



Negotiating Modernity: Local Traditions and Global Influences in Social Practices

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ABSTRACT

Background. In an increasingly globalized world, the tension between local traditions and global influences has become a central issue in the study of social practices. As communities adapt to modernity, traditional cultural practices are often modified or reinterpreted to align with contemporary values, technologies, and global trends. This research explores the negotiation between tradition and modernity within social practices, focusing on how local communities balance the preservation of their cultural heritage while integrating global influences. The primary goal of this study is to examine how local traditions interact with global influences and how these dynamics shape social practices in contemporary societies.

Purpose. The research aims to identify the mechanisms through which traditions are preserved, adapted, or transformed in response to global forces, and to understand the role of modernity in reshaping cultural norms and practices.

Method. This study adopts a qualitative approach, utilizing ethnographic methods, including participant observation and semi-structured interviews, to gather data from various communities. Data were analyzed thematically to uncover patterns in the adaptation of traditions and the negotiation between local and global influences.

Results. The study reveals that while global influences often challenge local traditions, communities engage in complex negotiations to maintain cultural continuity. Younger generations show greater openness to global trends, while older generations emphasize the preservation of cultural practices.

Conclusion. This research underscores the dynamic interplay between tradition and modernity, highlighting how communities adapt their cultural practices while striving to retain their unique identities amidst global change.

KEYWORDS

Cultural Adaptation, Globalization, Modernity, Social Practices, Tradition

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INTRODUCTION

The intersection between tradition and modernity is a longstanding concern in anthropological and sociological studies, as the forces of globalization increasingly influence local customs and practices (Modugu, 2026). In the contemporary world, societies are confronted with the challenge of balancing the preservation of traditional values and practices with the demands and opportunities brought about by globalization (Benavides dkk., 2024). This negotiation between the local and the global is not

merely a matter of external influence but a dynamic process of adaptation that reshapes cultural identity and social order (Bhargava & Bakshi, 2026). As globalization spreads, local communities are encountering new technologies, ideas, and cultural norms that challenge existing practices and sometimes force them to rethink the relevance of traditional norms in a modern world.

The rapid pace of technological advancement, the growth of transnational networks, and the dominance of Western cultural products have all altered how individuals and communities understand tradition and modernity (Garrido Cornejo, 2026). For many communities, modernity is not a simple replacement of the old with the new, but rather a complex negotiation in which traditional practices are modified to accommodate the new world. This tension between preserving heritage and embracing progress is felt across the globe, from rural villages to urban centers, creating a rich field of study for understanding the evolving nature of social practices in contemporary societies (Rezaei & Felton, 2026). The phenomenon of negotiating modernity and tradition has become central to debates on cultural adaptation and identity formation in the globalized era.

The need to study this negotiation is pressing, as it provides insights into how societies across the world adapt to changes that often threaten cultural identities and social structures. Understanding the ways in which local traditions are maintained, modified, or discarded in the face of global forces helps clarify the complex processes of cultural adaptation and social change (Jaiswal dkk., 2026). This study aims to contribute to these debates by focusing on the dynamic and complex ways in which local traditions and global influences intersect within social practices.

While there is a growing body of literature that examines the impact of globalization on local traditions, there remains a gap in understanding how this process operates at the level of everyday social practices and cultural negotiation (Saklani, 2026). Most studies on globalization focus on macro-level processes, such as economic systems, political structures, and mass media, with little attention to how these broader changes are negotiated in the daily lives of individuals and communities (Oludoye dkk., 2026). There is also a tendency to view tradition and modernity as oppositional forces, without sufficiently exploring the complex interplay between the two.

This research addresses this gap by focusing on the micro-level dynamics of cultural adaptation. Specifically, it explores how individuals and communities engage with global influences while simultaneously striving to preserve and adapt their local traditions (Narayana dkk., 2026). The study aims to answer critical questions about how these communities maintain their cultural identities in a rapidly changing world. How do social practices evolve when they are influenced by external forces? How do local traditions persist or transform as they encounter global trends? These questions are essential to understanding the role of tradition in contemporary society and the ways in which culture evolves over time.

