

CULTURAL TRENDS GLOBAL ECONOMICS

Interaction between liberal and conservative ideas and practices

Conservative:

wealth and knowledge were not evenly distributed

always a difference between rich and poor

many poor were worse off now than in the middle ages

less meat

poor, crowded, unsanitary living conditions

lousy eating habits and utensils

no furniture for the poor

drunkenness and unwed mothers

inability to hire doctors

concept of elite culture

wealth

social position

power

fashion

involvement in the arts

education and training

elites could share in the popular culture, but those in the popular culture could not share in the elite culture, except in the rare cases of special education or marriage

a big difference was language; facility in the national language was a sign of elite culture as opposed to the local forms of speech with their distinctive accents, dialects and vocabularies: evidence:

no universal education yet, only for the elite

overall involvement in society for the elite

elite culture transmitted by books

popular culture transmitted orally - illiteracy issue

Religion- rich and poor shared the same religion, BUT, this cohesion only occurred in the smaller communities.

In large communities = different churches and religions, there was much less social cohesion between the elite and the common people

Overall, the biggest difference between elite and popular culture was in the non-material areas:

politeness and manners

social activities and entertainment

belief in witchcraft (even in 1700s, strong popular beliefs)

carnivals (carne vale = farewell to meat)

"trailer park" activities

by 1700, the elite were only in attendance at the popular festivals as "spectators" rather than as "participants"

Elite were much more into "formal" social activities

All of the above represents a fairly conservative perspective; a maintaining of the status-quo
a split between the upper and lower levels of society

YET:

- a greater degree of diversity within and between classes
- new wealth, as a result of mercantilism and commercialism, was relatively widely distributed
- the overall standard of living rose
- new concepts of progress and technology and science
- new sources of knowledge

*"ALL OF WHICH CHALLENGES TRADITIONAL DEFERENCE TO OLD AUTHORITIES AND
FOSTERS A NEW SENSE OF CRITICAL INQUIRY, CREATIVITY AND OPTIMISM"*

Basically, a combination of old and new

As it applies to the global economy.

old conservative economic concepts

the eco. system was a holdover from the
older, more established merchant capitalism
and mercantilist policies

wealth was still the result of commercial capitalism
and the hand craft industries as they relate to the
accumulation of land

much economic activity remained domestic

new, liberalized economic concepts

seeds of later industrialization

most people still live in countryside but
agriculture was not the only activity

yet, foreign trade was increasing in importance
and it was these activities that led to the
greatest fortunes, national rivalries and war

Two stories about two different men, Thomas Pitt in England, and Jean Joseph Laborde in France,
illustrate the emerging social and economic trends as discussed above. (see pages ~~272~~ - ~~279~~)

Assignment: How do their stories illustrate what is going on socially, culturally, and economically
during this time period?