

# GLOBAL CULTURE

GLOBALIZATION  
c.1900 to the present



c. 1900-NOW



**THIS IS THE THEMATIC FOCUS. IT'S WHAT YOU SHOULD FOCUS ON FOR THIS SECTION**

### THEMATIC FOCUS

#### Cultural Developments and Interactions **CDI**

The development of ideas, beliefs, and religions illustrates how groups in society view themselves, and the interactions of societies and their beliefs often have political, social, and cultural implications.

## HISTORICAL DEVELOPMENTS

### KC-6.3.IV.i

Political and social changes of the 20th century led to changes in the arts and in the second half of the century, popular and consumer culture became more global.

### KC-6.3.IV.ii

Arts, entertainment, and popular culture increasingly reflected the influence of a globalized society.

### KC-6.3.IV.iii

Consumer culture became globalized and transcended national borders.



### ILLUSTRATIVE EXAMPLES

- Global culture:
- Music: Reggae
  - Movies: Bollywood
  - Social media: Facebook, Twitter
  - Television: BBC
  - Sports: World Cup soccer, the Olympics
- Global consumerism:
- Online commerce: Alibaba, eBay
  - Global brands: Toyota, Coca-Cola



# GEOGRAPHY

GLOBAL CULTURE

GLOBALIZATION

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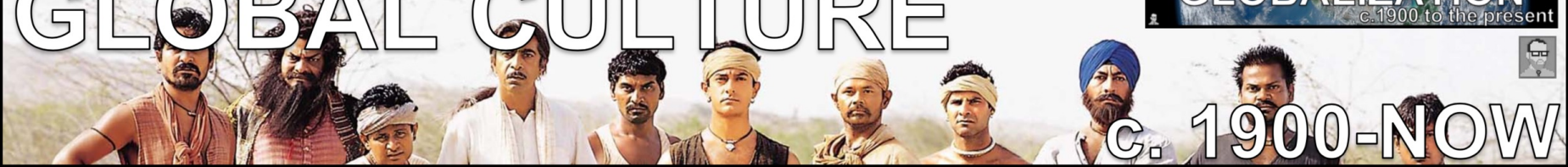
BBC



	<b>BOLLYWOOD</b>		<b>SOCIAL MEDIA</b>	
	<b>WORLD CUP SOCCER</b>		<b>REGGAE</b>	
	<b>OLYMPICS</b>			<b>GLOBAL BRANDS</b>
	<b>CONSUMERISM</b>		<b>MEDIA</b>	
				<b>FREEMAN-PEDIA</b>