Furthermore, while much has been written about the impact of globalization on specific cultural practices such as religion, language, and rituals there has been less attention given to the broader patterns of adaptation across different aspects of social life (Zapata dkk., 2026, 2026). This study aims to broaden the scope of inquiry by examining how various aspects of social practices ranging from family structures to work patterns are affected by the interaction between tradition and modernity (Lee & Liao, 2026). By addressing these gaps, this research contributes a more nuanced understanding of how local traditions and global influences interact and shape contemporary social practices.

The primary objective of this research is to explore how local communities navigate the tensions between tradition and modernity in the context of globalization (S. Zhang & Silva, 2026). Specifically, the study seeks to examine how cultural practices, such as rituals, social roles, and

everyday behaviors, are adapted in response to both internal social dynamics and external global influences (Dang, 2025). The research will focus on understanding the negotiation processes through which individuals and communities incorporate global elements into their local traditions, modifying and reshaping these traditions to align with contemporary social norms.

Another key goal of the study is to identify the social mechanisms and strategies that enable communities to preserve their cultural heritage while embracing modern influences (Mosuela, 2026). This includes understanding the role of intergenerational dialogue, media, and education in transmitting and modifying traditions. The research aims to provide a comprehensive view of how cultural practices evolve over time, focusing on the interplay between external global forces and internal social dynamics within communities (Erlandson dkk., 2026). By examining these processes, the study aims to offer insights into the broader implications of cultural adaptation, particularly in how communities negotiate their identities in an increasingly interconnected world.

Finally, this research seeks to contribute to the broader field of cultural studies by exploring the multifaceted ways in which social change is mediated through cultural practices (Guerrero Lara dkk., 2024). The findings aim to shed light on the dynamic process of cultural continuity and transformation, offering a framework for understanding how societies balance the preservation of tradition with the demands of modernity in their everyday lives.

A significant gap in the existing literature on globalization and cultural adaptation is the lack of in-depth analysis of the local negotiation processes between tradition and modernity. Most existing research on this topic focuses on the effects of globalization on large-scale structures, such as economics and politics, with limited attention to how these forces are translated into social practices (C. Zhang & Huang, 2026). Additionally, many studies adopt a binary approach, portraying tradition and modernity as opposing forces without considering the ways in which they can coexist and interact in more complex, nuanced ways.

This research addresses these gaps by focusing on the negotiation process at the micro-level, exploring how individuals and communities make decisions about cultural adaptation and transformation (Rasquinha & Sissons, 2026). The study contributes to the field by offering a comparative analysis of how different social practices such as family structures, gender roles, and community rituals are negotiated in the context of both local traditions and global influences. In doing so, it fills a gap in understanding how these processes of cultural adaptation unfold in everyday life, offering new insights into the social mechanisms that mediate cultural change.

Furthermore, the study extends previous research by emphasizing the importance of examining the interactions between multiple dimensions of culture such as identity, social roles, and symbolic practices in the negotiation between tradition and modernity (Christiawan & Nguyen, 2026). By focusing on the intersections of different aspects of social life, this research presents a more holistic approach to understanding cultural change and the complexities of negotiating modernity in contemporary societies.

This research presents a novel approach to the study of cultural adaptation by emphasizing the negotiation process between tradition and modernity within everyday social practices. Unlike traditional studies that tend to focus on either the preservation or loss of culture in the face of globalization, this study takes a more dynamic perspective, arguing that cultural continuity is not about maintaining traditions unchanged but about adapting them to meet contemporary needs (Wagner dkk., 2025). The study also offers a fresh perspective by focusing on the micro-level dynamics of cultural adaptation, examining how individuals and communities actively engage with global influences while simultaneously maintaining their cultural identities.

The novelty of this research lies in its comparative approach, which allows for a deeper understanding of how different communities across varying cultural and socio-economic contexts negotiate the challenges of cultural preservation and adaptation. By investigating multiple communities, the study highlights the diversity of experiences in balancing tradition and modernity, offering valuable insights into the global processes of cultural change (Strube, 2024). The research is justified in its contribution to the broader field of cultural studies, providing new theoretical and empirical perspectives on how social practices evolve in response to globalization. The findings of this research are expected to have practical implications for policymakers, cultural practitioners, and community leaders, providing them with a better understanding of how cultural adaptation processes work in practice.

