

Introduction to Globalization

Explanatory Notes for Teachers

Level: S3

Topic: Globalization

Supporting Teaching Materials: worksheets

Students' Prior Knowledge

Before this ELA unit, students should have gained some basic knowledge about globalization from their Chinese-medium lessons.

Aims and Objectives

I. Content Objectives

After the ELA activities, students will be able to use English to:

1. talk about the driving forces in the process of globalization,
2. discuss some major effects of globalization on the world,
3. apply what they have learned to analyze different aspects of globalization.

II. Language Objectives

After the ELA activities, students should be able to

1. pronounce familiar English terms related to globalization (e.g., *process, effects, aspects, ongoing, growth, industrial, national, international, trade, investment and migration*) and recognize English terms taught in the lesson (e.g., *globalization, driving force behind, economic, technological, sociocultural, political, integration, interconnectedness, interaction, and communication technologies*);
2. read and understand an English text on globalization demonstrating their understanding by extracting points of information to complete a flow chart;
3. use graphic tools to organize the information obtained from the English text so as to show their understanding of the text;
4. use the English terms *technological/ economic / technological/ cultural/ political* to categorize events representing different aspects of globalization;
5. on the basis of their understanding of the text, use English to talk about the causes and effects of globalization, as well as how their present lifestyles are affected by globalization, using appropriate English expressions, such as

I think technological/ economic / technological/ cultural/ political globalization has affected my life most, because

Procedure:

1. Before asking them to read the worksheets, the teacher should help students to revise the key concepts in this unit by reminding them of what they have learned, through the medium of Chinese, related to the topic. In this phase also the teacher should try to introduce the key words to be learnt in this unit by previewing these words in his or her review of the topic and thus giving students some exposure to the spelling and pronunciation of the words.
2. Activity 1 – A case study. The activity helps student to activate their prior knowledge on globalization by looking at an example of a well-known company which has gone through the process of globalization. The activity also prompts students to think about what is meant by the term “globalization”, as well as its causes and effects.
3. Activity 2 - Reading an informational text about globalization. Before they start reading, the teacher should instruct students to look for answers to the prompt questions.
4. Activity 3 – This activity helps students to understand the driving forces behind the process of globalization. It also helps students to use a mind map to organize the information obtained from the text.
5. Activity 4 – The activity focuses on helping students to identify the major effects of globalization through completing another mind map.
6. Activity 5 – In this activity, students apply what they learn to analyse the different aspects of globalization.
7. Activity 6 – This is a discussion activity. Students first discuss in pairs and then in the whole class whether economic, technological, cultural or political globalization is affecting their present lifestyle most. Students must give examples from their daily experience to elaborate their points. Students with higher English language ability will write a summary of the ideas expressed in the whole class discussion about how their lifestyles are affected by globalization.

Globalization

Word list

Vocabulary	Chinese explanation
1. globalization	全球化
2. ongoing	持續的
3. combination	結合
4. political	政治的；政策的
5. economic	經濟的
6. technological	科技的
7. sociocultural	社會文化的
8. force	勢力
9. politician	政治家
10. hampering	妨礙
11. prosperity	繁榮
12. interdependence	互相依存
13. accelerate	加速
14. driving force	驅動力
15. business	商業
16. mass media	大眾媒體
17. consumer	消費者
18. financing	融資
19. capital	資本
20. regulate	管制
21. relationship	關係
22. guarantee	保證
23. rights	權利
24. fibre optic communication	光纖通信技術
25. interconnectedness	互相聯繫；彼此連接
26. interaction	互動 / 相互影響

Activity 1: A Case Study

Complete the following exercise by reading the short passage about a brief history of the Coca-Cola Company and fill in the blanks.

The Coca-Cola Company

The Coca-Cola company was founded in the United States in 1886. The company set up bottling plants in Canada in 1906. In 1928, it introduced the soft drink Coca-Cola at the Olympic Games which were held in Amsterdam. In the 1940s, the company began to set up bottling plants in countries around the world.

Coca-Cola is popular because it has been advertised as a brand of soft drink connected with fun, friends and good times. Its international image was successfully promoted by a 1971 commercial, where a group of young people from all over the world gathered on a hilltop in Italy to sing "I'd Like to Buy the World a Coke." In 1978, the Coca-Cola Company was selected as the only non-Chinese company allowed to sell packaged cold drinks in the People's Republic of China.