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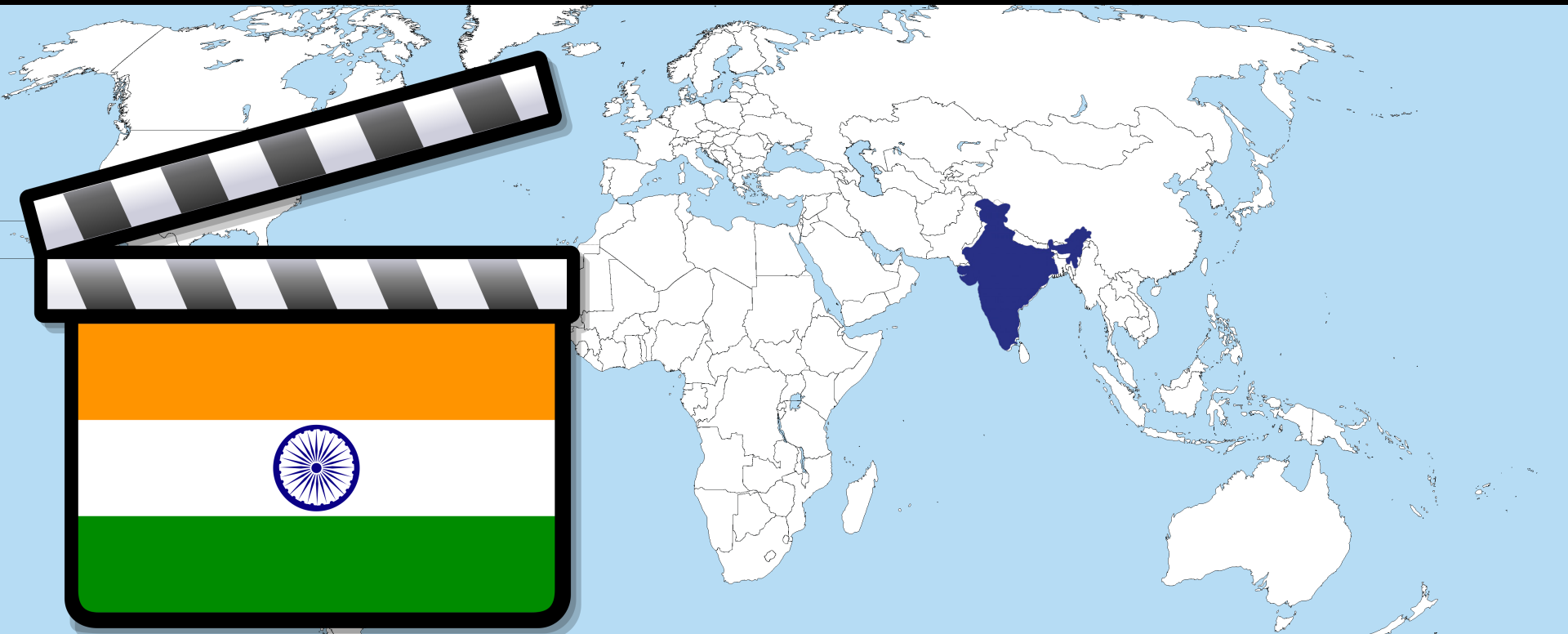
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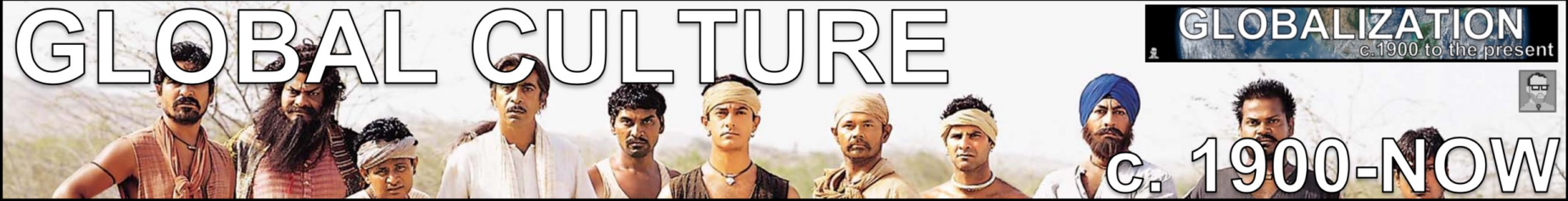
MOVIES: WHERE IS THE LARGEST FILM PRODUCER IN THE WORLD?  
ANSWER: INDIA! AKA **BOLLYWOOD** (BOMBAY + HOLLYWOOD)

- INDIAN CINEMA PRODUCED 1,986 FILMS IN 2017 (HOLLYWOOD=736)
- BOLLYWOOD FILMS SOLD 3.6 BILLION TICKETS IN 2001 (HOLLYWOOD=2.6B)
- TEND TO SPEAK HINDUSTANI (MIX OF HINDU/URDU) WITH SOME HINGLISH
- KNOWN FOR MASALA FILMS (MIX OF GENRES) INCLUDING MUSIC/DANCE



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MUSIC: WHO IS THE ONLY NON-AMERICAN/UK ARTIST IN THE ROLLING STONE TOP 20 ARTISTS OF ALL TIME? A: **BOB MARLEY** #11 (REGGAE)

