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Thesis Paper

## Cultural Amalgamation

Today, we have the means to communicate with people from other countries more easily than ever before. Although it is physically easy to talk to someone from another country, things like language and cultural barriers make it difficult. Since the world is so intertwined, cultural amalgamation will need to occur in order for people from other countries to fully become connected. Cultural amalgamation is defined as the blending of culture. Through this amalgamation, people will live more full lives rich with diversity and culture. Detailing immigration, its importance, the positives, its relation with design and media, and the future of amalgamation will show that it will make everyone's lives better and easier. 

Without immigration, amalgamation wouldn't be as important. While things like communication between countries is imperative, that relationship isn't nearly as mandatory, or for nearly as long of a duration. When someone moves to another country, they are forced to interact with the society there. The reason immigrants come to America is to pursue opportunity. It has been considered one of the best places for opportunity for a long time. For the best outcome, immigrants have to adopt behaviors and attitudes to achieve their goals. An example of this is learning English. By learning English, not only are they improving themselves by learning another language, they are becoming a part of American culture. Amalgamation of some level is inevitable, unless

steps are taken to prevent it. Immigrants aren't the only ones that experience the effects of amalgamation, though. Any person of a different culture who interacts with someone of another culture is involved in the process.  In order for a strong relationship of any kind to occur between the two individuals, both sides would need to be open to learning about the other's culture.  This leads to the importance of amalgamation.

In order for unity to occur, either on a national or global level, it takes willingness and effort from all sides. Both parties need to be welcoming of each other. A basic understanding between individual cultures is what will lead to unity. Some people take the meaning of unity to literally, taking it to mean one. Having a single culture is not needed for unity. This would be incredibly unnecessary, and would stifle growth and diversity.  Many close-minded Americans believe that immigrants need to change to fit within American culture. But, immigrants shouldn't and can't be solely responsible. By coming here, they have taken a step to accept American culture. Living here, working here, and being a member in American society all require a lot of effort. It is incomprehensible what is required of them. Americans need to take steps, relatively extremely easy ones, towards accepting immigrants. Expecting them to completely change who they are just because they live somewhere different is a horrible concept. Uniqueness is integral to being human, and it should always be encouraged and embraced. 

If done properly, there should be no negatives to amalgamation.

"Amalgamation refers to a blending of cultures, rather than one group eliminating another (acculturation) or one group mixing itself into another (assimilation)."

(Merriam-Webster) This means that nothing is lost in amalgamation. No one is expected to ignore their culture. Neither side has to lose any part of themselves. The result of amalgamation is mutual understanding. I find this to be the key to unity. Having a better understanding of someone who is different than you will do nothing to hurt you. The result is enlightenment, which should never be considered a bad thing. There are many steps that can be taken to achieve amalgamation.

Designers and the media are a huge contributor to amalgamation, especially on the international level. Due to the internet, communication between cultures is very common. Neither party is in the forced position like an immigrant. Neither party is expected to have knowledge of the others culture. This leads to a lot of miscommunication and ignorance. Designers and the media act as a middleman. Both act as an aide to include those from other cultures. Both are responsible for taking other cultures into account. Examples are subs and dubs of audio media, including other languages on products and advertisements, and using non-verbal and non-written means of communication, such as imagery. Another way the media contributes to amalgamation is that it gives people something to relate to. Having the same experience, even if it playing the same videogame, is a step towards having an understanding. It acts as an incentive for people to have this understanding with one another. It is very common for friendships to be made between people of other cultures due to having the same interests, and the media is one of the best outlets for that. A third way media aides in amalgamation is that it gives insight into other cultures. By watching youtube videos, television shows, etc. made by people from

other cultures, it gives you a base of understanding. Through the internet, you are able to take a look into the daily lives of people on the opposite side of the world. Media leads to a borderless world. 

The future of amalgamation is incredibly important, and nearly impossible to predict on the long term. It is dependent on individuals. It will require effort from as many people as possible.  Every single person can make a difference. There are many challenges that will slow the process. A major one is the inherent stubbornness of humans. Many people just don't find it important. Until there is better awareness, things will not change quickly. There is a lot of focus on why immigration is bad. The focus on the positives is almost non-existent comparatively. There is also stigma behind talking about culture, especially talking about combining them. Some people are very quick to assume that a replacement needs to occur. This comes from a place of being excessively nationalistic. Steps need to be taken on the individual, national, and global levels to make changes. Children need to be informed about other cultures. Overall, everyone needs to be more informed. Things like ignorance, stigma, and pride leave just as big of a gap as language barriers. Many changes need to be made in order for amalgamation to occur. It will take time, but it is possible. If the proper steps are taken, amalgamation will "...result in a more efficient flow of ideas, worldviews and aspects of cultures." (Mansell, Raboy)

Cultural amalgamation is an incredibly broad topic. It affects most if not all of the global population. It is the most important step to unity, and to having a global understanding. People need to keep an open mind and inform themselves. If the

people of this world are ever able to reach a level of full amalgamation, I have no doubt that the world would be a better place because of it. Communication is such a basic human necessity. Being able to successfully communicate with anyone, regardless of culture or nationality, would completely change the world. I hope that we are all alive to see it.

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