

## Before You Read

### Connecting to the Topic

Read the definition of *globalization*, and then discuss the following questions with a partner.

**globalization** (*n*) the development of closer economic, cultural, and political relations among all the countries of the world as a result of travel and communication becoming easy

- 1 How has globalization affected cultures in different countries?
- 2 How has globalization affected you personally?
- 3 What role has technology played in globalization?

### Previewing and Predicting

Reading a title and looking at any illustrations or graphic material can help you predict what a reading will be about.

**A** Read the title of Reading 4, and look at the photograph. What do you think this reading will be about? Put a check (✓) next to the topic or topics that you think will be included in the reading.

- A Multiculturalism
- B The impact of advertising
- C Western influence on global cultures
- D Immigration
- E The international success of Coca-Cola

**B** Compare your answers with a partner's.

### While You Read

As you read, stop at the end of each sentence that contains words in **bold**. Then follow the instructions in the box in the margin.

# One World: One Culture?

- 1 A culture is a rich source of language, arts, fashion, music, ideas, and food. It is at the core of group identity, and while cultures have similarities, each is unique. All cultures are constantly changing and adapting to new influences. Today, the pace at which cultures are changing is increasing due to a number of factors. One factor is immigration. As immigrants enter a country, they bring new cultures, which then interact with the existing cultures. A second factor is globalization. As trade and technology build increasingly complicated connections among countries, sociologists are debating the effect this globalization will have on individual cultures.
- 2 Globalization can be defined as a system of very complex connections among countries. It happens at both an economic and cultural level. Vast multinational corporations, such as Shell, Samsung, and Mitsubishi, develop intricate relationships with different countries across the globe. As these huge corporations spread throughout the world, some sociologists believe that a process known as *cultural leveling* will occur because the companies distribute identical products everywhere. Cultures that were once distinct will become increasingly similar. Every shopping mall in every country will have the same stores; clothes will be the same brands; Toyota advertisements will be on every television; and a McDonald's will be on every corner. The result, these experts argue, will be a bland global culture, in which the rich variety of cultures will be diminished as standardization takes **over**.
- 3 Other sociologists dismiss the idea that individual cultures are so easily threatened by globalization. For one thing, nations are proud of their unique culture and as such, take steps to prevent the erosion of their culture by another. Soon after Starbucks opened in the 587-year-old

## WHILE YOU READ 1

Which sentence best expresses the main idea?

- a) The first
- b) The second
- c) The last



Multinational companies sell their products all over the world.

Forbidden City of Beijing, the Chinese began to complain about this North American icon. The complaints were not about the quality of coffee; instead, people argued that it was inappropriate for Starbucks to be in such an important historical and cultural site. In the end, the Chinese government decided that Starbucks should not be in such close proximity to a historical site, and they closed the store. Starbucks remains in China, but in less culturally important locations.

4 Globalization not only influences culture by exporting products such as Starbucks but also by having a profound effect on individuals working for these multinational companies. Employees working for outsourcing services in India provide a clear picture of this effect. Outsourcing refers to the practice of sending some of the work of a company in one country to be done in another country. India provides 44 percent of outsourcing worldwide, largely due to its highly educated, English-speaking workforce, which is willing to work long hours for less money than workers in developed countries. Technology companies and financial institutions have set up numerous call centers throughout India. When American customers call their banks with questions, it is not unusual for them to speak to someone in Mumbai or Hyderabad. These companies want Indian employees to appear “American” to their customers. So they provide their employees with extensive training in living and behaving as Americans. In effect, to be successful at work, the employees have to adopt American culture.

5 It is often argued that globalization, and specifically outsourcing, has brought significant advantages to India. Its economy is strong, and a new Indian middle class is emerging. However, recent evidence is beginning to show that this progress is coming at a price. Before globalization, cultural changes happened slowly and incrementally. In contrast, the process of Americanization of employees in Indian call centers is extremely rapid. As Indian workers take on western names, wear western clothes, and even organize their workday around a western time zone, they can become alienated from their own culture. This results in what sociologists call a “hybrid culture”: Indian by day, American by night. The high number of employees complaining of depression or quitting their jobs in these call centers reflect the stress of this **hybrid life**.