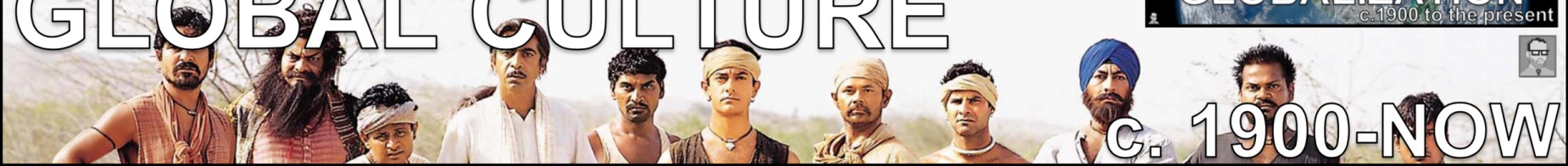
- REGGAE MUSIC IS A MIX OF JAMAICAN FOLK MUSIC, JAZZ, & R&B
- SPREAD AS JAMAICANS EMIGRATED IN THE 1950s-60s TO THE US & UK
- REGGAE SPREAD WORLDWIDE WITH POPULARITY OF BOB MARLEY & HIS WORLD TOURS (AFRICA, OCEANIA)





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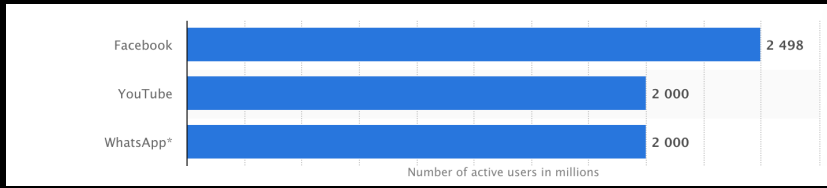
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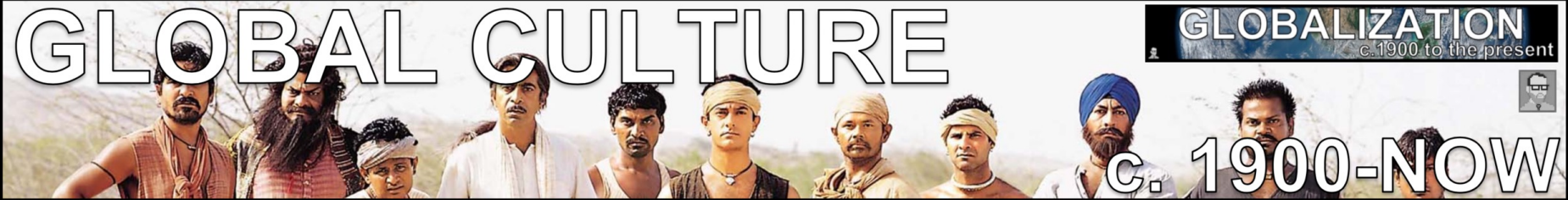
SOCIAL MEDIA: WHICH SOCIAL MEDIA SITE HAS THE MOST USERS?

SOCIAL MEDIA: WHAT IS THE 32<sup>ND</sup> MOST POPULAR WEBSITE?  
ANSWER: TWITTER... NOT SURE WHY THE COLLEGE BOARD CHOSE TWITTER OVER THE OTHER MORE POPULAR ONES...



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NEWS: WHERE IS THE LARGEST BROADCASTER IN THE WORLD?

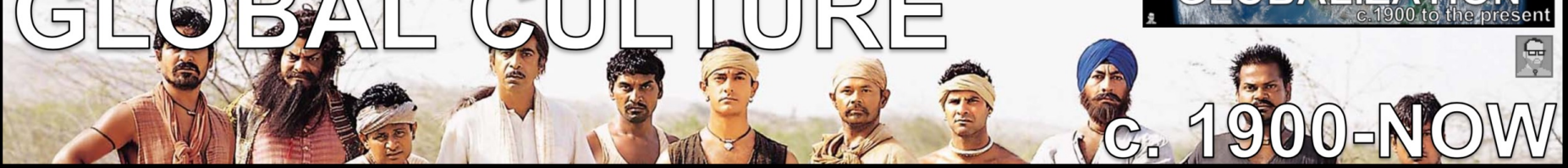
ANSWER: GREAT BRITAIN (THE BRITISH BROADCASTING COMPANY)

- BBC IS THE WORLD'S OLDEST BROADCASTER
- BBC IS THE LARGEST BROADCASTER (IN TERMS OF PEOPLE ON STAFF)
- FUNDED BY TAX ON BRIT. SUBJECTS
- REQUIRED BY ROYAL CHARTER TO BE FREE OF POLITICAL, COMMERCIAL INFLUENCE



