

Globalization Images Activity

One of the most important developments of the modern world is globalization. Globalization is basically when businesses, organizations, etc. start to operate on an international level or become influential internationally.

Globalization continues to have an enormous effect on culture around the world. Today you'll dive into some of the examples of globalization and the effect they have on society and culture. You'll also discuss the reactions people have to globalization.



Step 1: Get into your groups. The groups are examples of globalization:

1. **Music:** Rock n' Roll, Reggae, K-Pop
2. **Movies:** Hollywood, Bollywood, Anime
3. **Social Media:** Facebook, Twitter, Tik Toc
4. **Global Sporting Events:** World Cup Soccer, The Olympic Games
5. **Global Online Commerce:** Alibaba, eBay, Amazon
6. **Global Brands:** Toyota, Apple, Samsung
7. **Global Food/Drink:** Coca-Cola, Starbucks, Sushi, Ramen, Smirnoff

Step 2: Find at least one image (preferably more!) on the internet that represents the globalization of your cultural or economic element. Try your best to branch outside of US companies and events. Then explain how it is an example of globalization. Here is an example (that you now can't use):



McDonald's is in almost every country in the world (119 countries). It changes its menu based on the food regulations and tastes of the country. There is a "McPita" in Greece and a "McCurry Pan" in India, which shows that even though McDonald's is an American company, it has to have a menu that will satisfy its customers in other places, and it is willing to do it. McDonald's makes 2/3 of its revenue from outside of the USA, according to NPR's article from 2013: "Where in the World are there no McDonald's." This is definitely globalization because an American company is incredibly influential outside of the USA. Most developed nations seem to have a McDonald's, and McDonald's is willing to change its menu to accommodate people, showing its need to stay culturally relevant.

Step 3: Put it in the class chart and share out! Choose someone from your group to share your example.

Step 4: Class Discussion! Next, as a class, we will discuss the implications of globalization. What are the positives? What are the negatives? Is Americanization more dominant than Globalization? Is that trend shifting? How will this impact the world you will be making in 10 years?