Today, the company produces nearly 400 brands in over 200 countries. More than 70 percent of the company's income comes from outside the United States. Coca-Cola is an extraordinarily successful example of multinationalization (跨國化). Its success raises the question of why and how it has been so successful. The multinationalization of the Coca-Cola Company is also often used as an example to illustrate the concept of economic globalization.

[Note: The following website provides more detailed information about the history of the company:
<http://heritage.coca-cola.com/>]

Fill in blanks.

1886	• The company was founded in _____ in _____.
1906	• It set up bottling plants in _____.
1928	• The soft drink Coca-Cola was introduced at the _____.
1978	• The company was allowed to sell its cold drinks in _____.
Toda	• It produces nearly _____ brands of drinks in over _____ countries.

Questions to think about:

1. What is globalization?
2. What are the driving forces behind globalization?
3. In what ways does globalization affect the world?

An information text about globalization is provided for students to find answers to these questions.

Activity 2: Reading

Globalization

Globalization is an ongoing process driven by a combination of political, economic, technological, and sociocultural forces. The process of globalization since World War II has been driven by the planning of politicians to break down borders hampering trade so as to increase prosperity and interdependence and to decrease the chance of future war. The process of globalization has been further accelerated by the global expansion of multinational corporations and the worldwide exchange of new developments in science, technology and in product manufacturing and design. Hence, the term “globalization” is often used to refer to economic globalization, that is, the integration of national economies into the international economy through trade, direct foreign investment, capital flows, migration, and the spread of technology. However, sometimes the term “globalization” is also used to refer to cultural globalization because many people believe that globalization is driven by the worldwide export of western culture through the new mass media: film, radio, television and recorded music. The development of international transport and telecommunication is another driving force which speeds up the process of globalization.

*[More information about globalization can be found at
<http://en.wikipedia.org/wiki/Globalization>]*

Globalization has various aspects which affect the world in several different ways. These aspects include:

