

Cultural Change

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Cultural Diffusion - The spread of cultural traits from one society to another

- The more contact a society has with other societies, the more traits it will borrow
- Contact through mass transportation, media, internet

- Cultural Lag – time between changes when ideas and beliefs are adapting to new material conditions



Italy 1942



Seattle 1987

- Cultural Leveling – the process in which cultures become more and more alike



Response to Variation

- Ethnocentrism – the view of one's own culture and group as superior



Response to Variation

- Cultural Relativism – the belief that cultures should be judged by their own standards rather than by applying the standards of another culture



Response to Variation

- Multiculturalism - the view that cultural differences should be respected or even encouraged

- Assimilation
- New cultural identity
- Blending of culture
- One Language



- Retain culture
- Retain cultural identity
- Celebrate diversity
- Many Languages