6 The media, with the United States as the dominant producer and exporter, has also had a profound effect on culture in other countries. Music, television, and movies communicate North American attitudes on sex, religion, gender, and politics. Because of this, the United States is sometimes accused of cultural bullying, or pushing other cultures to accept American values. This accusation seems unreasonable, however, since the demand for American movies and television has grown significantly in the last decade, resulting in huge profits for the American film **industry**. In 2003, domestic viewing brought in \$9 billion according to the Motion Picture Association of America, while foreign revenue was \$10.9 billion. By 2007, domestic revenue was almost unchanged at \$9.6 billion, but overseas revenue had increased to over \$17 billion. Demand for American television

1  
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n idea?

ies

WHILE YOU READ 2

Highlight the examples that provide context for the definition of *hybrid*.

WHILE YOU READ 3

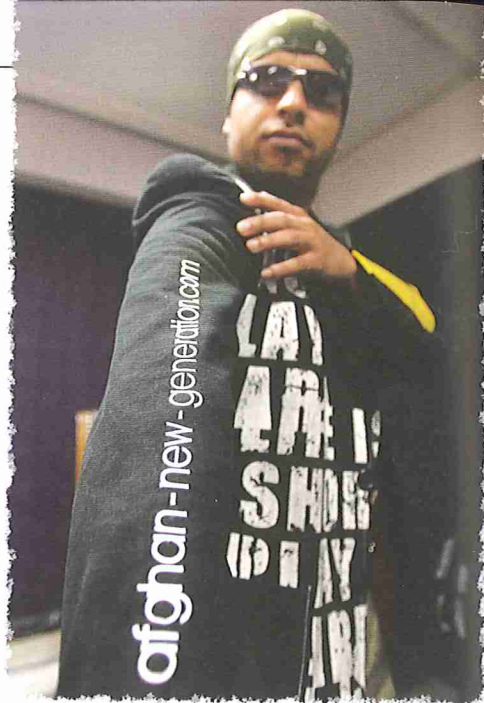
Reread the previous two sentences. Highlight the contrast marker and the assessment marker.

programs has seen a similar increase. Ten years ago, most American programming shown overseas was relegated to late night viewing; today, American shows in many countries are broadcast in prime time when the largest numbers of television viewers are watching. This popularity of American media, therefore, indicates the flawed argument around this topic. The global public clearly wants access to American media.

7 In spite of global demand for western media, governments of some countries have attempted to limit it. For example, France has tried to protect French media against Hollywood's influence by restricting the number of American television shows and movies. In 2005, for example, a French movie was not allowed to enter a prestigious French competition because it was judged as "too American" despite being filmed in France with French actors and producers. The French organizers of the competition objected to the fact that the company was partly owned by Warner Brothers, a Hollywood company from California. However, the fact that American television shows, such as *CSI*, are more popular in France than in the United States shows that the French may support French filmmaking, but they still want the freedom to choose American shows.

8 Most countries welcome the influx of western media. Young people can listen to Lady Gaga in Bulgaria, surf western Internet sites in Vietnam, watch the television program *Friends* in China, and download the latest Hollywood movies in Afghanistan. Inevitably, the media communicates ideas and values of the culture of origin. This does not mean, however, that these values replace those of another **culture**. Rap music, for example, originated as an expression of African American street culture. Growing quickly in popularity, it spread throughout the United States and then globally. In 2006, rap came to Afghanistan in the form of a local artist, DJ Besho. While using the same distinctive rap beats, he raps in Dari, a local language, and he avoids the profanity that is characteristic of western rap. His songs speak of his love for Afghanistan. Like countless artists in different countries, DJ Besho has taken music from one culture and imprinted it with his own.

9 Culture is not static; it is living and dynamic. Indeed, the ability to change and adapt one's culture is an intrinsic part of human survival. So the influence of one culture upon another has been part of the story of humankind. What is new today is that globalization has increased the speed by which this process happens. However, the fear that increased internationalization will lead to the elimination of distinct cultures and the creation of one bland culture seems unfounded. It is more likely that as cultures interact, they will continue to adapt and change while maintaining their own unique **characteristics**.



Afghani rapper  
DJ Besho

#### WHILE YOU READ 4

Look back at the previous sentences. What idea does *this* refer to? Highlight it.

#### WHILE YOU READ 5

Which sentence best expresses the main idea of paragraph 9?

- a) The second
- b) The fourth
- c) The last

## Main Idea Check

Here are the main ideas of paragraphs 3–7 in Reading 4. Match each paragraph to its main idea. Write the number of the paragraph on the blank line.