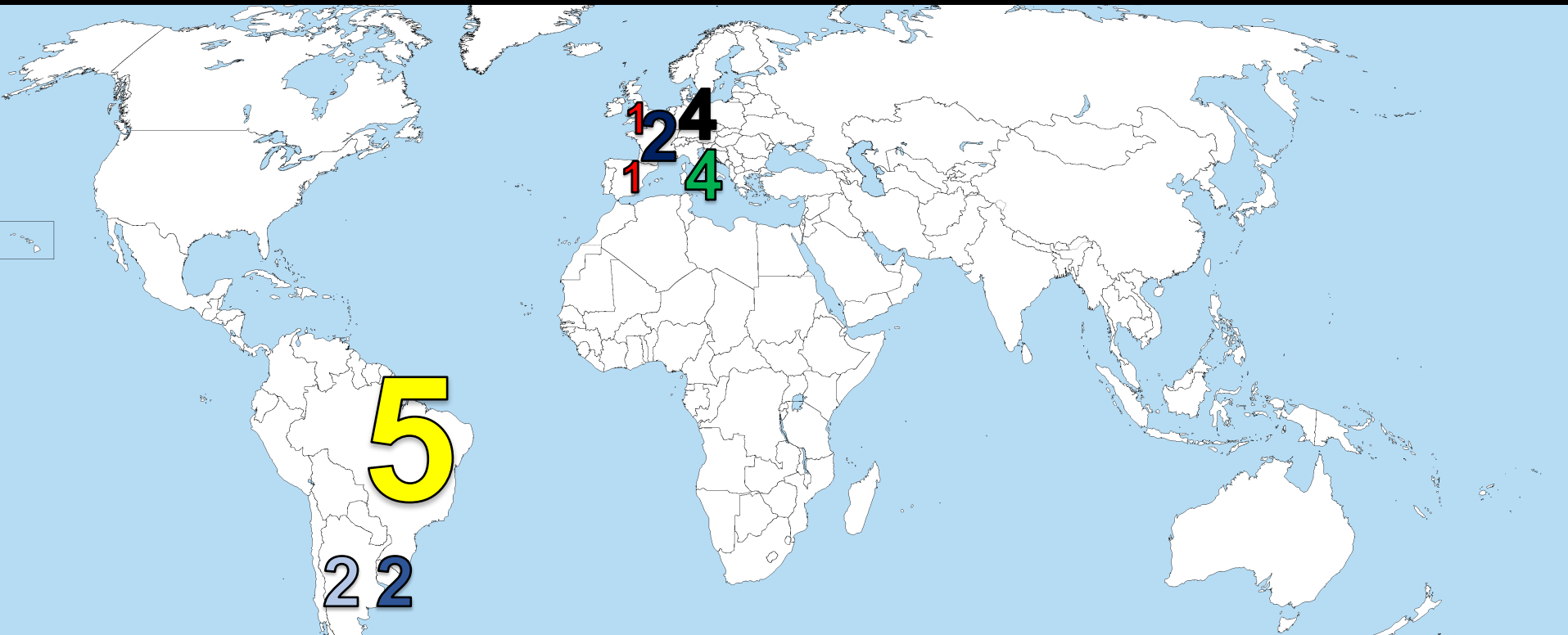
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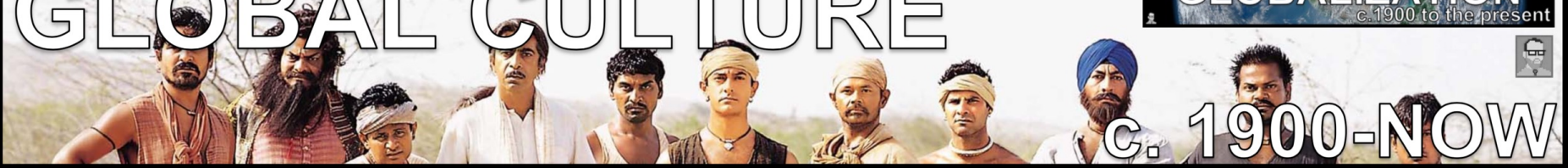
SPORTS: WHO HAS WON THE MOST WORLD CUP TITLES (SOCCER)?





