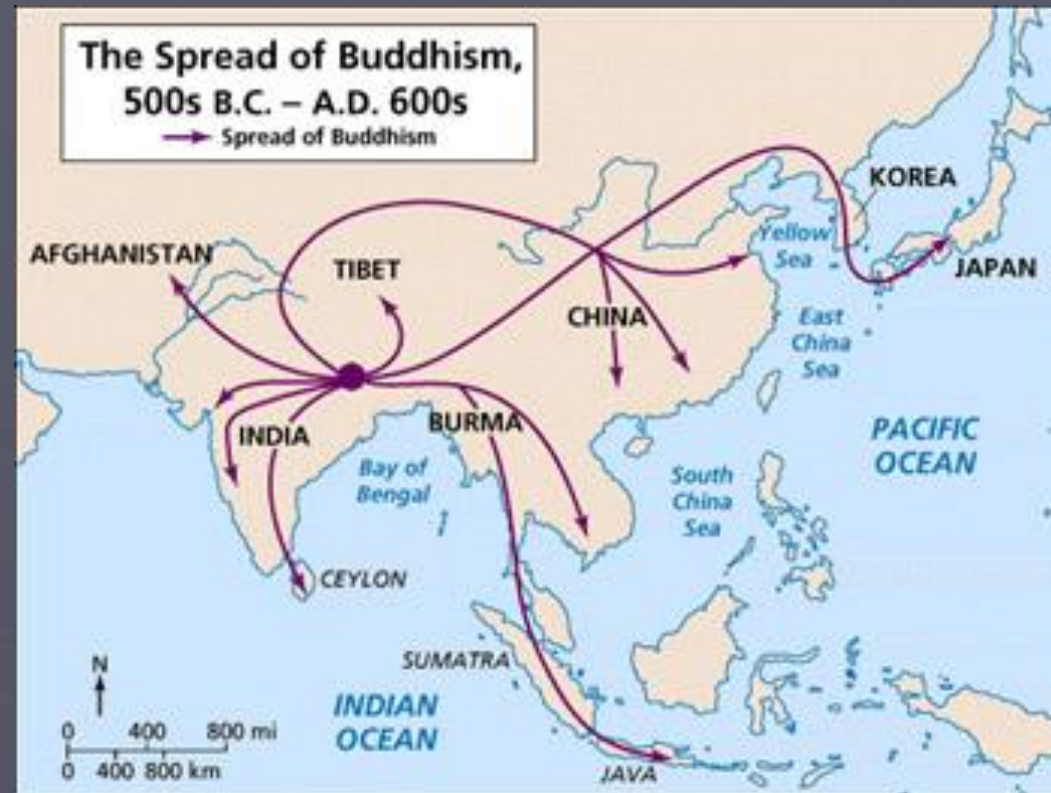


# Spreading Cultural Traits

The background of the slide is a dark blue-grey color. It features a faint, light-colored map of the United States. Overlaid on the map is a network of thin, light-colored lines that represent paths of cultural diffusion or migration. The lines are most dense in the eastern and central parts of the country, with some lines extending towards the west coast. The overall effect is a subtle, textured background that suggests the theme of spreading cultural traits.