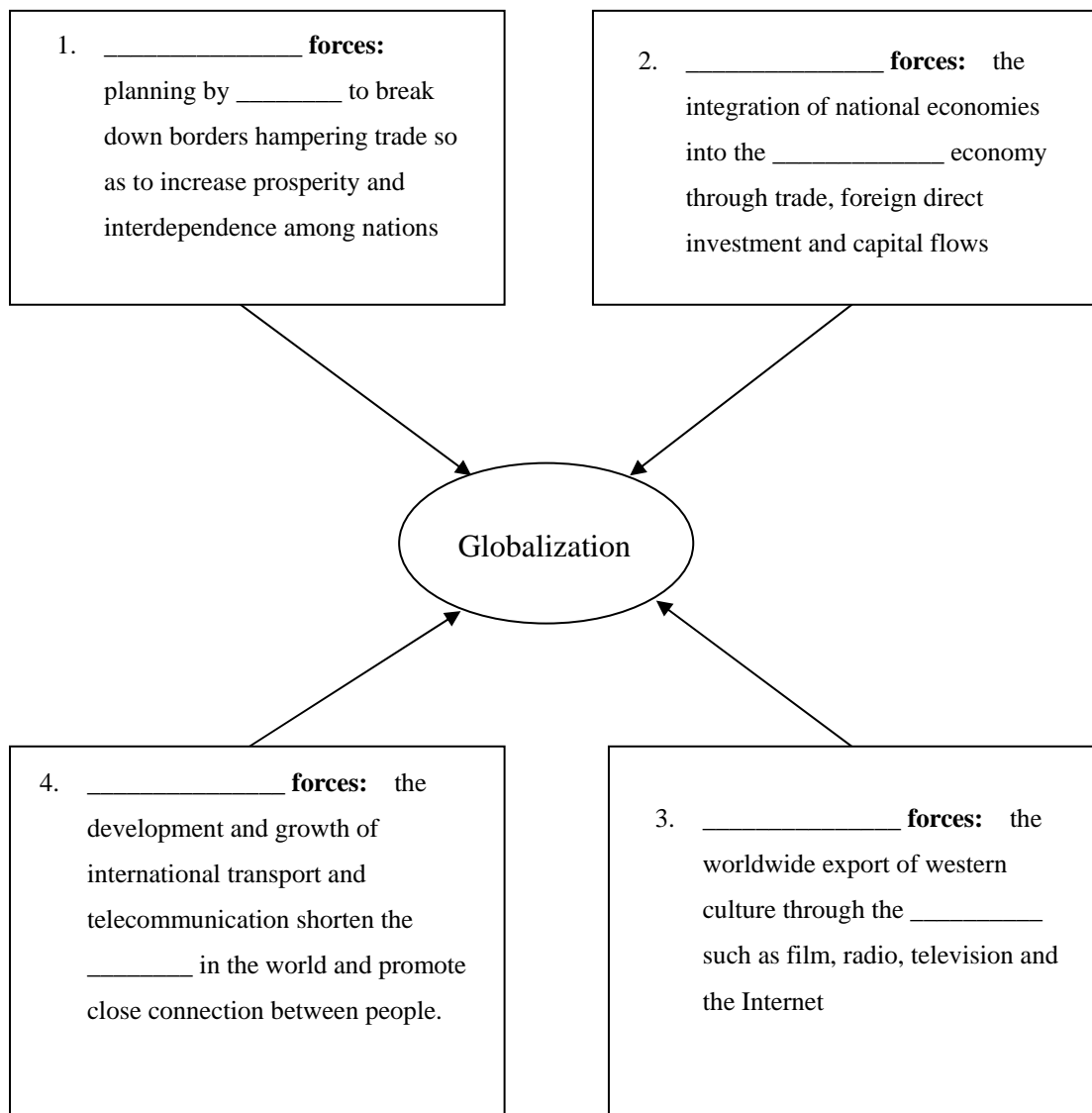
- *Industrial globalization* – development of worldwide production markets and broader access to a range of foreign products for consumers and companies involving particularly movement of material and goods between and within national boundaries.
- *Financial globalization* – development of worldwide financial markets and better access to external financing for borrowers.
- *Economic globalization* – establishment of a global common market, based on the freedom of exchange of goods and capital.
- *Political globalization* - creation of international organizations to regulate the relationships among governments and to guarantee the rights arising from social and economic globalization.
- *Informational globalization* – increase in information flows between geographically remote locations. (This can also be seen as a technological change related to the advent of fibre optic communications, satellites, and increased availability of telephone and Internet.)
- *Cultural globalization* - sharing of ideas, attitudes and values across national borders. This sharing generally leads to an interconnectedness and interaction between peoples of diverse cultures and ways of life. Mass media and communication technologies are the primary instruments for cultural globalization.

Activity 3

What are the driving forces behind the process of globalization?

mass media	international	economic	technological	sociocultural
political	politicians	distances		