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HIGHLIGHTS FROM THE 2018 FINAL: FRANCE vs. CROATIA FROM RUSSIA

Croatia  
Hrvatska

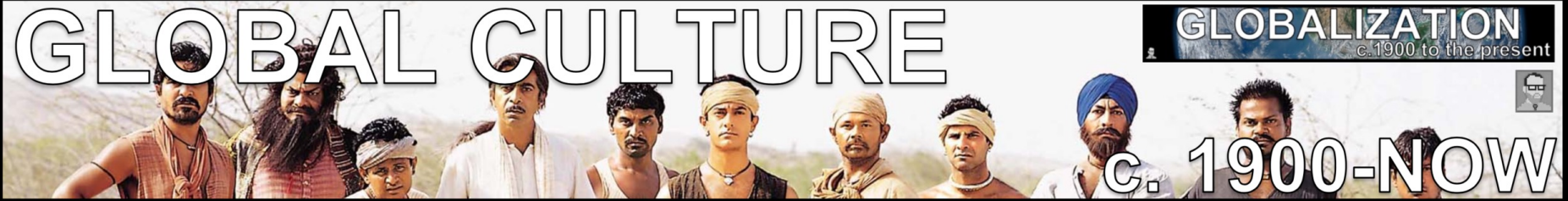
FIFA TV  
FIFA.tv/watch2018



2018 FIFA WORLD CUP RUSSIA™

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SPORTS: WHO HAS THE MOST WOMEN'S WORLD CUP TITLES?

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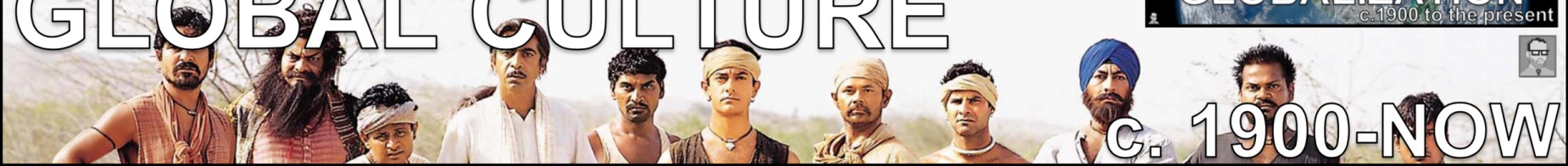
HIGHLIGHTS FROM THE 2019 FINAL: USA vs. NETHERLANDS