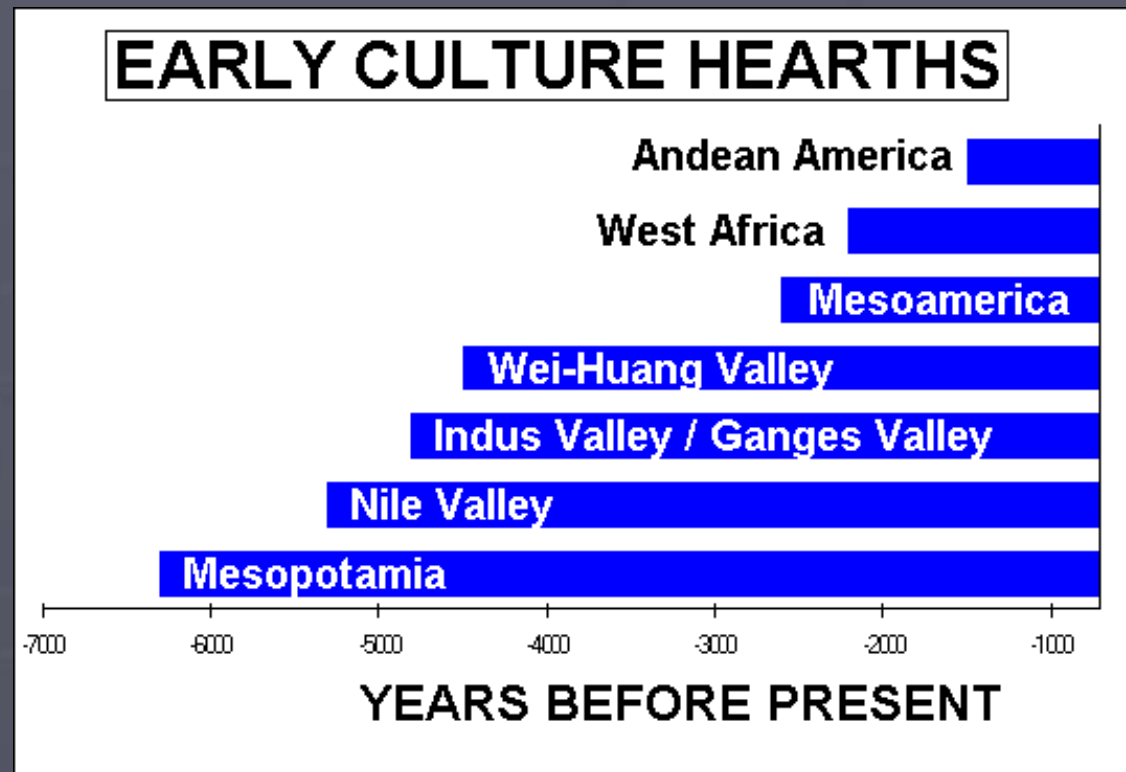
# Defining Diffusion

- **Cultural Diffusion:** The spread of cultural traits across space and time



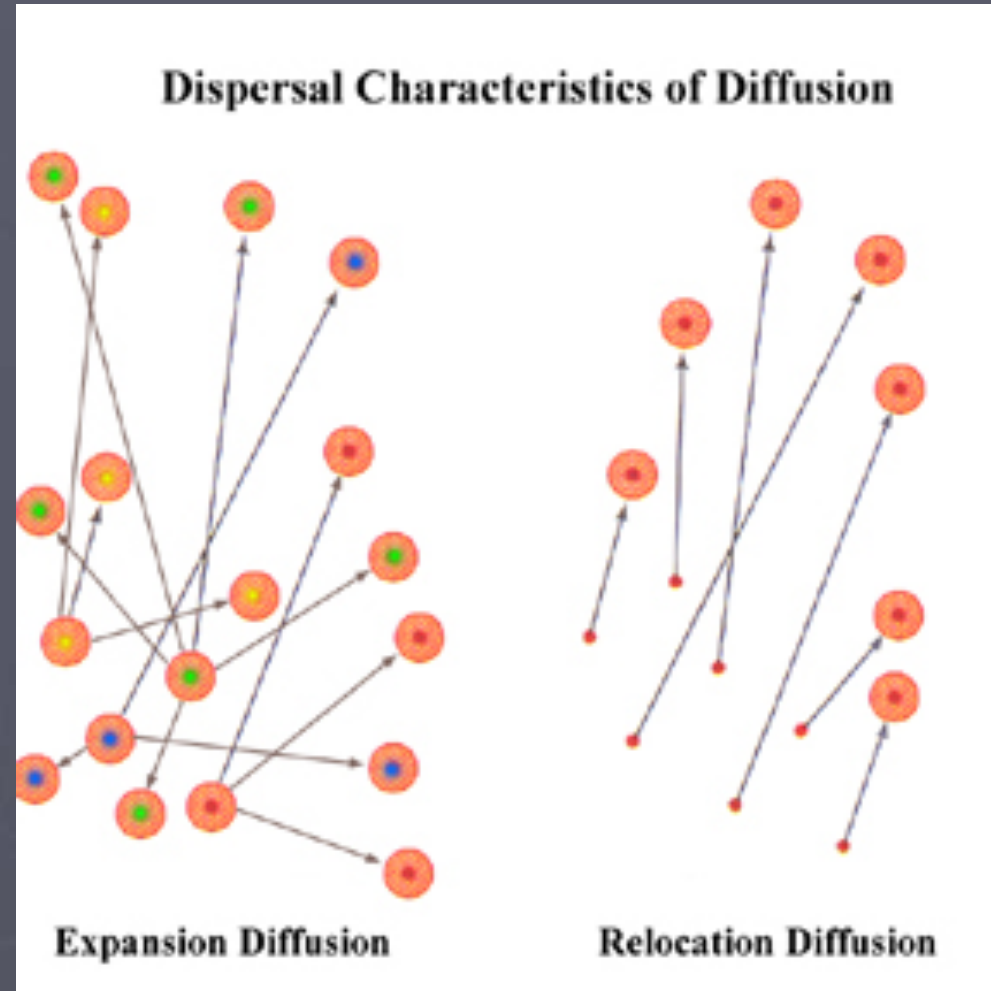
# Cultural Hearths

- **Cultural Hearth** – Points of origins for cultural traits
  - Typically large population centers (especially World Cities)



# Relocation & Expansion Diffusion

- In expansion diffusion the cultural trait expands in the area you are in
- In Relocation diffusion the trait evacuates and moves from one place to another



# Types of Diffusion

- **Relocation Diffusion** – The spread of culture because of the physical movement of people from one place to another
  - Often accentuated through chain migration

