What is Culture?

• (3.2 Continued)

• Economy
  – Geographers study how people use resources and make a living
  – Success is revealed in quality of life (how well they eat, live, and healthcare)
Cultural Change

• Inventions and Technology
  – Agricultural Revolution- from hunting and gathering to farming, led to civilizations (highly developed cultures)
    • Civs in river valleys in Iraq, Egypt, India, and China
      – Built cities, formed governments, founded religions, wrote
  – 1700s- some countries industrialized (used machines to make goods)
    • Produced more foods, goods, wealth → changed cultures
  – Computers, communications, and medical advancements have changed the world again
Cultural Change

• Cultural Diffusion
  – Def: spreading ideas, languages, and customs from one culture to another
  – How has this changed over the years?
    • Trade, migration, and conquest - past
    • Television, movies, and internet - present
Regional and Global Cultures

• Culture Regions
  – Def: an area that includes different countries that share similar cultural traits
    • Social groups, governments, economic systems, religions, languages, ethnic groups, and histories
Regional and Global Cultures

• Global Culture
  – Globalization (the development of a worldwide culture with an interdependent economy)
  – Economies rely on each other
  – Some are afraid globalization will decrease or erase local cultures and smaller groups