- \_\_\_\_\_ A Globalization has had a significant impact on employees working for multinational companies.
- \_\_\_\_\_ B Increasing global demand illustrates the popularity of American media.
- \_\_\_\_\_ C The fast pace of change has resulted in stressful conditions for Indian workers in outsourcing companies.
- \_\_\_\_\_ D Countries are capable of protecting their cultures against globalization.
- \_\_\_\_\_ E France has tried to restrict the influence of American media in France.

## A Closer Look

Look back at Reading 4 to answer the following questions.

- 1 Which of the following are examples of cultural leveling as defined in Paragraph 2? Check all that apply.
  - a People all over the world listen to Latin performers, such as Shakira and Enrique Iglesias, as well as their native pop music.
  - b In Hong Kong and Vietnam, visitors find the same stores and products that they have in their home countries.
  - c People from Africa to Asia to South America regularly buy McDonald's.
  - d Reggae, a distinctive style of music from Jamaica, remains very popular today in that country.
- 2 Why does the writer provide the example of Starbucks in the Chinese Forbidden City?
  - a It shows how globalization is a threat to distinct cultures such as the Chinese.
  - b It demonstrates the strength of the Chinese government.
  - c It shows the unpopularity of American companies in China.
  - d It demonstrates that a country can limit some of the cultural effects of globalization.
- 3 Which statement is *not* true according to the reading?
  - a The Indian workforce has benefitted financially from the practice of outsourcing.
  - b Indian employees of outsourcing centers are comfortable with the rapid process of Americanization, which is part of their job.
  - c Many workers quit their jobs at outsourcing centers because of stress.
  - d The middle class in India is growing.
- 4 The influence of immigration, trade, and technology on culture continues to be one of slow and steady change. **True or False?**

- 5 Which statement best expresses the writer's point of view regarding the dominant role the United States plays in global media?
- a American media has had a negative effect on the cultures of other countries.
  - b The increased demand for American movies and television shows is evidence of a global willingness to adopt American cultural values.
  - c The United States uses its media as a means of cultural bullying.
  - d Countries enjoy the benefits of American movies and television while at the same time they support media that reflect their own cultures.
- 6 The French government has successfully limited the amount of American television shows to French viewers. **True or False?**

## Skill Review

In Skills and Strategies 5, you learned to identify points of view in a text. One way to identify them is to look for view markers that introduce these views. Recognizing different points of view will improve your academic reading.

**A** Reread the paragraphs in Reading 4 for each of the topics in the chart below. Look for view markers. Then complete the statements in the chart about the common point of view and the opposing point of view concerning the effect of globalization on culture. Use view markers from the Language of Point of View on page 85 to begin the opposing point of view. The first opposing point of view has been started for you as an example.

TOPIC	COMMON POINT OF VIEW	OPPOSING POINT OF VIEW
The effect of globalization on cultures worldwide (Pars. 2 and 9)	Some sociologists believe that . . . _____	<i>Another point of view is . . .</i> _____
The effect of globalization on India (Par. 5)	It is often argued that . . . _____	_____ _____
The exporting of American media (Par. 6)	The United States is accused of . . . _____	_____ _____
American movies and television shows in France (Par. 7)	The French organizers of the competition objected to . . . _____	_____ _____

**B** Compare your answers with a partner's.

## Definitions

Find the words in Reading 4 that are similar to the definitions below.

- 1 huge; enormous (*adj*) Par. 2
- 2 having a lot of pieces arranged in a complicated way (*adj*) Par. 2
- 3 to spread over an area (*v*) Par. 2
- 4 separate; clearly different (*adj*) Par. 2
- 5 to reduce in size or importance (*v*) Par. 2
- 6 to decide something is not important or worth considering (*v*) Par. 3
- 7 the gradual weakening of something (*n*) Par. 3
- 8 a symbol (*n*) Par. 3
- 9 not right for a particular situation (*adj*) Par. 3
- 10 strong; extreme (*adj*) Par. 4
- 11 to put someone or something at a lower rank (*v*) Par. 6
- 12 respected and admired (*adj*) Par. 7
- 13 certainly (*adv*) Par. 8
- 14 important principles and ideas (*n*) Par. 8
- 15 very many (*adj*) Par. 8

## Words in Context

Complete the sentences with words from Reading 4 in the box below.

