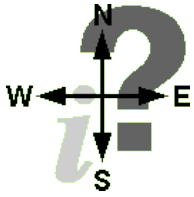


## 10-4.1 Globalization and Identity

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### Preserving Culture and Identity

1. In groups, discuss your own definitions of the following words. Write them in the spaces below.

**Culture:** \_\_\_\_\_

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**Identity:** \_\_\_\_\_

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2. Fill in the blanks below with information about your personal identity.

My cultural background is:

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My first language is: \_\_\_\_\_

I live in the city/town/community of: \_\_\_\_\_

I live in the province/territory of: \_\_\_\_\_

Activities I do at home that are related to my culture; e.g., religion, music/arts, spirituality, clothing, celebrations, traditions, way of life: \_\_\_\_\_

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Activities I do in the community that are related to my culture; e.g., religion, music/arts, spirituality, clothing, celebrations, traditions, way of life: \_\_\_\_\_

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3. Create diagram that shows how your culture and other factors shape your identity. Add photos, drawings, maps, graphs and graphics to your diagram. Use the planner below to jot down ideas.

Use these tools:

- [Poster Planner](#)
- [Collage Planner](#)



<b>Culture</b>	<b>Art and Literature</b>	<b>Religion(s)/ Spirituality</b>
<b>Music</b>		
	<b>Fashion and Sports</b>	<b>My Relationship to the Land</b>
<b>Traditions</b>		

4. People’s identities and cultures affect their behaviours at home, in the community and in the workplace. People from various cultures may have different:

- body language
- physical contact
- greetings
- signs of affection
- eye contact
- dress
- eating habits
- gift giving
- holidays

For more information about cultural differences, check out *Multicultural Manners, Essential Rules of Etiquette for the 21<sup>st</sup> Century* by Norine Dresser.



Use this tool:



[Discussion Notes](#)

Discuss the various ways people in Canada express themselves at home, in the community and in the workplace. Summarize your ideas below.

**At Home:**

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**In the Community:**

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**In the Workplace:**

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## Globalization

Globalization is the idea that the world is becoming one large interconnected and interdependent community. This is happening because of advancements in communication, transportation and information technologies. It can also happen when people of different cultures move to different countries or when large companies do business in many different countries around the world.

5. Globalization affects you and the community you live in. In today's world, people are exposed to the ideas, customs and beliefs of many different cultures, and this can affect the way they think and feel about how their government works, their economic situation and their social interactions with others.

Investigate globalization on the Internet and note key ideas that you find. Summarize the key ideas below.

Use these tools:



- [Preparing for an Internet Search](#)
- [Note Taking VI](#)

### Where to start on the Web

<http://www.globalization101.org/>  
<http://en.wikipedia.org/wiki/Globalization>



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6. Different people and groups describe globalization in different ways. For example, environmental groups, bankers, business people and people of minority cultures may feel differently about globalizations and its effects. Search the Internet to find three different views on globalization. Summarize these views in the organizer below.

Name of the Organization	Web Site	Their Views on Globalization
1.		
2.		
3.		

Think about the Web sites you used as sources of information. Were they reliable? How do you know?

Use this tool:

[Evaluating Sources V – Reliability and Credibility](#)



Compare your answers with classmates.



7. a. Brainstorm the different ways that globalization affects you, paying particular attention to political, economic and social effects. List three different ways for each of these topics below.

**Use this tool:**

[Web.I](#)



**Political Effects** (how you feel about the government):

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**Economic Effects** (finances, employment):

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**Social Effects** (relationships/interactions with others):

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- b. Compare your answers to the previous question with classmates and fill in the following chart with some of their answers.


Name of Student	Political, Economic or Social Effect	Effect of Globalization

Name of Student	Political, Economic or Social Effect	Effect of Globalization

c. Write a summary paragraph that describes what you have learned about how globalization can affect individuals.

**Use this tool:**

[Paragraph Planner III](#)



Lined writing area for the summary paragraph.

8. No matter where you live, globalization affects your community in different ways. Think about:
- the international products available in your community
  - multinational/international companies that operate in your community
  - immigration of people from other countries
  - how events that happen elsewhere (natural disasters, conflicts) affect your community.