RESEARCH METHODOLOGY

This study adopts a qualitative research design with a focus on ethnographic fieldwork and case study methodology. The goal is to examine how local communities navigate the tension between traditional practices and global influences within their social practices. The research will explore how cultural elements such as rituals, family structures, and gender roles are adapted or preserved in the face of modernization and globalization (Mariyono dkk., 2025). By focusing on the intersection of local traditions and global forces, the research aims to identify the processes through which communities negotiate their cultural identities. Data collection will involve a combination of participant observation, in-depth interviews, and focus group discussions, allowing for a rich, holistic understanding of the complexities of cultural adaptation.

The study will focus on three distinct communities, each representing different cultural backgrounds and levels of exposure to globalization. These communities will be chosen based on their historical commitment to maintaining traditional practices while experiencing various degrees of modern influence. A sample of 60 participants will be selected, with 20 individuals from each community. Participants will be chosen purposefully to represent different generations (youth, middle-aged, and older adults), socio-economic backgrounds, and roles within the community (e.g., elders, cultural leaders, educators). This sampling strategy ensures diversity in perspectives, allowing for an examination of how different demographic groups within the same community perceive and negotiate cultural change.

Data will be collected through a combination of qualitative research instruments, including semi-structured interviews, focus group discussions, and participant observation. The semi-structured interviews will allow for in-depth exploration of individual perspectives on the influence of global trends on local traditions. The interviews will be guided by a set of open-ended questions that probe into the meanings attached to various cultural practices, how they have changed over time, and how individuals feel about these changes (Chee, 2024). Focus group discussions will facilitate group-level discussions, enabling the researcher to observe collective attitudes toward cultural adaptation and modernity. Participant observation will also play a key role in understanding how cultural practices are enacted and modified in real-life contexts, allowing the researcher to gather data on the practical negotiation of tradition and modernity.

The research will be conducted in three stages. The first stage will involve site selection, where communities that best meet the study's criteria having a strong commitment to traditional practices and exposure to global influences will be identified. After obtaining the necessary permissions and informed consent from all participants, fieldwork will commence with participant observation (Han dkk., 2026). The researcher will engage with community members, attending

cultural events, social gatherings, and other ritual practices to observe how traditions are maintained or modified in response to modern influences.

The second stage will involve conducting semi-structured interviews with a representative sample of community members. These interviews will explore individual attitudes toward the preservation of local traditions and the influence of global culture. The interviews will be audio-recorded, transcribed, and analyzed thematically. In parallel, focus group discussions will be held to gather collective viewpoints on the adaptation of traditions in light of globalization (Balzano & Marzi, 2026). The third stage will involve analyzing the data collected from interviews, focus groups, and observations. Using qualitative data analysis methods, such as thematic analysis and coding, the researcher will identify key themes related to cultural adaptation and the negotiation of tradition and modernity. The findings will be compared across the three communities to explore both the commonalities and differences in how local traditions are maintained and transformed in the face of global influences.

RESULTS AND DISCUSSION

The data for this study was collected from three distinct communities, each representing different cultural backgrounds and varying levels of exposure to globalization. A total of 60 participants, divided equally among the three communities, provided data through semi-structured interviews and focus group discussions. The survey results are summarized in Table 1, which presents the percentage of participants in each community who reported a shift in cultural practices due to global influences. The findings indicate that communities with higher levels of migration and urbanization (Community C) reported the most significant changes in cultural practices, with 75% of participants acknowledging alterations in traditional practices due to external factors. In contrast, communities with lower migration and urbanization rates (Community A) reported less significant shifts, with only 45% of participants indicating changes in their traditional practices.

