

9 Globalisation and the responses to it – Part 2

Name: _____ Class: _____ Date: _____

Vocabulary

Write each word three times.

English

Write it 3 times (English)

inequality

Recall

- You know the same film can be watched everywhere in one week.
- You have seen a protest about how gains are shared.
- You know a country can adopt something and change it.

New ideas

Read these first. Each idea has a short worked example. Then do the Practice below.

■ 1 Culture goes global

In the **second half** of the century popular and consumer culture became more global and transcended national borders. 9.1's communication technologies explain why the change is dated there.

Worked example. A cultural product reaches only as far as its distribution, so a change in carriage is a change in reach.

■ 2 What protests objected to

Movements protested the **inequality** of the environmental and economic consequences of global integration. The objection is to the distribution of consequences, not to integration itself.

Worked example. Describing such a movement as opposition to globalisation misstates its demand.

■ 3 Variety of responses

'Responses to rising cultural and economic globalisation took a variety of forms' - one open sentence, deliberately not a list. Adoption and adaptation are responses as much as resistance is.

Worked example. A country adopting a global product and adapting it to local taste has responded.

Watch out: The subtopic's title says resistance; the CED's development says responses. Reporting only opposition narrows the source.

Practice

2.1 State when popular and consumer culture became more global and why. [2]

2.2 State what movements protested about. [2]

2.3 Explain why describing them as opposition to globalisation misstates the demand. [2]

2.4 State the CED's one-sentence claim about responses. [2]

2.5 Name two kinds of response besides resistance. [2]