Brainstorm the different ways that globalization affects your community, paying particular attention to political, economic and social effects. List three different ways for each of the topics below.

**Use this tool:**

[Web II](#)



**Political Effects** (how the government responds to globalization):

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**Economic Effects** (how globalization affects the community's economy):

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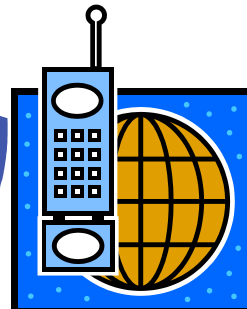
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**Social Effects** (how the citizens of the community are affected):

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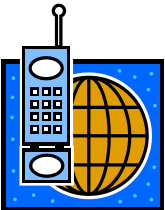
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9. One of the main reasons for globalization is expanding media coverage and accessibility and advancements in communication technologies. These factors make it easier for people to share ideas and information around the world.

Fill in the following chart with descriptions of how technologies have made it easier for people to share ideas and information.

Technology	How it makes it easier to share ideas and information
<p><b>Internet</b></p> 	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p><b>Satellite Transmission</b></p> 	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p><b>Cell Phones</b></p> 	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

Compare your answers to others in the class and discuss how these technologies affect you and your community.

## Popular Culture

Popular (pop) culture is a shared set of practices and beliefs that have national or global acceptance. Examples of popular culture are found in movies, music, novels, television shows and magazines. For example, reality shows are an example of pop culture.

10. American pop culture is widely accepted in Canada and around the world, due in part to American communication technologies. In groups, brainstorm examples of American pop culture that are accepted in your community and discuss why they are popular in Canada. Record your ideas in a discussion web.

### Examples of American popular culture:

- reality television shows
- rap/hip hop music or country music
- fast food
- mob or gang violence (guns)
- sports (American football, basketball, baseball)
- diet/emphasis on a particular physical look (plastic surgery)
- interior design/home renovation
- video games

### Use this tool:

[Discussion Notes](#)



Choose one example of an American popular culture and investigate how it influences other cultures around the world by answering the following questions.

### Example of an American popular culture:

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What other cultures around the world are influenced by it?

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How does its popularity affect other cultures?

Handwriting practice box with five horizontal lines.

List three ways that other cultures adapt it to reflect their own beliefs/ideas.

Handwriting practice box with five horizontal lines.

Is it affected by other cultures? How?

Handwriting practice box with five horizontal lines.

Often, elements of an American popular culture originally come from other countries; e.g., reality shows were first popular in Europe and then copied by American television networks. Americans are good at adapting and popularizing the concepts or ideas of others.

Why do you think the American versions become more popular than the originals?



## Stereotype

A stereotype is when a person or thing is portrayed (shown) in a way that is not completely true, but is commonly believed to be true. Stereotypes can involve positive or negative descriptions that are not accurate, or an exaggeration of traits.

11. How are Canada and Canadians portrayed in the media? Find five examples of stereotypes of Canadians from at least three different media, such as newspapers, television, movies, music, literature and magazines.



Record the following information about each stereotype:

- where and when you found them
- how Canadians are portrayed
- why this is a stereotype
- whether or not there is any truth to the stereotype
- how this stereotype affects Canadian identity.

Use this tool:



- [Question Organizer I – Five Ws and One H](#)

12. Many people from other countries now call Canada home. Find examples of people who immigrated to Canada from another country. You may choose to interview someone you know. Answer the following questions.

- How did they feel about Canada at first?
- How did they feel over time?
- How do their children and their grandchildren feel about Canada?
- What are the benefits of working in Canada?
- What are the challenges of working in Canada?

Use this tool:



- [Paragraph Planner II](#)

With the class, create a chart highlighting the opportunities and challenges diverse cultures experience in Canada.

## Assimilation

Assimilation is the process where people from different cultural backgrounds become like the people in their new community or country. Assimilation usually happens over a period of time.

## Integration

Integration is the bringing together of people of different cultures or ethnic groups so that they have equal status and opportunities.

## Homogenization

Homogenization is when people of different cultures or ethnic groups live together and become alike.