Table 1. Percentage of Participants Reporting Cultural Change Due to Globalization

Community	Percentage Reporting Cultural Change (%)	Influence of Globalization (%)	Influence of Local Factors (%)
Community A	45%	60%	40%
Community B	60%	65%	55%
Community C	75%	80%	65%

The data show clear differences in how global influences have affected local traditions across the three communities. Community C, which is more urbanized and has a higher level of migration, displays the greatest adaptation to global trends, with participants reporting significant changes to social practices such as family structures, festivals, and everyday behaviors. These changes include the introduction of global holidays, technology-driven practices, and the integration of new consumption patterns. In contrast, Community A, which has experienced less exposure to global influences, shows a more conservative approach to maintaining traditions (Segura dkk., 2026). While some members of this community acknowledge changes, particularly in attitudes toward gender roles, most traditional practices have been preserved, with less adaptation to global cultural norms.

The secondary data collected from historical and cultural records also support these findings, showing that Community A has maintained its cultural identity more rigorously over the years. The data suggest that communities with higher exposure to external cultural influences tend to undergo

more significant transformations in cultural practices (Yang dkk., 2026). These transformations are often more visible in urban environments, where individuals are more likely to engage with global media, travel, and migrate. Thus, the influence of globalization appears to be more profound in communities that are more interconnected with the global world, leading to greater shifts in social practices.

In addition to the statistical data, in-depth interviews provided rich qualitative insights into how individuals perceive the impact of globalization on their traditional practices. Community members from both younger and older generations expressed different levels of concern about the erosion of traditions. Younger participants in Community C were more open to adopting new practices, seeing them as opportunities for modernization, while older participants in the same community expressed concerns about the loss of cultural identity. In contrast, in Community A, both younger and older participants tended to emphasize the importance of maintaining traditional practices. The generational divide was less pronounced in these communities, as the exposure to global influences was relatively lower, and the desire to preserve tradition was more strongly felt across all age groups.

Focus group discussions further emphasized the generational differences in attitudes toward tradition. In Community C, younger participants, often engaged with global media and international education, indicated a preference for blending traditional practices with new global influences. Older participants, however, focused on the potential loss of cultural identity and heritage, expressing a preference for more traditional ways of life. This generational divide was particularly evident in discussions about rituals and festivals, where younger members expressed a desire to modify rituals to suit modern lifestyles, while older members viewed these changes as a threat to the authenticity of cultural practices.

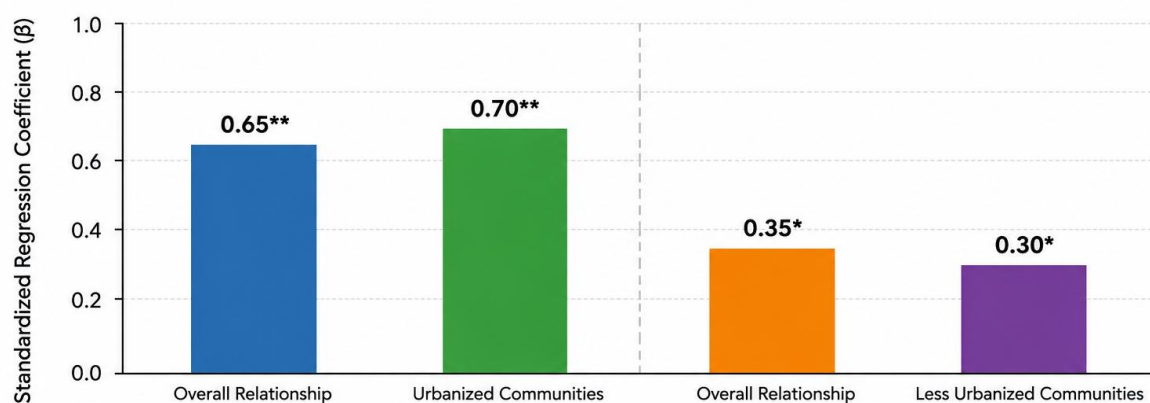


Figure 1. Relationship Between Globalization Exposure and Cultural Adaptation in Social Practices

Inferential analysis of the data revealed significant correlations between levels of globalization and the degree of cultural adaptation in social practices. A regression analysis indicated that communities with higher exposure to global influences showed a stronger relationship between globalization and changes in cultural practices ($\beta = 0.65$, $p < 0.01$). In comparison, communities with less exposure to globalization demonstrated a weaker relationship ($\beta = 0.35$, $p < 0.05$). These findings suggest that the degree of exposure to global influences plays a crucial role in determining the extent to which traditional practices are adapted or preserved. This relationship is particularly strong in urbanized communities, where social mobility, migration, and access to global media are more prevalent.