The driving forces behind the process of globalization



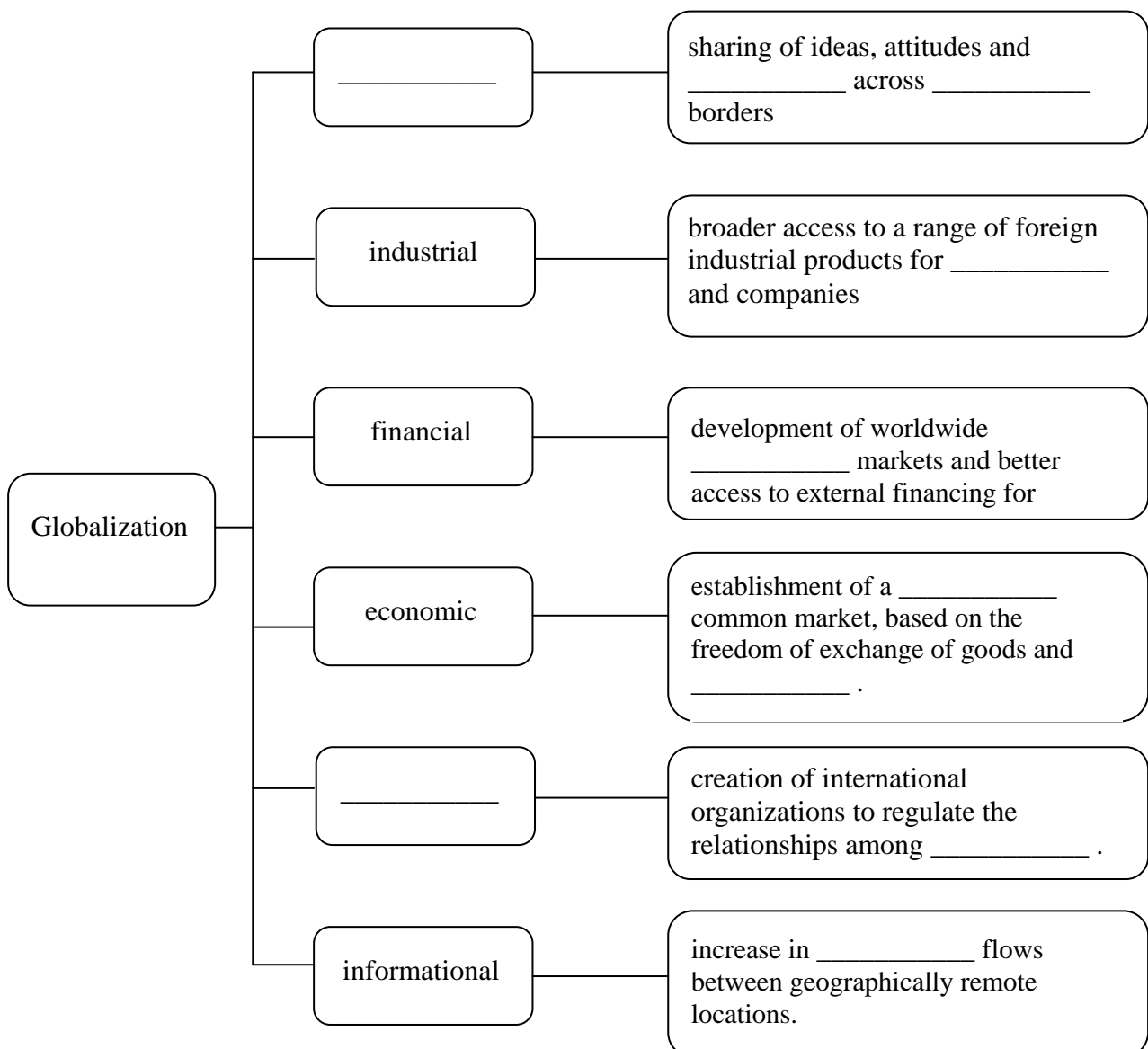
Activity 4

What are some major effects of globalization?

Fill in the blanks in the flow-chart with words from the box:

national	values	global	political	capital
financial	information	cultural	governments	consumers

Some major effects of globalization:



Activity 5

Study the 7 events in the table and decide which of the following aspects of globalization the event illustrates: *economic, informational, cultural or political*. The first one has been done for you as an example. You may work in pairs and discuss the exercise with your partner. In your discussion, please agree on the reasons for your decisions.

	Events	Aspect of globalization
1	Disneyland, the American theme park, has been set up in Hong Kong, Japan and France.	economic
2	The parts of a car come from all over the world: Germany, Japan, Korea etc. and the car is assembled in the U.S.	
3	Businesses are operated with many satellite locations or call centres in other parts of the world to answer questions in another: for example, someone in India answering a call from the U.S. about a product or service.	
4	The creation of regional forums such as the European Union (歐洲聯盟), Asia-Pacific Economic Co-operation (APEC) (亞太經合組織), and international organization such as the World Trade Organization (世界貿易組織) and the World Health Organization (世界衛生組織). These international forums and organizations have new rules and agreements for participating countries to follow.	
5	The spread of language, products, and customs as people are closely connected.	
6	Franchises (特許經營權) for McDonald's hamburgers, Pizza Hut, Burger King, KFC and others carrying U.S. trade names are operating throughout the world	
7	Cable News Network (CNN), based in the United States, produces 24-hour news broadcasts that can be seen by people around the world.	

Read more: [Globalization http://www.referenceforbusiness.com/encyclopedia/For-Gol/Globalization.html#ixzz0dEaWioaa](http://www.referenceforbusiness.com/encyclopedia/For-Gol/Globalization.html#ixzz0dEaWioaa)

Activity 6

A. Discussion

First discuss in pairs and then as a whole class how economic, technological, cultural or political globalization is affecting your present lifestyle most. You must give examples from your daily experience to elaborate your points.

