

### Chapter 4: Culture and Globalization

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### 4.1 The World Before Globalization

- Culture, not biology, is our primary means of adapting to the environment.
  - Independent invention > These are on your study guide
  - Diffusion

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- Globalization has decreased isolation and increased interconnectedness.
  - Culture is changing rapidly
  - The rate of change is increasing
- Globalization of culture and the global economy are related, but not the same thing.
  - Globalization 1.0 started about 500 years ago.
  - Globalization 2.0 started about 50 years ago.

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- Modern humans evolved in Africa
  - Reached Australia by 50,000 YBP
  - Reached The Americas by at *least* 12,000 YBP
    - Foragers with local knowledge of resources
- Domestication began about 10,000 YBP
  - Permanent settlements with limits to growth



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- **Old World vs. New World**
  - Ever-increasing localized diversity



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#### 4.2 The World on the Eve of Globalization

- Globalization was the result of European expansion.
- Europe in the late 1400s was:
  - Rural
  - Agrarian
  - Politically fragmented
  - Under-populated (~60 million)
  - Isolated and technologically backward
- Asia was almost the exact opposite.
  - China
  - South Asia
  - The Islamic World

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- Africa was less developed and populated
  - Isolated and fragmented, but with some integration with Asia



Major States and Regions of Europe, Asia, and Africa (ca. 1500)

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• The Americas ~1500 CE

- Writing
- Technology
- Domesticates
- 80-120 million




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• Oceania

- Least politically and technologically developed
  - Australia/Tasmania, Melanesia, Polynesia, Micronesia
  - Some tribes, mostly chiefdoms
  - Bands in Australia
  - Most diffusion was indirect




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### 4.3 Initial European Expansion

- European isolation resulted from Ottoman supremacy over Byzantium in 1450s
  - [Silk road](#) is closed
  - By 1488 Bartolomeu Dias crosses the Cape of Good Hope
  - 1497 Vasco da Gama reaches India
  - 1513 Portuguese reaches Ming era China
- The Americas
  - The **Columbian Exchange** ([Alfred Crosby](#))
    - Environmental history

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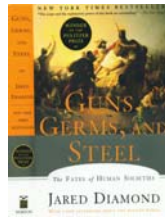
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- The Americas
  - 1513 Balboa discovers the Pacific in Panama
  - 1519 Cortes lands in Mexico and conquers the Aztecs by 1521
  - 1532-34 Pizarro conquers the Inca
  - Gold and silver becomes the primary pull factor for Europeans
  - [Guns, Germs and Steel](#)



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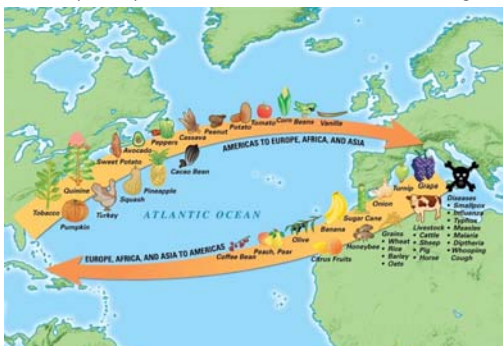
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- The **Columbian Exchange** ([Alfred Crosby](#))
  - People, crops, livestock, diseases and cultural knowledge



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- Population collapse in the New World began immediately
- 90% died in the first 200 years
- Disease transfer was basically only one way
- Superior immune systems, not technology, intelligence or culture aided the Europeans
  
- Depopulation meant more resources available for Europeans, but no labor supply to exploit them.
  
- Thus began the slave trade.

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- Africa
  - Portugal had a monopoly on trade with Africa in the 1400-1500s
  - Slavery existed in Africa (and other places)
    - Supply and demand
    - Guns and slave wars
    - Triangular trade
    - Plantations



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- Asia
  - Portugal had a monopoly on trade with Asia as well, at least initially.
  - Asia was much more developed and populous than Europe though.
    - Profit from middleman trade between India and China
  - European naval power
    - Spain used gold and silver for trade
  - Dutch, English and French join the party in the 1600s
  - Oceania was largely ignored
  - Asia had a much bigger impact on Europe than vice versa

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- New crops and slave wars changed the face of Africa in the 1600s and 1700s
- Farming replaces foraging in many parts
- Population grows in spite of the slave trade
  
- Americas revisited:
  - Caribbean **indigenous populations** almost entirely replaced by slaves and immigrants.
  - Mesoamerican and Andean populations forced to assimilate to European culture and became illiterate peasants
  - North America and Amazonia
  - Fur trade, **Missions**, Slavery

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- #### 4.4 The Industrial Revolution
- The Enlightenment of the 18<sup>th</sup> century and Revolution
    - The Age of Reason (rationalist philosophy), the scientific revolution (progress and technology- 1620s), humanism, modern democracy, separation of church and state
  - American and French Revolutions (1776, 1789)
  - 19<sup>th</sup> century revolutions in Haiti and the Spanish Colonies
  - Industrial Revolution
    - Transportation and manufacturing
    - Military- breach loading artillery and cartridge rifles
    - Markets and raw materials
    - Migration

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- Asia
  - England, France, the Netherlands
    - First Opium War (1839-42) and monopolies (British East India Company)
    - Suez Canal (1869)
    - *Semicolonialism* (China, Afghanistan, Persia, Thailand)
    - Only Japan and The Ottoman Empire were autonomous
- Africa
  - 1870s decline of slave trade
  - British, French, Spanish, Portuguese, German, Italian, and Belgian colonies (Berlin Conference 1884-85)

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- Oceania
  - Spanish in Guam (1668)
  - Botany Bay 1785
  - Polynesia, Melanesia, Micronesia had little value until [WWII](#) (cargo cults)
  - Sugar in Fiji and Hawaii
  - Late 18<sup>th</sup> century and 19<sup>th</sup> century colonialism by Britain, Germany, France, Netherlands and USA

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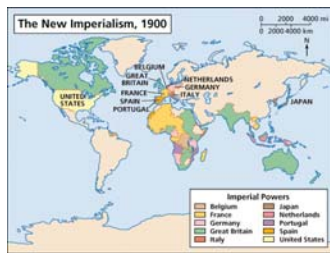
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#### 4.5 The Cultural Consequences of Globalization

- Haiti was the most notable country not controlled by Europeans or their descendants in the Americas
- Ottoman Empire and Japan in Asia



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#### 4.5 The Cultural Consequences of Globalization

- The Americas suffered the greatest population loss
  - Linguistic and cultural devastation
- Australia, Tasmania, New Zealand, New Guinea
- Africa- The Congo Horror
- Asia- Japan most influenced by European culture
- **Global Trade**, without “globalization”
- After WWII, truly integrated global economy emerges



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