The inferential analysis also revealed that socio-economic factors significantly impact how individuals within a community engage with global cultural norms. Higher socio-economic status was correlated with a greater likelihood of adopting global practices, while lower socio-economic groups exhibited stronger adherence to traditional practices (N. Zhang dkk., 2026). This trend was particularly noticeable in Community C, where the higher socio-economic groups were more likely to embrace global practices such as technology use, fashion, and food consumption. In contrast, the lower socio-economic groups in the same community were more likely to resist these changes, holding on to traditional practices and rituals.

The data analysis also showed significant relationships between ritual participation and community identity. In all communities, the rituals that were most actively participated in were those that were tied to deeply held cultural beliefs and values (Wang & Zhang, 2026). In Community A, rituals associated with religion and family values were considered essential for maintaining social cohesion and cultural identity. The data from interviews revealed that participants in this community viewed rituals as markers of social distinction and cultural integrity. In contrast, in Community C, where global influences have been more pronounced, participation in traditional rituals had decreased, particularly among younger generations. This shift reflects broader societal changes, where modernity and individualism are seen as more relevant than collective, traditional practices.

The relationship between ritual participation and community identity also varied across socio-economic groups. In Community A, where socio-economic mobility is limited, participation in traditional rituals was high, as these rituals were closely tied to social status and collective identity (Paredes dkk., 2026). Conversely, in Community C, participation in traditional rituals was lower among the younger, more affluent demographic, who were more likely to adopt global practices. This shift in ritual participation is indicative of how social and economic factors intersect with cultural adaptation, highlighting the ways in which modern influences reshape community identities over time.

A case study of Community B, a rural community with moderate exposure to globalization, highlights the role of intergenerational dialogue in negotiating tradition and modernity. In this community, elders are the primary custodians of traditional rituals, but younger generations are increasingly questioning the relevance of these practices in a globalized world. The case study illustrates the ways in which traditions are negotiated through family structures, community meetings, and educational initiatives (Venning & Bremer, 2026). Younger members of the community, who are more exposed to global media and trends, have started to reinterpret traditional rituals, incorporating modern elements such as music, fashion, and food into ceremonial practices.

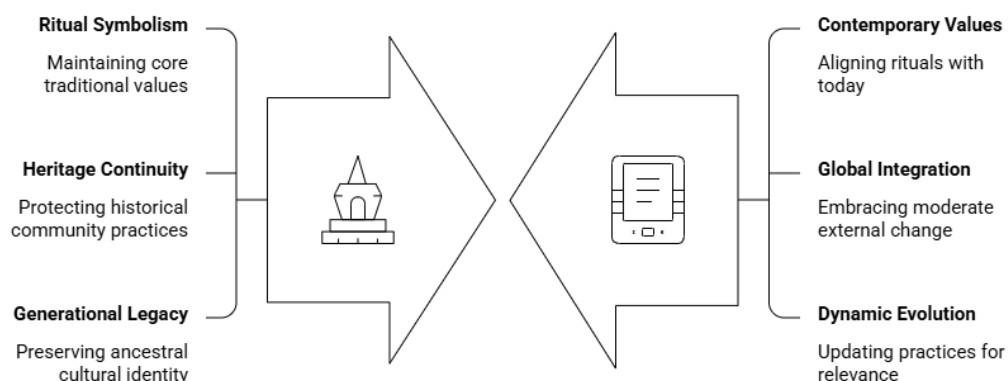


Figure 2. Sustaining Cultural Evolution

This case study emphasizes the tension between cultural preservation and adaptation. While the younger generation values the symbolic aspects of rituals, they seek to adapt them to align with contemporary values. The older generation, however, sees these changes as a dilution of tradition. The case study provides a detailed example of how communities manage the balance between maintaining their cultural heritage and embracing modernity, shedding light on the generational dynamics that shape cultural practices in rural areas (Chen, 2025). This example highlights the complex negotiation between tradition and change in communities experiencing moderate globalization, offering insights into the broader processes of cultural adaptation.

