** Chapter Three Questions - Self Check**

**Read**[**Chapter Three**](http://staff.gsacrd.ab.ca/~cmadill%40gsacrd.ab.ca/FOV2-00065971/FOV2-00065974/FOV2-00065975/FOV2-000659A2/Exploring%20Globalization%2C%20Chapter%203.pdf)**pages 67 – 85** and answer the following questions

1. Define the following terms as they pertain to globalization:
	1. **Digital divide** - The gap that separates people who do and do not have access to up to date digital technology. Those with less access have fewer opportunities.
	2. **Global village** - Term coined by Marshall McLuhan to refer to our world getting 'smaller' as connections among people all around the world continue to grow.
	3. **Propaganda** - Ideas and information spread for the purpose of achieving a specific goal.
	4. **Universalization** - The spread of a popular culture's trends, customs, and practices around the world.
	5. **Hybridization** - The mixing of identities and cultures to create something new.
2. Refer to the cartoon on page 66. What comment is the cartoonist making about globalization? Support your answer with evidence from the cartoon.

The cartoon is depicting that the world has become inter-connected through technology.  We have become more global by breaking the barriers of distance and/or cultural differences through advances in communication technology.  The cartoon illustrates this by displaying the use of many different types of outlets plugged into the world, such as a phone jack, computer plugs, headphone plugs and many others.  This cartoon speaks very strongly of globalization as it represents most of its definition that the world is becoming more interconnected technologically.

1. How does the map on page 69 illustrate the digital divide? Where is internet use the highest? The lowest?

This map proves that the digital divide exists. and that in continents that have more developed countries a very high percentage of the population is a user of the internet whereas in continents with developing countries the percentage of internet users is significantly less.  The digital divide is defined as the gap that separates those that do and do not have access to current digital technology.  If you do not have access to the internet, it is very likely that you do not have access to any other technically advanced products.  So through the map we can clearly see the digital divide as we see continents with as high as 69.7% of the population in North America use the internet to as few as 3.6% of people in Africa use the internet.  This places African countries at a significant disadvantage when conducting business with countries that enjoy greater access to the internet.

1. Based on your readings, do you think that the globalizing force of contemporary communication technologies is a positive or negative force in affirming and promoting people’s individual and collective identity?  Present your stand and offer research and at least two examples to support your answer.
 **Student answers will vary, but here is one possible response:**
Positive Force:
I believe that overall modern communication technologies have had a positive effect at affirming and promoting people’s individual and cultural identities.  Through the television and internet we have been able to learn about and also present both our individual, collective and cultural identities.  Now minorities can still manage to have a voice in the crowd.  For example, in Canada a network called Aboriginal Peoples Television Network (ATPN) broadcasts shows that are made by, for and about aboriginal people.  Here the Aboriginal people of Canada get a voice where as in the past there voice was suppressed.

Negative Force:
The world may become more homogenized and so many people are losing their distinct cultures or unique identities.  For example the powerful influence of the USA can be seen all over the world as many television programs are broadcast all around the world as well as a lot of commercial and advertising campaigns promoting the American collective identity.  Many people argue that in contrast to this homogenization. people are working harder to affirm their identities and show themselves as unique.
2. Go to Youtube.com and search for and watch the video named - *In Darfur, My Camera was not Nearly Enough* and *Emergency in Darfur Part 1 - Crisis.*
Then, read the following links (located under **Resources**) to learn about the [Crisis in Darfur](http://resource2.rockyview.ab.ca/webdav/ss101/issue1_identity/3_crisis_darfur.htm) and [Not on Our Watch](http://notonourwatchproject.org/the_issues)
3. Explain how globalization is either a positive or negative force on cultural identity. Justify your answer with examples.

Globalization has both positive and negative effects on cultural identity.  Its negative effects result in the homogenization of people (becoming more similar).  For example the USA has influenced the world over through media, trade, pop culture, etc.  It is seen as very fashionable around the world to be similar to Americans.

Many pro globalization activists do not see this mass homogenization occurring however.  These activists argue that people are trying to stand out rather than blend in.  Cultural identity is becoming more and more important to people.  Also through the increase of modern communication technologies people can more easily share their cultural identities with others through the media and the internet.  This is a very positive effect of globalization as it allows minority groups that may have been suppressed to have a voice for expressing their cultural identities, thus giving them a larger voice.