

3.6 Contemporary Causes of Diffusion

Name: _____ Class: _____ Date: _____

Total: 10 marks

KEY WORDS time-space convergence 时空收敛 • globalization 全球化 • communication technology 通信技术
• contemporary causes of diffusion 当代传播原因 • diffusion 扩散

Objective

Build the skills to answer exam questions on **contemporary causes of diffusion** 当代传播原因.

You must be able to:

- explain how **globalization** 全球化 speeds diffusion
- explain the role of **communication technology** 通信技术 and the internet
- define **time-space convergence** 时空收敛
- link modern diffusion to urbanization

1 Worked examples

Study these first. Each one shows the method for a task used later.

■ Globalization and technology

Globalization and **communication technology** let ideas, products, and trends spread almost instantly worldwide, far faster than in the past.

■ Time-space convergence

Time-space convergence means places feel 'closer' as transport and communication improve — a message crosses the world in seconds.

■ Urbanization's role

Cities are dense, connected nodes, so new ideas diffuse quickly through and between them, then out to smaller places.

2 Practice

2.1 Explain how the internet speeds cultural diffusion today. [2]

2.2 Define time-space convergence. [2]

2.3 A dance trend appears online and is copied worldwide within days.

(a) Name the diffusion type. [1]

(b) State the modern factor that made it so fast. [1]

3 Exam-style questions

3.1 The main reason cultural traits diffuse faster now than a century ago is [1]

- **A** higher birth rates
- **B** modern communication and transport technology
- **C** environmental determinism
- **D** smaller populations

3.2 The shrinking of travel and communication time between places is [1]

- **A** distance decay
- **B** time-space convergence
- **C** sequent occupance
- **D** carrying capacity

3.3 A global brand's products appear in cities worldwide almost simultaneously.

(a) State the process driving this. [1]

(b) Explain the role cities play in it. [1]

Solutions

2.1 it spreads ideas/media instantly to a global audience; no physical movement of people is needed.

2.2 the reduction in the time it takes to connect distant places as transport/communication improve, making them feel closer.

2.3 (a) contagious (expansion) diffusion. (b) global communication technology / social media.

3.1 B. communication and transport technology accelerate modern diffusion.

3.2 B. shrinking connection time = time-space convergence.

3.3 (a) globalization / rapid diffusion. (b) cities are connected nodes where trends spread quickly and then outward.