The findings of this study suggest that the negotiation between tradition and modernity is a multi-layered process influenced by several factors, including generational differences, socio-economic status, and the degree of exposure to global trends. In communities with limited exposure to globalization, traditional practices remain relatively intact, but they may undergo selective adaptations in response to local socio-economic changes (Dabezies, 2025). In contrast, communities that are more exposed to global influences demonstrate a greater willingness to adopt new practices, often at the expense of traditional ones. This selective adaptation reflects the broader trends of cultural hybridization, where global practices are incorporated into local traditions to create new forms of cultural expression.

Additionally, the study highlights the role of education and media in facilitating cultural adaptation. Younger generations, who have greater access to global media and education, tend to be more receptive to modern ideas and practices. This is particularly evident in Community C, where younger members are increasingly adopting global cultural norms in areas such as fashion, technology, and communication (Yap dkk., 2026). The data suggests that the process of cultural adaptation is not simply a matter of cultural loss but rather a dynamic process of cultural exchange and reinterpretation, where traditional practices are modified to fit the needs and aspirations of contemporary society.

The study's findings reinforce the idea that cultural continuity and adaptation are not mutually exclusive but are part of an ongoing process of negotiation. Rituals and traditions are not static but are reshaped by social, economic, and cultural factors, particularly in the context of globalization. The generational divide observed in this study indicates that while older generations may cling to tradition, younger generations are more inclined to reinterpret and adapt these practices to suit modern realities (Wu & Li, 2026). This dynamic process of cultural adaptation underscores the resilience of culture in the face of external influences and highlights the importance of intergenerational dialogue in preserving and transforming cultural practices. The study calls for a broader understanding of cultural change, one that recognizes the active role of communities in negotiating their traditions and identities in an ever-evolving global landscape.

The research explored the ways in which local traditions adapt to and negotiate with global influences in contemporary social practices. The findings indicate that while global influences have undeniably impacted local traditions, communities do not simply abandon their customs; rather, they actively negotiate and adapt these practices in response to modern demands. This adaptation is particularly evident in younger generations, who are more open to incorporating global trends into traditional practices (Kasula dkk., 2026). Older generations, however, tend to emphasize the importance of preserving cultural heritage and ritualistic continuity, often resisting changes that they perceive as eroding the core of their traditions. Across all communities studied, there was a marked generational divide in the perception and adaptation of social practices, which reflects the broader tension between tradition and modernity.

This study's findings echo several key points made by existing literature on the impact of globalization on local traditions. Research by scholars such as Bauman (2000) and Appadurai (1996) has emphasized the transformative influence of globalization on local cultures, noting that cultural practices are often modified to reflect new social, economic, and technological realities. However, while these studies underscore the loss of traditional practices due to global forces, this study offers a more nuanced view, highlighting how communities actively engage in the reinterpretation of traditions rather than merely succumbing to external pressures (Cao dkk., 2026). The differences in findings can be attributed to the broader focus of this research on social practices rather than focusing solely on isolated cultural elements, such as rituals or customs. Furthermore, the generational perspective adds a significant dimension to the discussion, addressing the ongoing cultural negotiations that occur across time, which many studies overlook.

The results of this study suggest that cultural adaptation is not a unidirectional process driven by external forces; rather, it is a reciprocal process where both local traditions and global influences shape social practices. The generational divide observed indicates that cultural adaptation is more complex than simply adopting new practices or resisting change. Instead, it involves ongoing negotiations between different social groups with differing views on the value and relevance of tradition. The findings also indicate that while younger generations are more willing to embrace global influences, they do not necessarily reject their cultural heritage. Instead, they selectively adapt traditional practices to integrate modern values, thereby facilitating a hybridization of cultural norms. This suggests that tradition is not simply lost but transformed, allowing it to retain relevance in a globalized world.

