved from place to place, they spread their culture as they took over more land.

Example from contemporary history: Europeans have passed their culture to other land through hierarchical diffusion, such as the media, movies, etc.

Define relocation diffusion (your own words): it is the sequential diffusion process in which the items being diffused are transmitted by their carrier agents as they evacuate the old areas and relocate the new ones

Define hierarchical diffusion (your own words): is a form of diffusion in which an idea or innovation spreads by trickling down from larger to smaller adoption units

1. Culture and the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \*How is folk culture adaptive? It responds locally to the folk group’s prevailing environment. The further away from the environment, the less it will prevail.

\*How is popular culture maladaptive? Popular culture is on a global scale, so it makes no difference where you are. So it is maladaptive

Draw an image/illustration showing a homogeneous culture:

Draw an image/illustration showing a heterogeneous culture:

1. Components of a cultural landscape (not all inclusive!):

\*Write the components followed by the specific example; the first is completed for you a. Religion – represented by religious buildings/structures

b. Location- various locations of a collection of people or objects

c. Human/Environmental Interactions- Cultural ecology, relations between cultures and environment

d. Place- associations among phenomena in an area

e. Movement- interconnections between areas

1. Define **sequent occupance:** when a culture replaces or dominates the other the cultural landscape of a given spot may reflect different cultures that occupied the same area at different times.

Example: New Orleans, in the modern US State of Louisiana, was initially inhabited by Native Americans before European colonization, similar to most of the Americas. In 1718, the French colonized this region, but it came under Spanish control in 1763. African slaves were introduced in the state in the 18th century. Spain then ceded control of this state to USA.

Example: Many countries in the African continent are erstwhile colonies of European superpowers like Great Britain. An example of this is Nigeria, which was a British colony from 1885 to 1960. The Nigerian city of Lagos has many buildings constructed after independence, which show characteristics of contemporary architectural styles. However, the buildings of the colonial era stand out due to their distinct European style.

1. Define **core:** When a culture trait is so overwhelmingly practiced in an area that nearly everyone in the area practices that trait

Example: Mormonism in Provo, Utah, where everyone practices it.

1. Define **domain:** When the same culture trait may predominate in a different area. Such as if many people don’t practice a cultural trait, but more than half of the population do.

Example: Mormonism in Utah, where not everyone practices it

1. Define **sphere:** When a culture trait may be found frequently in a different area, even though fewer than half of the people practice the trait.

Example: Mormonism in Colorado, where some people but not all practices a trait.

1. Draw an image/illustration that shows the relationship between core-domain-sphere:

1. Explain how popular culture and globalization are interconnected: They are constantly seeking to expand their markets by selling the same artifacts to young adults with disposable income.

1. Explain “glocalization:” If a TNC runs up against a local taboo and so cannot sell the name artifacts in a given religion, if the market area is large enough the TNC will have financial incentive to modify its artifacts.

1. Example of glocalization: India selling beefless burgers in India, since India has a taboo against beef.