**k Chapter Two Questions - Self Check**

Read[**Chapter Two**](http://staff.gsacrd.ab.ca/~cmadill@gsacrd.ab.ca/FOV2-00065971/FOV2-00065974/FOV2-00065975/FOV2-000659A2/Exploring%20Globalization,%20Chapter%202.pdf) pages 43 – 63 and answer the following questions:

1. Define the following terms as they pertain to globalization:
   1. Glocal - combining two words (global and local) to create a new word that expresses how global and local are related. Things that happen on a global level also have an impact on a local level. (ex: international trade agreements affect what you purchase in local stores)
   2. Transnational Corporation - multi-national company that is based in one country while developing and manufacturing its products in other countries. Ex: Wal-Mart, Nike, Wendy's, Coca-Cola, Microsoft, Dole, etc.
   3. Media concentration - Refers to a trend of the gathering of ownership of newspapers and other media into the hands of a few large corporations. This leads to limited broadcasting of news items.
   4. Media convergence - The use of electronic technology to integrate media such as newspapers, books, TV and the Internet.
   5. Bio diversity - Variety in plant and animal species.
   6. Homogenization - The erasing of differences. With respect to people, it refers to the erasing of cultural differences so that people become more similar.
   7. Accommodation - Process to describe when people of different cultures come into contact and accept and create 'room' from one another to co-exist.
   8. Assimilation - Occurs when the culture of a minority group is absorbed by another culture and the cultural identity of the minority group disappears.
   9. Cultural revitalization - The process of affirming and promoting people's individual and collective cultural identity.
2. Refer to page 45 of your text to complete the chart below:

|  |  |
| --- | --- |
| **Transnational Corporations** | |
| **Pros:** Sell products around the world. Provide training and jobs for people who might not otherwise have work. | **Cons:** Offer only low paying jobs with little skill and few opportunities. Corporation profits go to the companies' country of origin  (not to the country in which is it 'stationed') The profits do not benefit the people of the country where  the goods are actually made or sold. |

3 Explain how the following forces of globalization can impact identity:  
a.**Trade** - People reach out to others, from different regions, to obtain things they cannot grow or make themselves. This impacts identity by exposing cultures to one another.  
b. **Transportation** - Today, products are transported farther and faster than ever before, making access to goods from all over the world very easy.   
c. **Communication technology** - Computers and the internet have revolutionized how information flows. Businesses can quickly expand all over the world, and people can interact socially or conduct business with other people on the other side of the globe.  
d. **Media**- With the discovery of the internet, people can read publications from news reports all around the world, thus learning multiple perspectives on any particular issue. This might serve to give them a 'wider' perspective regarding any issue.

4. Look at the graphs on page 47 – what information are these graphs telling you (don’t just give the titles, explain what you can learn from the data).  
Figure 2-6   
|As time passes, more Canadian households are gaining internet access.  
  
Figure 2-7  
The growth in the number of web sites on the Internet is growing at a steady rate.

5. What do the ‘banana wars’ suggest about transnational companies?  Research in your text and online to learn and decide if [transnational corporations](http://www.evtv1.com/player.aspx?itemnum=8935&aid=) play a positive or negative role toward globalization?  Identify and discuss (in detail) a current example to support your answer. (2 to 3 paragraph response is required)  
Page 53  
WTO - World Trade Organization governs how member countries trade with one another.  
1990's - European governments extended economic tax breaks to former colonies (such as Jamaica and St. Lucia). Since the bananas from these countries were not taxed in Europe, they were at an advantage to sell their bananas over those originating from other countries.   
Transnational companies, such as Chiquita, were not happy with the advantage other banana companies from Jamaica and St. Lucia received and complained to the WTO.   
1997 - the WTO ruled that European countries must change the trade rules that helped the banana farmers in their former colonies, thus giving transnational corporations, such as Chiquita, greater opportunity for selling their bananas in Europe.