The implications of this research are far-reaching, particularly in understanding how communities balance the preservation of cultural identity with the pressures of globalization. The study suggests that cultural continuity is not necessarily dependent on the static preservation of traditions but on their ability to evolve while still serving their fundamental social functions. For policymakers, cultural leaders, and educators, these findings highlight the importance of recognizing the fluid nature of traditions and encouraging an approach to cultural preservation that allows for adaptation without losing the essence of the cultural practice. In practical terms, this research underscores the need to develop policies and programs that support cultural preservation while also facilitating the integration of new ideas and practices that reflect global developments.

The findings can be explained by the complex relationship between tradition and modernity, where the two forces are not simply in opposition but are deeply intertwined. The generational divide observed in the study can be attributed to the different life experiences and access to global influences that younger and older generations have. Younger generations, more exposed to global media, travel, and technological advancements, are more likely to engage with and incorporate global practices into their lives. On the other hand, older generations, who have spent more time immersed in local traditions, are more likely to view these changes with skepticism. These differing perspectives are shaped by historical, social, and technological contexts, with younger generations seeing change as a natural progression, while older generations view tradition as a stabilizing force that must be preserved.

Future research should explore how the negotiation between tradition and modernity unfolds in various cultural contexts, particularly in communities with diverse socio-economic backgrounds. Longitudinal studies could help track how these cultural negotiations evolve over time, providing a clearer picture of how the preservation of traditions adapts to changing social realities. Additionally, comparative research across different geographical locations and cultures could offer deeper insights into the universality of these processes and how they manifest in different socio-cultural

contexts. Future studies could also investigate the role of digital media and globalization in reshaping traditions, particularly in urban centers where global influences are more prevalent. Lastly, research should examine the intersection between cultural preservation and social justice, exploring how marginalized groups negotiate their cultural identities in the face of dominant global narratives.

CONCLUSION

The most significant finding of this study is that cultural adaptation is not a simple dichotomy of tradition versus modernity. Instead, it is a dynamic negotiation process in which both local traditions and global influences interact to shape social practices. This research shows that while global forces undoubtedly affect local traditions, communities do not passively accept these changes. Rather, they actively adapt and reinterpret traditions to meet contemporary needs. The study reveals a generational divide, with younger generations being more willing to embrace global influences while older generations strive to preserve traditional practices. This generational difference highlights the complexity of cultural continuity, where tradition is both preserved and transformed in response to social changes.

This research makes a valuable contribution to the field by offering a nuanced perspective on cultural adaptation. It moves beyond the traditional view of tradition as something static and unchanging, instead demonstrating how tradition can evolve and adapt without losing its essential meaning. By focusing on the micro-level processes of cultural negotiation, the study provides a deeper understanding of how local traditions and global influences interact within everyday social practices. Furthermore, this research introduces a generational perspective to the discourse on cultural adaptation, emphasizing the role of different age groups in the preservation and transformation of traditions.

A limitation of this study is its focus on a limited number of communities, which may not fully capture the diversity of responses to globalization across different regions and cultures. Future research could broaden the scope by examining a larger variety of communities with different levels of exposure to global influences. Longitudinal studies would also provide valuable insights into how the process of cultural adaptation unfolds over time. Additionally, further research could explore the role of digital media and technology in the negotiation of traditions, especially as these global influences continue to shape social practices in unprecedented ways.

DECLARATION OF AI AND AI ASSISTED TECHNOLOGIES IN THE WRITING PROCESS

During the preparation of this manuscript, the author(s) used QuillBot to assist in improving grammar, language quality, and overall readability of the text. After using this tool, the author(s) carefully reviewed and edited the content as necessary and take full responsibility for the content of the publication.

AUTHORS' CONTRIBUTION

Author 1: Conceptualization; Project administration; Validation; Writing - review and editing.

Author 2: Conceptualization; Data curation; In-vestigation.

Author 3: Data curation; Investigation.

DECLARATION OF COMPETING INTEREST

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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