## Marginalization

Marginalization is when people are confined to an outer limit of a society or community, rather than being allowed to integrate with the main group.

13. What would happen if the entire world were assimilated into one global culture? Describe what might happen to:
- the cultural identities of the people of Canada
  - the identities and independence of different countries
  - the languages spoken in Canada and other countries
  - the identities and cultures of individuals
  - the rights and freedoms of individuals.

Try to use the terms defined above in your answer.

Use these tools:

- [Web 1](#)
- [Paragraph Planner II](#)




14. Investigate the cultural events, e.g., festivals, celebrations, that take place in your community, province or region. Answer the questions below.

**Where to start on the Web**

<http://www.albertasource.ca/AOE/UI/index.aspx>  
<http://www.anfca.com/>



**Use these tools:**



- [Preparing for an Internet Search](#)
- [Note Taking VI](#)

How do these events help promote cultural identity?

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How is the identity of your own cultural background promoted?

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How would getting involved in cultural events help strengthen your own cultural identity? How else might you strengthen your cultural identity?

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15. The language you speak every day at home—your first language—affects how you interact with other people. It also affects how you see the world around you. It is your **linguistic identity**. Answer the following questions about your language(s).

**What language(s) do you speak?**

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How does your language affect the way you interact with other people? Do most other people in your community speak the same language as you? Can you speak to people in more than one language?

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How does the language you speak affect the way you see the world? Do you usually watch and listen to entertainment from cultures that speak the same language as you? Do you relate better to cultures that speak the same language as you?

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16. Examine the *Official Languages Act* and answer the following questions.

**Use the information sheet:** 

[Official Languages Act](#)

a. When was the Act first signed and when was it revised?

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b. What is the main purpose of the Act?

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c. Summarize what the Act does to protect and promote the official languages of Canada.

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d. Explain how you think the *Official Languages Act* changed life for French- and English-speaking Canadians. How do you think it affected new immigrants to Canada?

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17. Research Prime Minister Trudeau's *Multicultural Policy* and the *Canadian Multiculturalism Act* and answer the following questions.

**Use the information sheet:** 

[Canadian Multiculturalism Act](#)

a. When were the policy and Act adopted?

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b. What is the main purpose of the *Multiculturalism Act*?

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c. Name three important points of the Act.

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d. Based on what you have read about the *Canadian Multiculturalism Act*, why is multiculturalism important to Canadians?

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e. How did the Act affect life for cultural minorities in Canada?

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f. How does the Act promote multiculturalism?

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18. Investigate and describe how the following organizations try to preserve and promote culture in Canada within a globalizing world.

Use this tool:

[Note Taking IV](#)



**Corporate objectives, priorities and strategic direction related to promoting culture:**

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**Mandate (from the *Broadcasting Act*) related to promoting culture:**

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**Implementation of the *Languages Act* in Alberta:**

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**Summary:**

**The CBC helps promote culture in Canada, Alberta and in my community by ...**

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**Department of  
Canadian  
Heritage**

[http://www.pch.gc.ca/index\\_e.cfm](http://www.pch.gc.ca/index_e.cfm)

**Mission and strategic objectives related to promoting culture:**

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**Legislation related to Canadian heritage (at least five examples):**

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**Aboriginal programs (example and description):**

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**Anti-racism programs (example and description):**

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**Multiculturalism programs (example and description):**

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**Summary:**

**The Department of Canadian Heritage helps promote culture in Canada, Alberta and in my community by ...**

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19. Scan the news, e.g., television video clips, Internet, newspaper articles, for examples of issues related to globalization and preserving culture and identity. For example, look for news stories about communities that are worried about the influence of another culture. What are they doing to preserve their culture; e.g., use of media such as television, Internet, magazines, newspapers?



Choose a news story and fill out the **five Ws** (who, what, where, when, why) and **one H** (how) of the story.

### Where to start on the Web

<http://www.cbc.ca>  
<https://www.globalresearch.ca/>  
<http://www.alertnet.org/>



### Use this tool and information sheet:



- [Question Organizer I – Five Ws and One H](#)
- [News Story Search](#)