

Original Article

The Influence of Britain's Three Classics on Industrial Civilization

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Abstract: In April 2024, the author took advantage of the opportunity to travel to the British Isles to conduct research on classic case files such as Irish immigration history, Guinness beer culture in Dublin, and Borough Market in London. Feeling that Ireland and immigrants from various regions played an important role in the formation and development of the Industrial Revolution, Guinness beer culture is a model of industrial culture, reflecting important characteristics of industrial civilization. The London Borough Market reflects the inherent connection between agricultural civilization and industrial civilization. In the digital age, these classic case files still provide important inspiration for us to promote the development of human civilization.

Keywords: Rish immigration history, Guinness beer culture, Borough Market, Industrial Revolution, Human civilization.

I. IRISH IMMIGRANTS PROMOTE THE DEVELOPMENT OF THE INDUSTRIAL REVOLUTION

The history of Irish immigration can be traced back to the Roman conquest and occupation of Britain in AD 43. From the Roman occupation period to the 20th century, it can be divided into two important stages: the stage of migration in and the stage of migration out.

A) *The Stage of Migration In.*

During the Roman occupation period and the Middle Ages, although some Irish people were taken as captives or slaves and brought to other regions of the Roman Empire, and some Britons may have voluntarily migrated to other areas in search of economic opportunities, trade, or military service, the main influx into Ireland consisted of outside.

From AD 43 to the 4th century, the Romans, as conquerors, along with their military service personnel, occupied parts of Ireland and England, which led to ancient geopolitical events and conquests affecting population migration and cultural dissemination.

During the period from the 5th to the 11th century, the Anglo-Saxons migrated from the European continent (mainly from present-day Germany, Denmark, and the Netherlands) to the British Isles, altering the political, social, and cultural landscape of the British Isles.

In the late 8th century, the Vikings invaded and settled in Ireland, demonstrating the impact of factors such as conflict, trade, and exploration on medieval European population migration.

These migrations laid the foundation for the mixing and diversity of the British population and left a lasting impact on British history and intellectual culture.

B) *The Stage of Migration Out.*

From the early 17th century to the beginning of the 20th century, Ireland and other British Isles experienced population movements during the Industrial Revolution, characterized by significant migration out rather than migration in, although there were instances of population inflow as well.

On September 16, 1620, the Mayflower set sail from Plymouth, England, to America, carrying 102 men, women, and children from the British Isles and the Netherlands. This journey marked a significant event in modern immigration history, embodying a spirit of exploration, adventure, determination, and large-scale migration. This spirit persisted throughout the journeys of Irish and other immigrants to the New World.

During the Great Famine of the mid-19th century, between 1845 and 1852, caused by potato crop failures, a significant portion of Ireland's land suffered from potato blight, leading to a sharp decline in the Irish population. Millions were forced to



leave their homes in search of survival opportunities, with 1.5 million Irish immigrants moving to the United States and 340,000 to Canada.

On January 1, 1892, Annie Moore, an Irish immigrant, along with her two brothers, arrived at Ellis Island, becoming the first immigrant admitted by the newly established U.S. Customs Service at the New York Harbor. This marked not only the beginning of a new chapter in their lives but also a new chapter in global immigration history. Annie Moore's journey represented the countless Irish men, women, and children who embarked on journeys to seek a better future in the United States and elsewhere, influencing the history and culture of Ireland and the United States.

After centuries of continuous outward migration, the Irish diaspora spread across Europe, the Americas, Oceania, Africa, and beyond, with a descendant population of seventy million, reflecting the courage, resilience, and aspirations of Irish immigrants venturing into the world. Irish immigrants, carrying industrial technology, traditional culture, and values, have had a profound impact on the countries where they settled.

C) Enlightenment

The move-in prepared inherent tension for the move the Romans, Vikings, Anglo-Saxons, and Germans each had unique advantages. In the process of collision and integration with local societies, they inherited and developed the foundation of Western civilization, including the forms of Greek culture, Roman institutions, and Christian doctrines, enhancing both diversity and unity. This created the distinctive "Roman-Anglo-British" characteristics, enhancing the overall quality of the population and the vitality of the nation. As the song of the Renaissance resounds, as the sails of the Industrial Revolution unfurl, and as the waves of globalization surge, this tension naturally gains opportunities for display and revitalization.

In industrial globalization, maritime power is more important than land power. Merely relying on land routes is insufficient for the rapid global trade of industrial products; mastery of maritime routes is also necessary. Ireland and the British Isles, situated within the seas, possess unique advantages in understanding and mastering the oceans, creating conditions for them to become dominant powers in the maritime era for a period.

