

Increased global flows of people and things impact cultural identity and change.

Cultural imperialism has been the leading cause of early advances of one culture at the expense of others which it can modify, replace or destroy (Kottak, 2019). This has resulted in the transfer of conquering populations to the lands of the conquered and, in later times, vice versa. En route, new languages and political systems are enforced, and native languages and cultures are modified or lost. Examples of these are reflected in the spread of the British Empire and the English language. For instance, India is now the second-largest English-speaking country, and, on the other hand, in England, Indian takeaway food is now chosen over traditional “Fish ’n chips.”

Many of those from former colonies migrating to the colonial nations bring their cultural practices and form their enclaves, such as the Serbians in Melbourne’s western and southeastern suburbs, with Armenians in the City of Ryde in Sydney.

More significant movements of peoples (diasporas), often displaced by ethnic or religious strife, populate other countries and, although appearing to take away and remove potential expertise from their native countries, may still engage with them through the greater access now available with communication systems. Further, this also enables continued connections with their own cultures.

Culture clash can occur, however, when commercial developments, often originating from other nation-states, threaten the environment of indigenous peoples. This can affect matters globally when reflecting on the fragmentation and destruction of Amazonian rainforests and quests for oil and minerals. The

loss of biodiversity and increasing Greenhouse Gas production affect all populations and goes beyond culture. These desired alterations also go against the ethnoecology of indigenous peoples, sometimes out of ignorance and duplicity. This can cause population displacements and cultural destruction.

One prominent example of this would be the role of NAFTA in replacing Mexico's centuries-old, well-established sustainable farming culture. The impact of NAFTA's arrangement with the Mexican economy was to destroy traditional small-scale farming, displace farmers and fuel massive migration to the United States (Kottak, 2019).

Globalisation has ushered in an era spurred on by increased technology and mass media. This has allowed communication between people who may have otherwise become almost completely isolated from their cultures. These changes have enabled some cultures to persist and enlighten others from different cultures to become more knowledgeable and sensitive. This is a good thing. However, it can also lead to prejudice and detachment from central populations (like ethnic gangs). Also, in some cases, exposure to some biological issues leads to changes in health services (amount of melanin in the skin and susceptibility to vector-borne diseases).