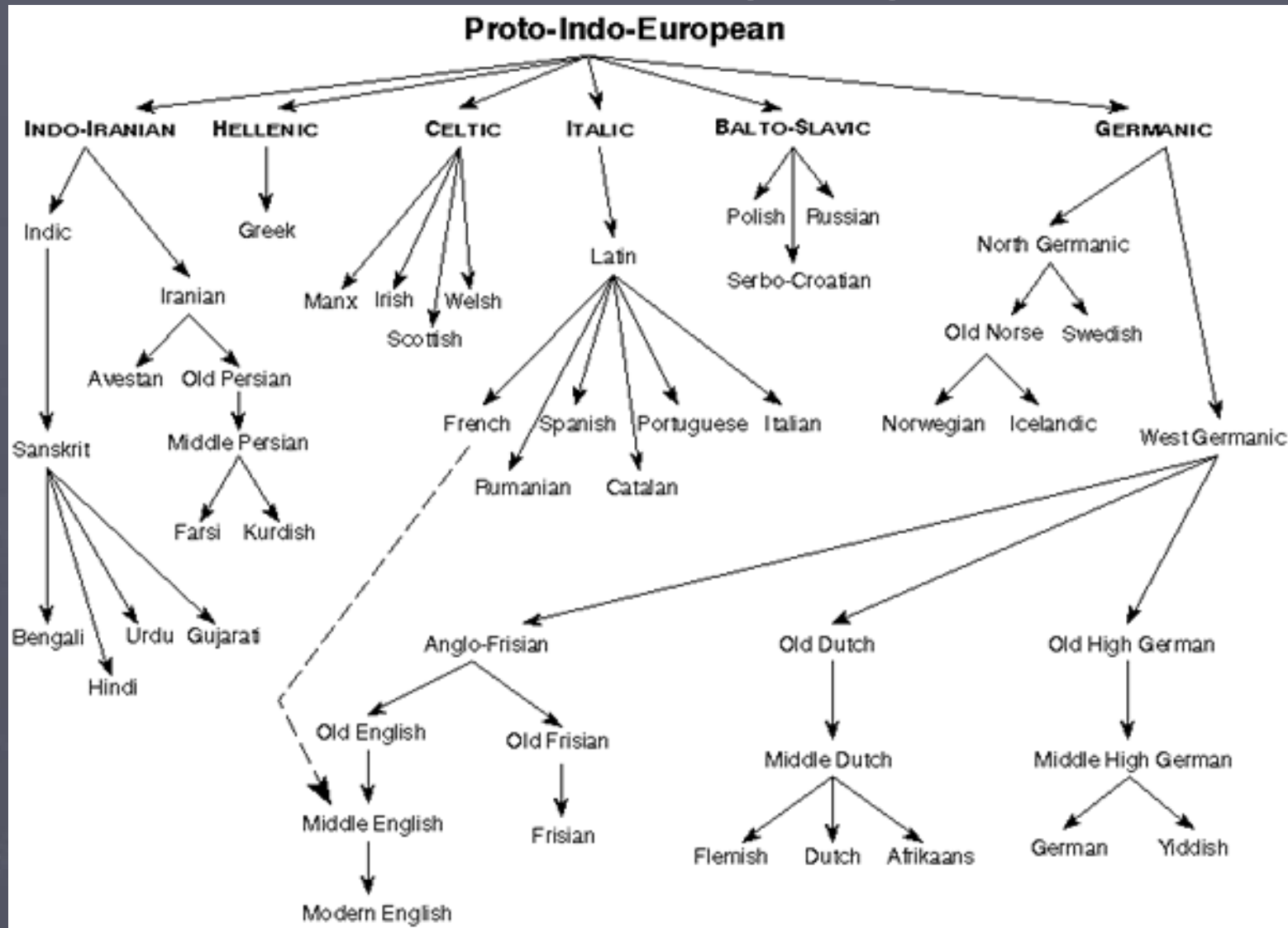


# Types of Cultural Diffusion

- **Stimulus Diffusion** – The spread of a cultural trait that changes and adapts to the culture that adopts it, leaving the essential core idea intact
  - Sped up through the growth of transnational corporations
    - Ex. Pizza Hut