alienated	brands	dynamic	influx	static
bland	debating	incrementally	profanity	unfounded

- 1 Some visitors to England find the local food to be rather \_\_\_\_\_ while Mexican food is often praised for its rich variety of spices and flavors.
- 2 Stories we heard about the dangers of living in the large city turned out to be \_\_\_\_\_; we feel very safe living there.
- 3 Art is an important form of cultural expression. Like culture, art is not \_\_\_\_\_; it is constantly changing.
- 4 When Ali first moved from Saudi Arabia to England, he felt very \_\_\_\_\_; the way of life in England was completely different from his life in his home country.
- 5 When singers in Islamic countries perform western songs, they often replace the \_\_\_\_\_ with different and less offensive words.
- 6 When we traveled to Vietnam, we were surprised to find the stores filled with the same \_\_\_\_\_ we find at home.

- 7 Educational experts are still \_\_\_\_\_ the advantages and disadvantages of bilingual education.
- 8 West African music is an example of a/an \_\_\_\_\_ style of music that is exciting and constantly changing.
- 9 When John started work, he learned that his salary would increase \_\_\_\_\_ over the next 5 years.
- 10 At the end of World War II, there was a/an \_\_\_\_\_ of refugees from all over Europe into the United States.

### Academic Word List

The following are Academic Word List words from Readings 3 and 4 of this unit. Use these words to complete the sentences. (For more on the Academic Word List, see page 256.)

adapt (v)	distributed (v)	dynamic (adj)	inappropriate (adj)	interact (v)
distinct (adj)	dominant (adj)	erosion (n)	inevitably (adv)	unjustified (adj)

- 1 Different cultures have very \_\_\_\_\_ musical styles. Popular Egyptian music is very different from Chinese music, for instance.
- 2 Even when an immigrant carefully prepares for life in a new country, \_\_\_\_\_ there will still be surprises and even challenges.
- 3 Some people believe that the export of western music will lead to a/an \_\_\_\_\_ of the music from other less influential countries such as Morocco.
- 4 In Arab cultures, it is considered \_\_\_\_\_, even rude, to touch food with your left hand.
- 5 When the students first arrived in class, the teacher \_\_\_\_\_ a list of textbooks required for her course.
- 6 When Pierre moved from France to England, he found it quite easy to \_\_\_\_\_ because the lifestyles of the two countries are similar.
- 7 People use both verbal and nonverbal language in order to \_\_\_\_\_ with each other.
- 8 People often prefer to live in the city not only for employment opportunities but also because an urban lifestyle can be diverse, exciting, and \_\_\_\_\_.
- 9 The assumption that immigrants take jobs away from citizens is \_\_\_\_\_; in fact, newly arrived immigrants often take jobs that no one else wants to do.
- 10 In Chiapas, a region within Mexico, many people do not speak Spanish, the \_\_\_\_\_ language of the country. Instead, they speak languages native to their particular culture.



### Critical Thinking

Reading 4 claims that immigration and globalization has influenced cultures in many parts of the world. It suggests that in some ways, cultures are becoming quite similar. However, the writer also argues that distinct cultures still exist.

Think about your own culture and the ways it has become more global or the ways it has remained unique. Complete the chart below. Then discuss your answers with a partner or the whole class. An example has been done for you.

#### PERSONALIZING

Thinking about how new information applies to your own life can help you understand a text better.

WAYS IN WHICH MY CULTURE HAS BEEN INFLUENCED BY OTHER CULTURES	WAYS IN WHICH MY CULTURE HAS REMAINED UNIQUE
<i>I am Korean, but I eat different ethnic food, such as Mexican and Vietnamese.</i>	<i>Young students should not look directly at their teachers.</i>

### Research

Choose one aspect of your culture from the chart above, and find answers to the following questions.

- How has this specific aspect of your culture changed over the last generation?
- What has caused these changes?

### Writing

Write two paragraphs about your research. The first paragraph will describe some traditional aspects of your culture, and the second will use an example to explain how your culture is changing.



#### Improving Your Reading Speed

Good readers read quickly and still understand most of what they read.

- A** Read the instructions and strategies for Improving Your Reading Speed in Appendix 3 on page 273.
- B** Choose either Reading 3 or Reading 4 in this unit. Read it without stopping. Time how long it takes you to finish the text in minutes and seconds. Enter the time in the chart on page 274. Then calculate your reading speed in number of words per minute.