

## Year 8 Geography: Globalisation 3: Culture

*Instructions for week commencing Monday, 6 July.*



**Background:** We know that globalisation means a more interconnected world as communications and transport get faster. We know it means big businesses – like Amazon and Nike. But globalisation also results in something else. As ‘consumers’, the people of the world are increasingly using, eating, listening to, watching and wearing the same stuff. I guarantee that just as you order a pair of Adidas trainers from Amazon or download a movie on Netflix, or enjoy a coffee at Starbucks, a student in China or India or Egypt is doing the very same thing.

Globalisation, in other words, is making us more similar in relation to **CULTURE**. Now, culture is a complex term but what it really means is **the interests that we enjoy and participate in**. And more and more people are sharing the same interests: the same food, the same movies, the same music, the same clothes, the same technology - in short, **the same BRANDS**. But is this a good thing? Let’s explore this question.

**Watch:** <https://www.youtube.com/watch?v=9UaAEWuZILs> - a simple but effective statement of the power of Big Brands across the world (**HINT:** they dominate city landscapes).

**Do:** I have included nothing more than the video above, so **I need you to THINK** before you answer these questions. Ask your mum or dad or carers for their views if it helps.

1. If you could travel to anywhere in the world for a holiday outside the UK, where would it be?
2. Explain WHY you want to go there. What is it you want to see, explore and experience?
3. Assume you make some friends during your visit. They suggest that together you go to an internet café to surf the web, or to a movie starring Leonardo de Caprio. Would you go? If so, why? And if not, why not?
4. Research the phrase “the homogenisation of culture”. What does it mean? Do you think it’s a good thing? Explain your answer.