Your partner might begin like this:

I think technological globalization has affected my life most, because every day I use the Internet to search for information ..., I use facebook to chat with my friends from different parts of the world ...

B. Writing

Write a summary of the ideas expressed in the whole class discussion about how students' lifestyles are affected by globalization.

Activity 1: A Case Study

Complete the following exercise by reading the short passage about a brief history of the Coco-Cola Company and fill in the blanks.

The Coca-Cola Company

The Coca-Cola company was founded in the United States in 1886. The company set up bottling plants in Canada in 1906. In 1928, it introduced the soft drink Coca-Cola at the Olympic Games which were held in Amsterdam. In the 1940s, the company began to set up bottling plants in countries around the world.

Coca-Cola is popular because it has been advertised as a brand of soft drink connected with fun, friends and good times. Its international image was successfully promoted by a 1971 commercial, where a group of young people from all over the world gathered on a hilltop in Italy to sing "I'd Like to Buy the World a Coke." In 1978, the Coca-Cola Company was selected as the only non-Chinese company allowed to sell packaged cold drinks in the People's Republic of China.

Today, the company produces nearly 400 brands in over 200 countries. More than 70 percent of the company's income comes from outside the United States. Coca-Cola is an extraordinarily successful example of multinationalization (跨國化). Its success raises the question of why and how it has been so successful. The multinationalization of the Coca-Cola Company is also often used as an example to illustrate the concept of economic globalization.

[Note: The following website provides more detailed information about the history of the company:
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Fill in blanks.

1886	• The company was founded in <u>the U.S.A.</u> in <u>1886</u> .
1906	• It set up bottling plants in <u>Canada</u> .
1928	• The soft drink Coca-Cola was introduced at <u>the Olympic Games held in Amsterdam.</u>
1978	• The company was allowed to sell its cold drinks in <u>the People's Republic of China.</u>
Toda	• It produces nearly <u>400</u> brands of drinks in over <u>200</u> countries.

Questions to think about:

1. What is globalization?
2. What are the driving forces behind globalization?
3. In what ways does globalization affect the world?

An information text about globalization is provided for students to find answers to these questions.

Activity 2: Reading

Globalization

Q4: Globalization is an ongoing process driven by a combination of political, economic, technological, and sociocultural forces. The process of globalization since World War II has been driven by the planning of politicians to break down borders hampering trade so as to increase prosperity and interdependence and to decrease the chance of future war. Q5: The process of globalization has been further accelerated by the global expansion of multinational corporations and worldwide exchange of new developments in science, technology and in product manufacturing and design. Hence, the term “globalization” is often used to refer to economic globalization, that is, the integration of national economies into the international economy through trade, direct foreign investment, capital flows, migration, and the spread of technology. However, sometimes the term “globalization” is also used to refer to cultural globalization because many people believe that globalization is driven by the worldwide export of western culture through the new mass media: film, radio, television and recorded music. Development of international transport and telecommunication is another driving force to speed up the process of globalization.

[More information about globalization can be found at <http://en.wikipedia.org/wiki/Globalization>]

Q6: Globalization has various aspects which affect the world in several different ways. These aspects include:

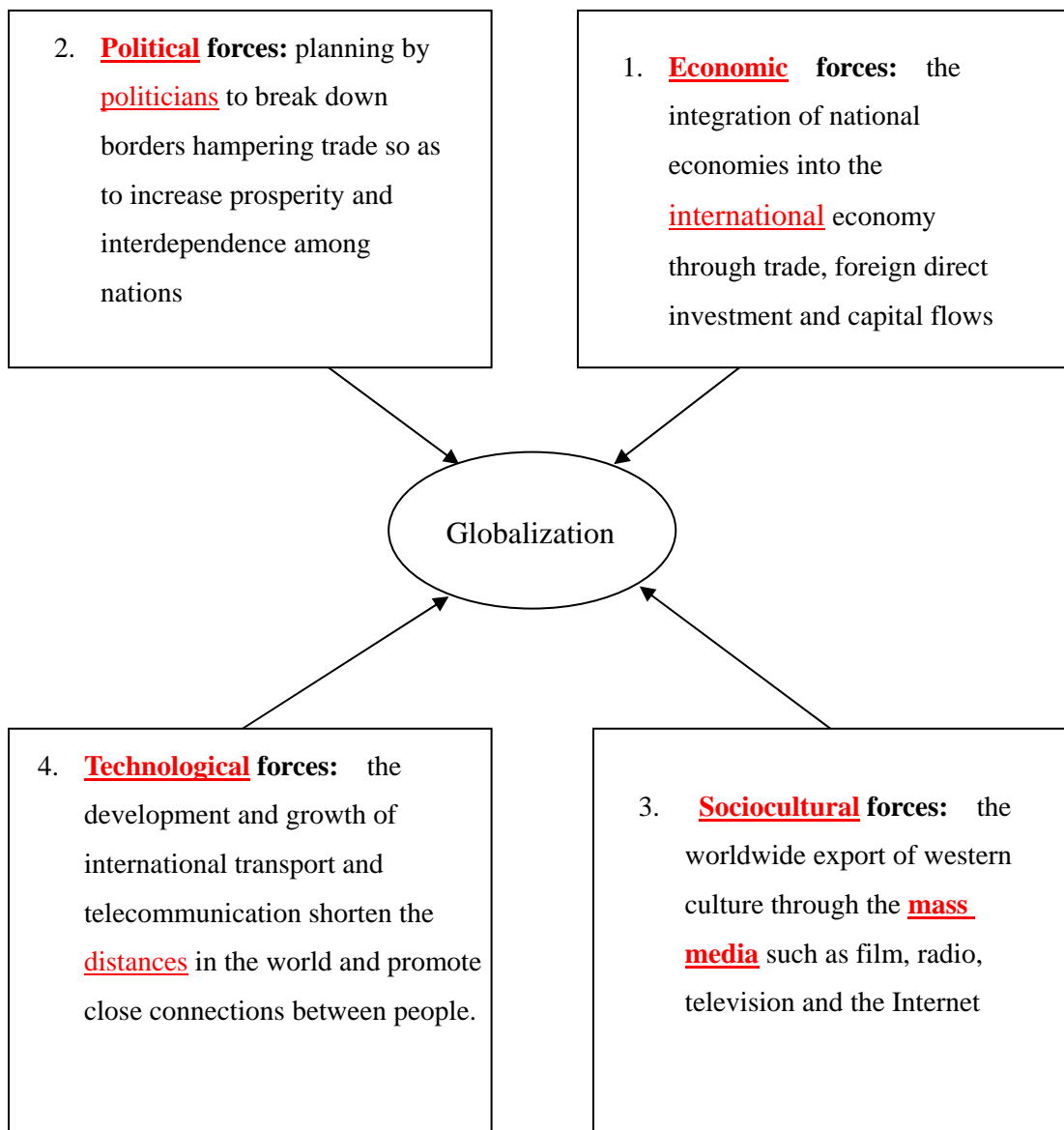
- Industrial globalization – development of worldwide production markets and broader access to a range of foreign products for consumers and companies. Particularly movement of material and goods between and within national boundaries.
- Financial globalization – development of worldwide financial markets and better access to external financing for borrowers.
- Economic globalization – establishment of a global common market, based on the freedom of exchange of goods and capital.
- Political globalization – creation of international organizations to regulate the relationships among governments and to guarantee the rights arising from social and economic globalization.
- Informational globalization – increase in information flows between geographically remote locations. Arguably this is a technological change with the advent of fibre optic communications, satellites, and increased availability of telephone and Internet.
- Cultural - sharing of ideas, attitudes and values across national borders. This sharing generally leads to an interconnectedness and interaction between peoples of diverse cultures and ways of life. Mass media and communication technologies are the primary instruments for cultural globalization.