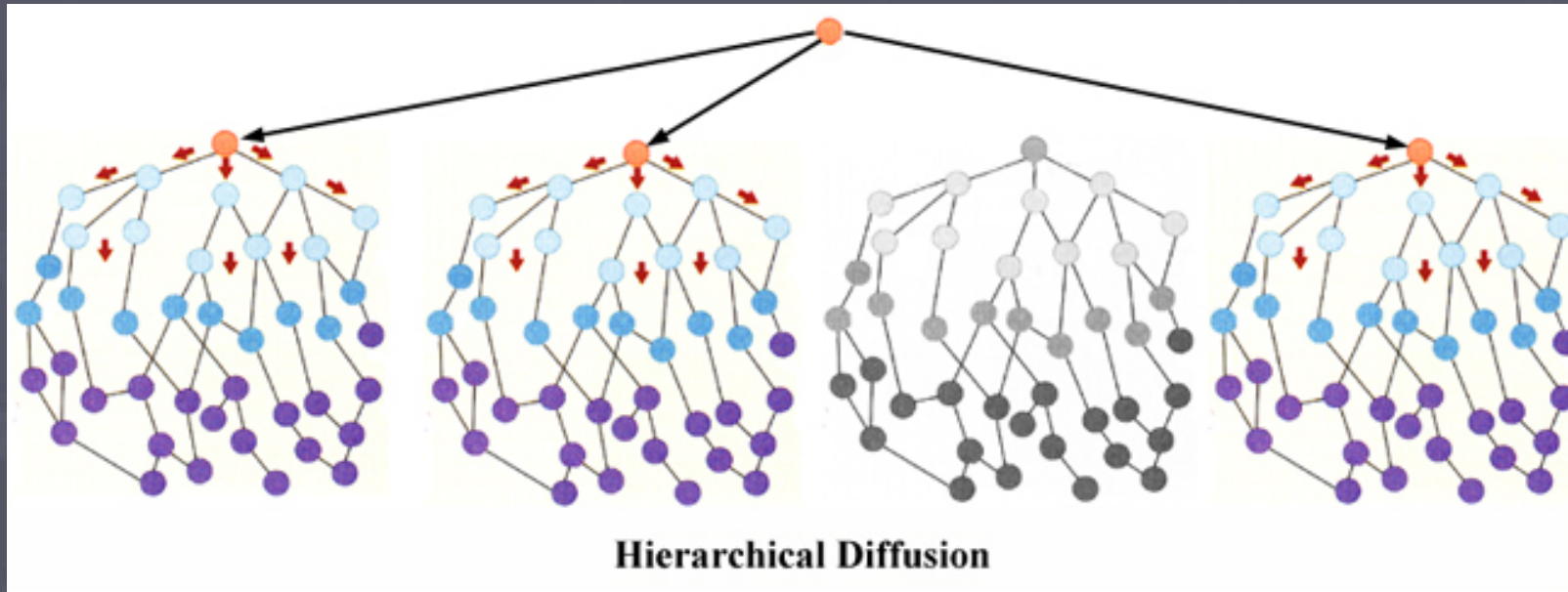


# Stimulus Diffusion in Language



# Types of Cultural Diffusion

- **Hierarchical Diffusion** – The beginning of a cultural trait that starts with a minority and spreads to the majority
  - Normally beginning with people in positions of political or cultural power



