

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 | B |
| C | D |
- 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 | B |
| C | D |
- 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]