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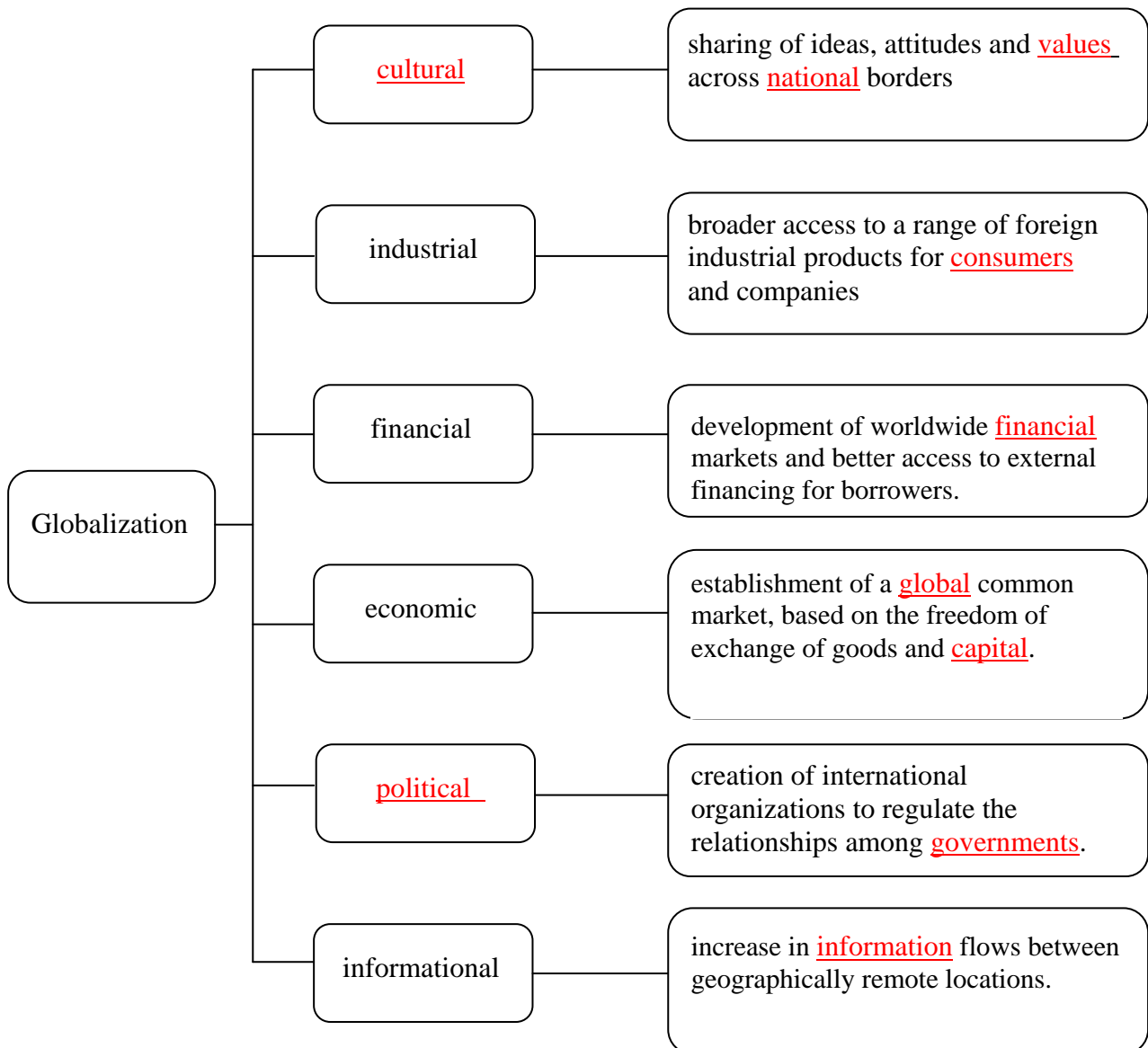
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What are some major effects of globalization?

Fill in the blanks in the flow-chart with words from the box:

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Some major effects of globalization:



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	Events	Aspect of globalization
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2	The parts of a car come from all over the world: Germany, Japan, Korea etc. and the car is assembled in the U.S.	<u>economic</u>
3	Businesses are operated with many satellite locations or call centres in other parts of the world to answer questions in another: for example, someone in India answering a call from the U.S. about a product or service.	<u>informational</u>
4	The creation of regional forums such as the European Union (歐洲聯盟), Asia-Pacific Economic Co-operation (APEC) (亞太經合組織), and international organization such as the World Trade Organization (世界貿易組織) and the World Health Organization (世界衛生組織). These international forums and organizations have new rules and agreements for participating countries to follow.	<u>political</u>
5	The spread of language, products, and customs as people are closely connected.	<u>cultural</u>
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7	Cable News Network (CNN), based in the United States, produces 24-hour news broadcasts that can be seen by people around the world.	<u>informational</u>

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