**Lesson 7 - Diversity and Globalization**

**STEP 1: GLOBALIZATION**

***Globalization***is the process of increasing international connections across the globe, through technological advances in communication and transportation. We live in an increasingly globalized world.  Globalization involves people, products, and information traveling across cultures and national borders. Globalization occurs in at least three areas:

1. **Economic globalization**, which occurs through international business and finance;
2. **Political globalization**, which occurs through political cooperation and influence between different countries, and
3. **Social globalization**, which occurs through the exportation and importation of ideas, information, media, and culture.

**STEP 2: GLOBALIZATION, CULTURAL IMPERIALISM, and AMERICANIZATION**

Globalization has advantages and disadvantages and affects different communities differently. It is controversial, because it can have negative impacts on local communities, and because it operates within already existing hierarchies, in which certain groups and countries have more power than others.

Watch the following video on "**cultural imperialism**," a debatable concept that interprets globalization as certain cultures dominating and even destroying others. Take careful notes. Type up your thoughts on how convincing you find this concept, and whether you think globalization has overall positive or negative effects.

Watch [**Western Cultural Imperialism**](https://prezi.com/1dxp2ox43rft/western-cultural-imperialism/)

Carefully read and look at themap showing the presence of American companies McDonald's and Starbucks across the world**, attached below.**This map reveals how much economic and social influence the US has across the world, through the exportation of these companies and products worldwide.

Then, carefully read [**this article**](https://www.investopedia.com/articles/active-trading/111115/why-all-worlds-top-10-companies-are-american.asp)on the economic dominance of American companies globally.

Type up your thoughts on how dominant the US is economically and culturally, and what you think that means for whether globalization is overall positive or negative. Is it ethical for American companies, already the richest in the world, to profit further from the citizens in other, poorer countries? Is "globalization" really just another word for "Americanization?" Should one culture take over and subsume others?

**STEP 3: THE "GLOBAL VILLAGE"**

Some scholars have challenged the idea that globalization brings us together and helps us communicate across difference.

Watch https://youtu.be/xUYNB4a8d2U

Play Video

Take careful notes. Type up your thoughts on how convincing you find this argument.

**STEP 4: ARCHIVE WHAT YOU LEARNED**

Save your notes as the seventh entry in your journal. Specifically, note which of these perspectives on globalization you find most convincing, and why. Does globalization have an overall positive or negative relationship with diversity?