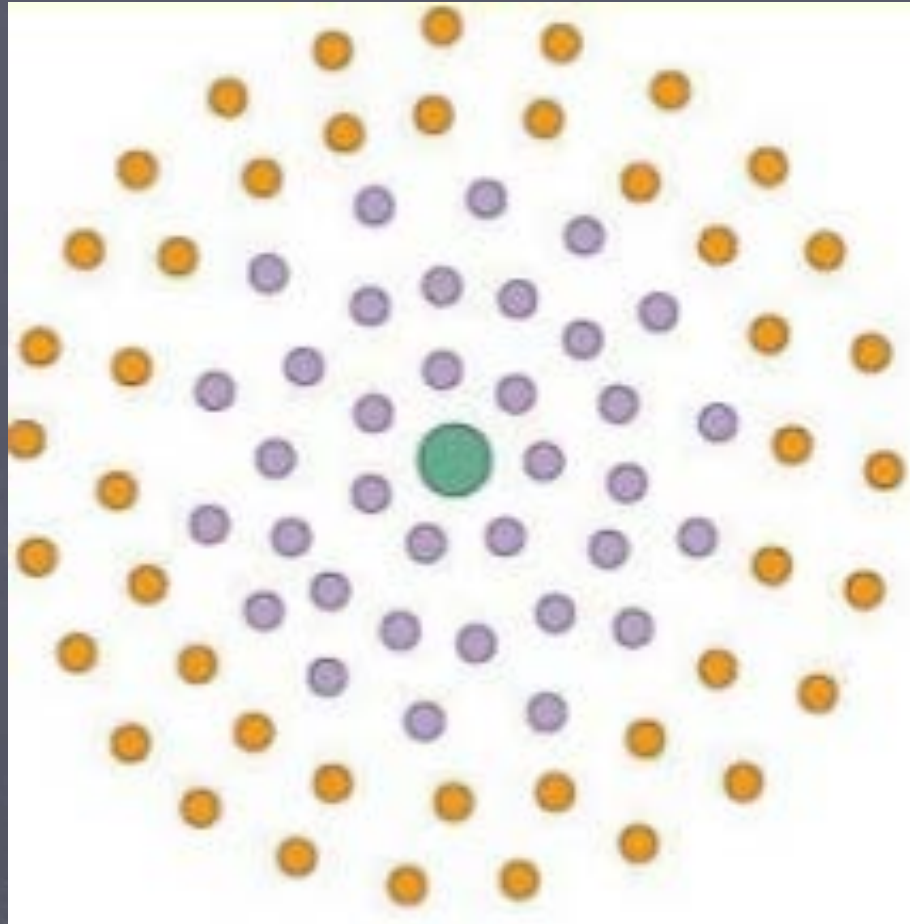


# Types of Cultural Diffusion

- **Contagious Diffusion** – The rapid diffusion of cultural traits because of mass media
  - Sped up because of internet and television usage