The digital age creates new opportunities and challenges for human civilization. Humanity is entering the digital age, where biology becomes algorithms, and humans are the spirits of biology. With more people, there is more data, leading to more sophisticated algorithms. Sophisticated algorithms transcend the oceans and traverse space and time. It is essential to vigorously cultivate new talents for the digital age, enhance computational power, serve national sustainable development, and make new contributions to human civilization.

II. GUINNESS IS A PARADIGM OF INDUSTRIAL CIVILIZATION

In 1759, businessman Arthur Guinness founded the Guinness Brewery on St. James's Street in Dublin. At the time of its founding, there were already 200 breweries in Ireland, with 10 alone on St. James's Street, making the competition fierce. However, Guinness Brewery stood out among the rest by focusing on quality and customer satisfaction. By 1833, it had become a dominant force in the Irish beer market. By 1930, one in every ten men in Dublin relied directly or indirectly on Guinness Brewery for their livelihoods. Currently, Guinness beer is brewed and sold in over 50 countries, with distribution to more than 150 countries. With an annual sales volume of 1.883 billion pints (approximately over 900 million litres), the Guinness brand is valued at \$4.5 billion, making it the world's largest stout brand. Over its 260-year history of development, Guinness Brewery has continually sought ways to attract attention to its brand, cultivating a distinctive Guinness culture.

A) Guinness culture is characterized by several distinctive features:

Dedicated Product: Arthur Guinness delved deep into various methods and recipes during the brewing process, ultimately developing Guinness Stout. This beer, rich in foam, dark in color like black, and with a mellow taste, consists of approximately one-quarter white and three-quarters black pints. It is renowned for its dark color and rich flavor, establishing a key brand asset. For over 260 years, the Guinness family has been committed to maintaining and developing this brand, making Guinness beer one of the most popular beers in the world through continuous innovation and marketing.

Long-term Strategy: Guinness leased the land for the Guinness brewery at a price of £45 per year, with a lease term of 9,000 years. In its long-term development strategy, Guinness used a "worked backwards" approach to establish a mechanism for aligning long-term goals with short-term goals, determining the strategies and investments needed to achieve these goals in the fiscal year. Guinness not only excels in systematizing its communication with key brand attributes but also focuses on mastering information changes to strengthen various information entry points that Guinness hopes to possess. Guinness has also maintained a high level of insight, even in the most difficult days, keeping a focus on the goal of "winning the first pint when bars reopen." Maintaining brand vitality during the dark period of COVID-19 ultimately led to the fastest growth when the market returned. The essence of long-term brand building is that when demand restarts, companies cannot simply shut it down in a moment and then reopen it.

Learning from the Past: Guinness Brewery is a company that starts from lessons learned, adhering to “rigorous learning.” In order to develop and plan for the next year, Guinness always has the courage and wisdom to first review the past, discussing what should be learned from the previous year and how this knowledge will change the work for the next year. Industrial marketers are neither super smart nor super foolish. If there is anything to be said, it is only that they, like the Guinness Brewery, continuously learn from their successes and failures.

Connecting with Farming: Raw materials provide a basic guarantee for the good quality of Guinness beer. The main ingredients of Guinness beer include barley, hops, yeast, and water. These ingredients undergo strict selection and processing to ensure the final brewing quality. Throughout the production process, Guinness beer places great emphasis on the natural elements and agricultural materials, investing a lot of effort in the research and development of barley seeds, guiding and assisting farmers in barley cultivation to produce sturdy barley, thus achieving the common development of industry and agriculture.

Culture of Innovation: Guinness emphasizes the continuous vitality of the brand and constantly injects new vitality into the brand. In order to provide material for banter, a glass of “Guinness” in hand, chatting about anything under the sky, what is the biggest in the world, what is the fastest... In 1955, Guinness developed the “Guinness World Records” to win through curiosity, cater to consumer tastes, and form a “Guinness movement.” Many people strive to create various bizarre records to have their names listed in the book, unwittingly becoming the result of Guinness brand marketing creativity. In order to attract young customers who like to chase trends, in 2000, Guinness transformed an old fermentation workshop over 100 years old into the Guinness Culture Platform (Guinness Storehouse), traditional on the outside and modern on the inside, becoming a destination for young people.

