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|  START | ASSIMILATION |
| The process whereby a minority group is made to adapt to the customs and attitudes of the prevailing culture and customs. | DIASPORA |
| The movement of a population from its original homeland where they still hold onto to their cultural identity.  | PATRIARCHY |
| A system of society or government in which men hold the power and women are largely excluded from it. | ETHNOCENTRISM |
| Evaluation of other cultures according to preconceptions originating in the standards and customs of one's own culture. | HOMOGENISATION |
| The process by which all cultures are becoming increasingly similar or uniform.  | GLOBALISATION |
| The interdependence and integration of the world through increasing technology and transport communications. | SEGREGATION |
| The enforced separation of different racial groups in a country, community, or establishment. | MULTICULTURALISM |
| Where there are many ethnicities, cultures and races living together in a society. | GLOCALISATION |
| The way in which TNC’s adapt their products to fit the locality of where they are situated.  | INCORPORATION |
| The inclusion of particular aspects of a culture into your own culture  | GENDER FLUID |
| Relating to a person who does not identify themselves as having a fixed gender. | IMMIGRATION |
| Where people leave their home country and migrant to another country.  | PLURALIST SOCIETY |
| A society where all nationalities, religions and cultures are celebrated and live cooperatively.  | DISCRIMINATION |
| The treatment of in favour of or against, a person based on the group, class, or category to which the person is perceived to belong rather than on individual attributes. | MELTING POT |
| The integration of cultures into a society whereby the individual aspects of the cultures are lost and they take on the values of the dominant culture.  | CULTURAL TRANSMISSION |
| The way in which culture is passed on or learnt between groups in society.  | CULTURAL DIFFUSION |
| The spread of [cultural](https://en.wikipedia.org/wiki/Culture) items, such as [ideas](https://en.wikipedia.org/wiki/Idea), [styles](https://en.wikipedia.org/wiki/Fashion), [religions](https://en.wikipedia.org/wiki/Religion) etc between individuals, within a single culture or from one culture to another.  | CULTURAL IMPERIALISM |
| The creation and maintenance of unequal relationships between cultures favouring the more powerful culture. | SHADISM |
| Discrimination based upon skin colour.  | SALAD BOWL |
| The integration of many cultures into a society where cultures do not lose their own identity.  | CULTURAL APPROPRIATION |
| The adoption of the elements of one [culture](https://en.wikipedia.org/wiki/Culture) by members of another culture without express permission of the cultures involved.  | WESTERNISATION |
| Process whereby [societies](https://en.wikipedia.org/wiki/Society) come under or adopt [Western culture](https://en.wikipedia.org/wiki/Western_culture). | MISOGYNY |
| Dislike of, contempt for, or ingrained prejudice against women. | END |