# Contagious Diffusion



## LEGEND



Hearth

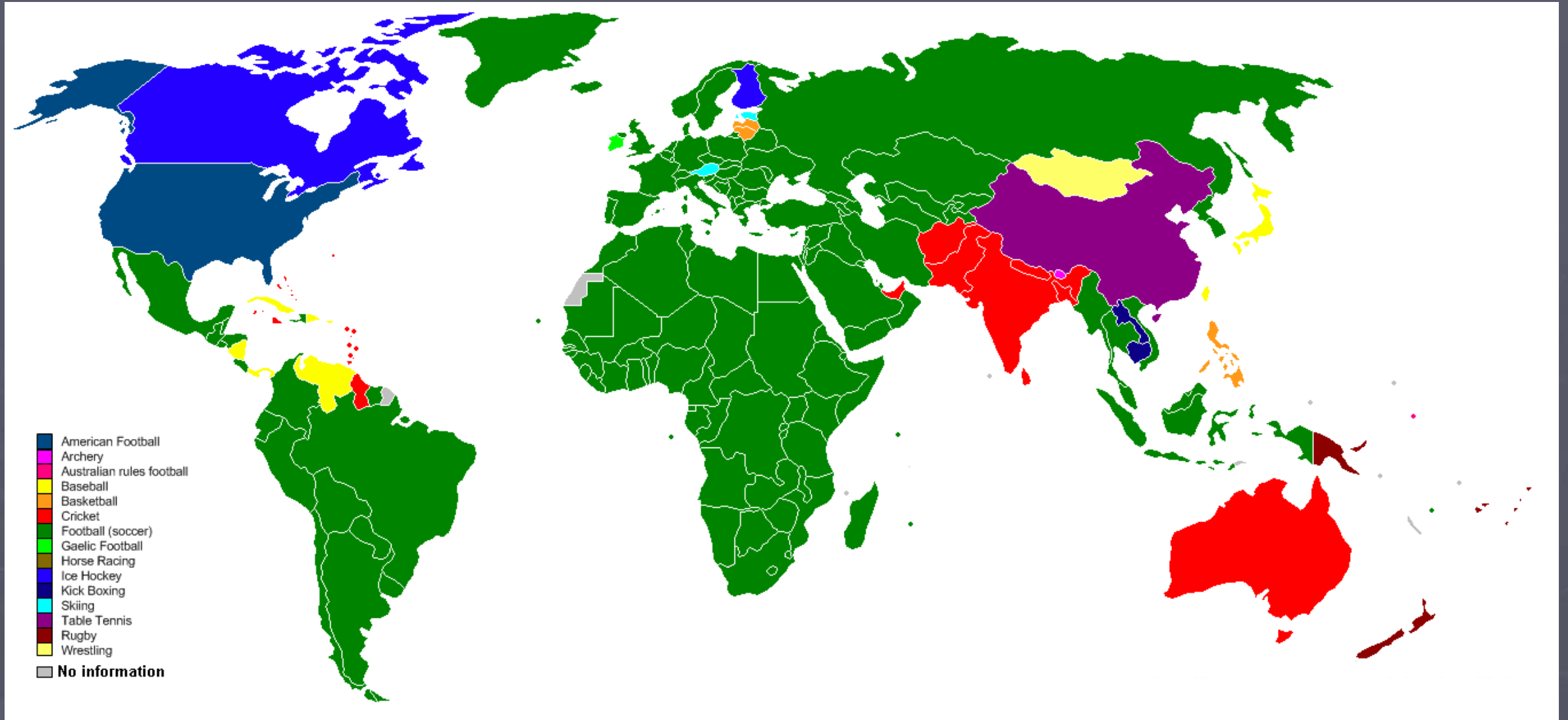


Early diffusion



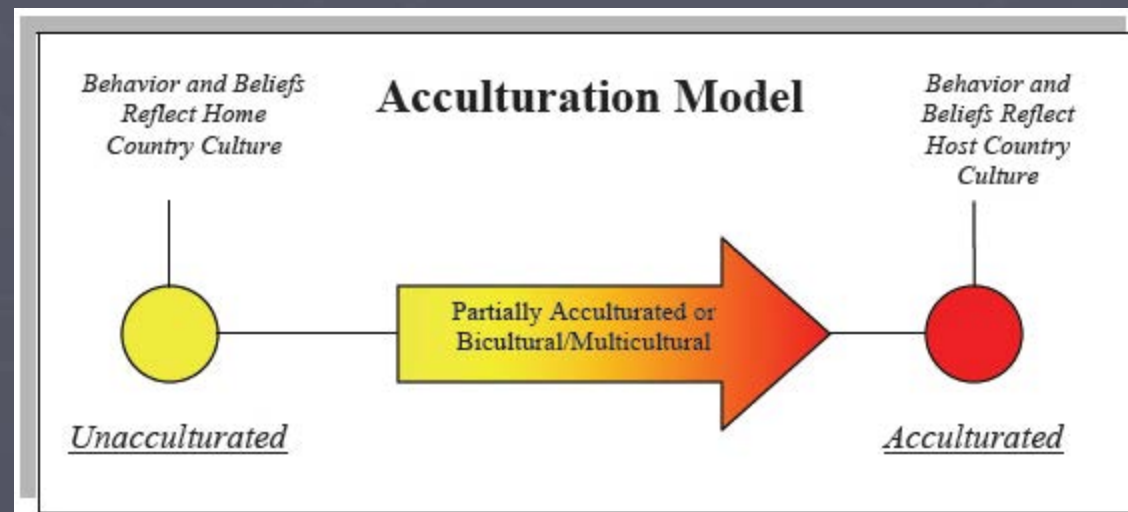
Later diffusion

# Case Study of Diffusion: Sports



# Impacts of Diffusion

- **Acculturation** – After migration to a new area an individual slowly assimilates to the new culture
- **Assimilation** – The dying out of old culture and its replacement by new cultural traits



# Impacts of Diffusion

- **Cultural Convergence** - The interaction of cultures as they come in contact with each other, influencing and being influenced by each other
- **Cultural Divergence** - The tendency for culture groups to disassociate from others in order to protect or preserve their culture from influence or change

# Impacts of Diffusion

- **Cultural Integration** - A form of cultural exchange in which one group assumes the beliefs, practices and rituals of another group without sacrificing the characteristics of its own culture.



# Impacts of Diffusion

- Cultural Clashes – Conflicts that arise from contact with people of different cultural values



# Impacts of Diffusion

- **Cultural Integration** – When cultural traits of a new culture are included and incorporated into another culture creating a cultural hybrid





# Impacts of Diffusion

- Development of Subculture
  - Within cultures there are differences between ages, genders, politics, ethnicities, and geography
- Regional variations develop within larger cultures as subcultures
  - Subcultures not a threat to larger culture
  - Ex. Midwest culture as part of American Culture

# U.S. Subculture Regions



# Impacts of Diffusion

- Development of Counter Culture
  - Countercultures are groups that go directly against the main culture
  - Can develop without diffusion
- Designed to challenge the values of the culture
  - Ex. Goths, Hippies, etc...
  - Described as Anti-Conformists