Social Advertising: By leveraging advertising to engage closely with society, especially through close interaction with the media, integrating into society, observing, listening, learning, and serving society, Guinness has established a solid market position globally, becoming an important force for social development. Different from many popular advertisements, Guinness places product quality at the center, based on plain language, scientific evidence, and vivid images, communicating people’s growing desire for a pint of beer and sensitive evaluations from consumers and customers.

B) Guinness Culture Enlightenment

Guinness products possess nutritional characteristics, representing a valuable beverage provided by industrial civilization for humanity. When people feel tired or confused, drinking a bottle of Guinness beer is undoubtedly a way to replenish energy and enjoy oneself. Guinness stout beer has become a strong social catalyst, fully embodying a cultural charm.

Guinness’s strategic vision is far-sighted, reflecting an important factor in the extraordinary achievements of industrial civilization. Industrial civilization benefits from some great entrepreneurs and also produces some great entrepreneurs.

Guinness culture is rich and diverse, representing a valuable treasure provided by industrial civilization to human society. With limitless innovation, the Guinness cultural platform not only becomes a corporate cathedral admired by people but also brings consumers and employees together, opening the door to global communication and becoming a tourist destination.

The Guinness spirit is vibrant, reflecting the brilliant chapter of industrial civilization. Guinness is the result of the Industrial Revolution and is also a model of industrial civilization. In the new era, outstanding industrial achievements and models are important forces and guidance for us to enter the digital civilization healthily.

III. THE REVELATION OF LONDON’S BOROUGH MARKET

A) Situation of Borough Market

Borough Market is located near London Bridge on the south bank of the River Thames and is a market with a history of one thousand years. In the year 990 AD, London Bridge was constructed in the neighboring area of Southwark in London, and a market emerged beside its piers. The appearance of Borough Market brought fierce competition to the existing traders across the river, leading to a chaotic situation. As the city of London expanded and developed, the commercial potential of the Borough area became more evident. Simultaneously, there arose a struggle between the government’s desire to strengthen control and the traders’ desire to reduce intervention. The city of London continually lobbied the royal family to transfer its management rights over the Borough area from Southwark to itself while also strengthening unified control over the area. Meanwhile, small traders engaged in an epic struggle with the authorities to maximize their profits. This struggle continued for centuries.

In 1406, King Henry IV finally granted the City of London the right to arrest criminals found in Southwark and simultaneously granted it the right to “inspect the quality and standards of bread, wine, beer, and other foods in the market.” Borough Market essentially became an extension of London.

During the 16th and 17th centuries, Borough Market in Southwark was a vibrant and chaotic landmark. It was partly a busy commercial area where leather, felt, pottery, and soap were produced and sold. Part of it was a riotous tide of debauchery, with stalls and pubs everywhere, attracting Londoners seeking release. And part of it was where farmers brought their cattle and grains from the countryside, hoping to make a living on the bustling streets. Authorities continuously tried to prevent roads from being completely blocked by disorderly stalls and wandering livestock, requiring traders to arrange their stalls in a fixed order. Fishmongers were closest to the bridge, followed by butchers, poultry merchants from the countryside, oatmeal manufacturers, fruit and herb sellers, and finally, local bakers and poultry merchants. In 1624, an ordinance attempted to force butchers to stop bringing wild oxen, calves, or cows into local shops or slaughterhouses. The government made every effort to create order, and Borough Market developed amidst organized chaos.

During the years 1665 to 1666, the Great Plague broke out in London, causing people to flee the city, leading to disorder in social order and economic activity, profoundly impacting the sanitation system of Borough Market. From September 2nd to September 6th, 1666, a catastrophic fire broke out in the center of London. The fire, which started in a baker's workshop, eventually destroyed most of the city at that time, including the buildings of Borough Market. The spread and destruction of the fire ultimately helped to halt the spread of the plague. After the plague and the fire, Borough Market quickly revived and gradually regained its vibrant appearance.

In 1756, as London grew in size and importance, London Bridge became increasingly significant, and Borough Market relocated from the area beside the bridge to a nearby area called the Triangle. At that time, advertisements announced, “A convenient place for a market is preparing behind Three Crowns Court on the west side of Borough High Street and will be ready to receive all sorts of provisions brought by country carts and other vehicles to the market before the next March 25th.” This is the Borough Market, as seen today. Borough Market also became the most important wholesale market, ushering in the era of wholesale. In the 19th century, with the urbanization of South London, the arrival of railways, and the increasing demand for conveniently located wholesale markets due to population growth, Borough Market was provided with unprecedented opportunities for prosperity, becoming the golden age of Borough Market development.