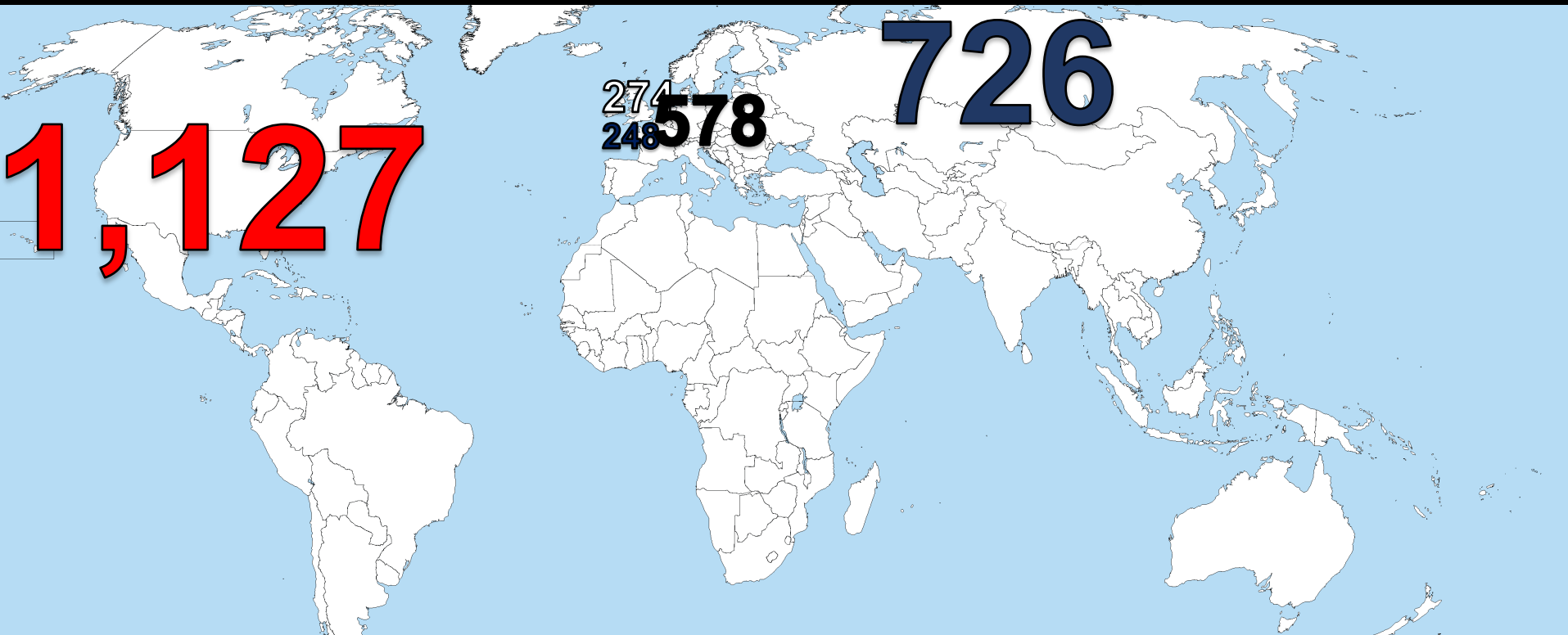
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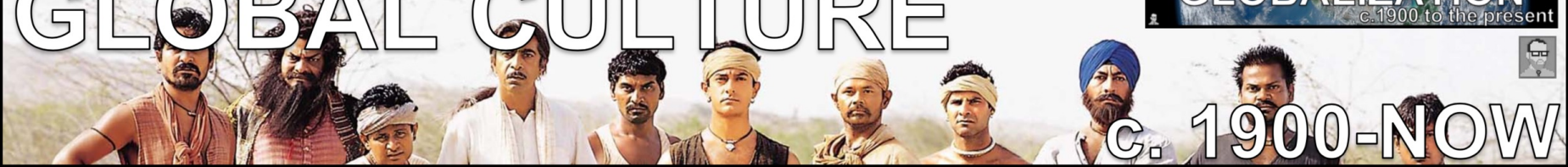
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SPORTS: WHO HAS THE MOST COMBINED OLYMPIC GOLD MEDALS?



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CONSUMERISM: WHAT IS THE  
WORLD'S LARGEST RETAILER?

CONSUMERISM: WHO IS THE #2  
E-COMMERCE COMPANY?

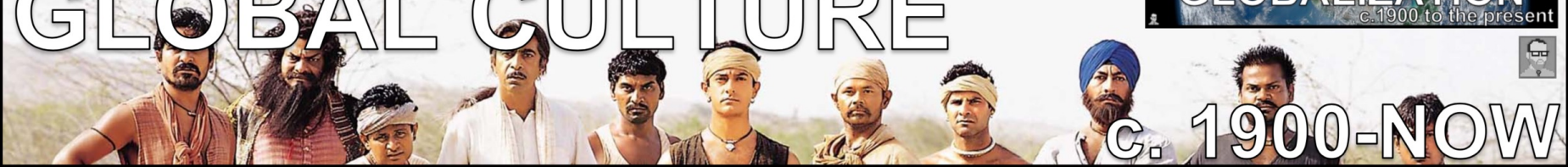
- ALIBABA IS A CHINESE E-COMMERCE, TECHNOLOGY, INTERNET COMPANY
- 6<sup>TH</sup> MOST VALUABLE GLOBAL BRAND
  - 1. AMAZON 2. APPLE 3. MICROSOFT 4. GOOGLE 5. VISA

- EBAY IS A MULTI-BILLION \$ ONLINE AUCTION SITE
- THINK OF ALIBABA AS EBAY+AMAZON IN ONE SITE



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GLOBAL BRANDS: WHO IS THE 2<sup>ND</sup> LARGEST AUTO MANUFACTURER IN THE WORLD (AND THE LARGEST COMPANY IN JAPAN)? (#1=VW)

GLOBAL BRANDS: WHAT IS THE MOST VALUABLE BEVERAGE BRAND/LARGEST GLOBAL BEVERAGE PLAYER?





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