

Solutions

Each answer shows the steps, then the **result**.

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