

Money makes the world go around: What do we mean by globalisation?

To know the definition for globalisation

Is the process of links and connections among people, companies, and governments worldwide.

To know the two main reasons for the speeding up of globalisation.

Improvements in technology and transport

To know the definition of TNC and Outsourcing

Is a transnational corporation, who operates in many different countries.

Getting goods and services from other places/countries.

To be able to map global production lines.

Products are often designed in HICs and manufactured in south east Asia using raw materials from LICs and sold in HICs.



To know what we mean by global trade.

Global trade is the buying and selling of goods between countries, many of our goods in the UK are manufactured in other places. The best type of trade is free trade because we get the best goods for the cheapest prices.

To know that global trade is not fair because some countries have advantages.

HICs have a lot of influence over the World Trade Organisation which means that they can often buy products, especially food and raw materials from LICs for cheap prices.

To be able to describe what it is like working for TNCs in poor countries.

TNCs often have poor working conditions for their workers. They have low rates of pay for working long hours in conditions which are not safe. Workers have been killed due to poor conditions. However, they keep working for TNCs because they need a job and to earn what they can to survive.

To know what we mean by the multiplier effect.

The introduction of a new industry or the expansion of an existing industry in an area also encourages growth in other industrial sectors.

To know three benefits TNCs bring to LICs or NEEs

More jobs, better technology, investment in infrastructure such as roads and electricity.

To know three problems TNCs bring to LICs or NEEs

Low wages, profits taken out of the country, poor working conditions

To know what we mean by global culture

As we share more and more between countries our culture is becoming very similar. People start to dress the same, eat the same foods, watch the same movies and TV and listen to the same music. An example could be McDonalds or Adele.

To know one problem and one benefit of global culture

This means that traditional cultures can start to disappear and be lost but it also means that disadvantaged groups such as disabled people are given more rights and recognition globally.

To be aware that the west dominates global culture

Most of the top global brands are from the USA and they control and spread lots of the media

To know what we mean by switched off from globalisation

Switched off means places which are not well interconnected with the rest of the world.

To know two reasons why countries are switched off from globalisation.

They could be physically isolated, lack technological connections, be at war, decide not to participate (North Korea)

To know what we mean by go local

Focusing on the specific areas culture and goods rather than what is happening globally or buying global brands.

To know two reasons why some people want to go local.

Keeps more money in the local economy, reduces emissions and climate change.