In 1904, there was a change in the management of the market, and the government handed over its management rights to the Borough Market Trustees Fund, which consisted of 21 voluntary trustees from the local community, forming an autonomous organization. In the early 1930s, the market further expanded, with the former Three Crowns Square—a once thriving residential square—transformed into a series of rudimentary warehouses for Borough Market. The same development project cost £50,000 and constructed the famous market entrance with Art Deco decoration and office buildings. In its heyday, the wholesale market was a bustling venue responsible for providing food to millions of people in the southeast. In 1933, it was estimated that 1.75 million bushels of fruits and vegetables were sold at Borough. In the mid-1930s, the market center leased out 188 stalls operated by 81 different wholesale companies. The trustees directly employed hundreds of porters, responsible for moving products from the stalls and conducting trades throughout the night until the longer hours of the next day. As a market guide from the 1950s noted: “A single visit in the early morning will suffice to show how such a concentrated area can, in reality, be such a busy industrial hive and what an important and indispensable service it provides for efficiently meeting the daily needs of a vast serving population.”

After World War II, with the continuous growth of supermarkets, supermarkets heavily impacted independent fruit and vegetable merchants, destroying the entire ecosystem of fruit and vegetable wholesale and leading to the rapid and sad decline of Borough Market. In 1986, the Borough Market building was listed as a Grade I protected building. A year later, the McCarthy brothers embarked on a £17 million modernization project, redecorating the building, adding shops, decorating the central aisle, constructing new open spaces and office buildings, transforming Borough Market into a new market aimed at attracting young professionals and being consumer-oriented. In the late 1990s, Borough Market underwent another round of improvements and revival, restoring old elements while adding modern elements, achieving a degree of revival. Today, although it is no longer a major wholesale center, it remains an essential part of London as a lively shopping and dining destination. Borough Market remains an iconic landmark in South London, still telling a tale of edible history, attracting millions of visitors annually.

B) Insights from Borough Market

Control and autonomy complement each other. The control over the Borough area in Southwark, London, underwent a transition from being owned by the royal family to being owned by the City of London and then to local autonomy. Borough Market established a trust fund consisting of 21 people, specifically responsible for the management and sustainable development of Borough Market, including market construction, order, hygiene, etc. The long-term practice of Borough

Market has proven that the trust fund is an effective organizational form and plays an important role in dealing with the relationship between the government and the market. However, sometimes, market autonomy is not enough. When supermarkets severely impact the wholesale ecosystem of individual merchants, such market autonomy models like trust funds are evidently inadequate, and macro planning and control by the government are needed. In the era of digital commerce, when online shopping severely impacts the ecosystem of physical retailers, macro planning and control by the government are also needed to prevent physical stores from suffering rapid and devastating blows.

Freedom and order cannot be separated. On an old wall in Borough Market, there is an old notice, which is a notice issued by the Borough Market Trust Fund in 1904 about strengthening the management of littering fruits, vegetables, and other debris: There were often complaints about littering fruits, vegetables, and other garbage around the market, endangering and disturbing pedestrians passing by. The trustees have made special requests to the duty market police to help prevent such behavior in the future. Anyone found engaging in such violations will be prosecuted under parliamentary law. The practice of Borough Market tells us that a good market environment of freedom cannot be achieved without strict market management, but strict market management cannot stifle the market. Necessary regulations are essential to create an orderly free market. Ordered chaos cannot exist without order, and order cannot exist without freedom.

Agricultural trade and industrial trade complement each other. In industrialized metropolises, there were both regular and irregular agricultural markets. For example, Borough Market in London, UK, and the farmer's market in Stanford University's campus in the United States not only provide convenience to nearby residents but also enhance urban-rural connections, promote the continuation of agricultural civilization, and contribute to the development of industrial civilization, reflecting the continuity of human history.

Survival and development are mutually logical. Agricultural markets provide cities with fresh vegetables and food, enrich urban life, and provide employment opportunities for those intending to engage in agriculture. Where there are people, there are markets; where there are markets, there are opportunities; where there are opportunities, there is hope. Survival and development are the starting point and foothold of industrial civilization and also the starting point and foothold of the civilization of the new era.

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Notes:

Note 1. The Irish Emigration Museum author visited and felt that Ireland, along with immigrants from various places, played a significant role in shaping industrial revolution thinking and promoting the development of industrial civilization; on April 2024,

Note 2. The Guinness Storehouse in Dublin, Ireland, the author visited this place and was deeply inspired; on April 9, 2024

Note 3. London's Borough Market, the author visited the place, leaving a deep impression. On April 17th, 2024,