

9.6 Globalized Culture After 1900

Name: _____ Class: _____ Date: _____ **Total: 12 marks**

KEY WORDS consumer culture 消费文化 • led to changes in the arts 艺术
• globalised culture 全球文化

Objective

Build the skills to explain **globalised culture** 全球文化.

You must be able to:

- state what political and social changes did to the arts
- state when popular and consumer culture became more global
- state what consumer culture transcended
- explain why the CED dates the change to the second half of the century

1 Worked examples

Study these first. Each one shows the method for a task used later.

■ The arts

Political and social changes of the 20th century led to changes in the arts, and arts, entertainment and popular culture increasingly reflected the influence of a globalised society.

■ The date

In the second half of the century, popular and consumer culture became more global. The CED dates the change, and 9.1’s communication technologies explain why.

■ Transcendence

Consumer culture became globalised and transcended national borders. A cultural claim with a political edge: what people buy and watch stopped matching where they live.

■ Why the second half

The technologies of 9.1 — radio, television, cellular communication, the internet, containerised shipping — arrive or spread in those decades. Culture globalised when its carriage did.

2 Practice

2.1 State what political and social changes did to the arts. [2]

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

2.3 Consumer culture transcended national borders.

(a) State what this means in practice. [2]

(b) State the link to 9.1. [1]

3 Exam-style questions

3.1 The CED dates the globalisation of popular and consumer culture to [1]

- **A** the first half of the century
- **B** the second half
- **C** 1900
- **D** 2000 onwards

3.2 Consumer culture is said to have [1]

- **A** transcended national borders
- **B** remained national
- **C** disappeared
- **D** been abolished

3.3 The same film is watched in a hundred countries in one month.

(a) State what makes this possible.

[1]

(b) Explain why culture globalised when its carriage did.

[2]

Solutions

2.1 they led to changes in the arts, which increasingly reflected the influence of a globalised society.

2.2 in the second half of the century; 9.1's communication technologies spread in those decades.

2.3 (a) what people buy and watch stopped matching where they live. (b) 9.1's technologies reduced the problem of geographic distance.

3.1 B. the second half.

3.2 A. the CED's own verb.

3.3 (a) communication technologies that distribute it simultaneously. (b) a cultural product reaches only as far as its distribution, so a change in carriage is a change in reach.