**Year 12 Transition Work for Human Topic 3 – Globalisation**

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| **Task A** | Tick when completed |
| 1. Research the characteristics of this Spiderman that are Indian rather than American. |  |
| 2. What is the difference between economic and cultural globalisation? What does the Spiderman above represent? |  |
| **Task B**  Research and produce an A4 fact sheet on the case study of the TNC you have been allocated based on the first letter of your surname. |  |
| Tick when completed |
| **Sector** - what industry are they in? |  |
| **Location** - where are their Global headquarters located? |  |
| **Location –** which countries/regions do they operate in? |  |
| **Why –** explain why your TNC operates globally |  |
| **History –** when did they set up? |  |
| **Change** – how has the company changed over time? |  |
| **Impacts** - what were the social, political, economic and environmental impacts of this company? |  |

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| Surname |  |  |  |
| A-B | Nike | MN | HSBC |
| C-D | Coca Cola | OP | Boots the Chemist |
| EF | Nissan | QR | Uber |
| GH | Bombardier | ST | Apple |
| IJ | Rolls Royce | UV | Amazon |
| KL | Mc Donalds | WXYZ | Diageo |

**Task C**

Make a glossary of the following key words and terms:

*Don’t cut and paste definitions. Read them, understand them and the write them out in your own words.*

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|  | Tick when completed |  | Tick when completed |  | Tick when completed |
| Globalisation |  | AT Kearney index |  | Low-wage migration |  |
| Commodities |  | KOF index |  | Source location |  |
| Interdependence |  | Glocalisation |  | Host location |  |
| Containerisation |  | Offshoring |  | Low-wage migration |  |
| Shrinking world |  | Outsourcing |  | Source location |  |
| Free trade |  | Deindustrialisation |  | Host location |  |
| Foreign Direct Investment (FDI) |  | International Monetary Fund (IMF) |  | Human Development Index |  |
| Deprivation |  | Push factor |  | Cultural diffusion |  |
| World Bank |  | Pull factor |  | Remittance |  |
| Free market |  | Rural-urban migration |  | Diaspora |  |
| Economic liberalisation |  | Megacity |  | Extremism |  |
| Privatisation |  | Hub city |  | Censorship |  |
| Tariff |  | Elite migration |  | Trade protectionism |  |
| Quota |  | Brain drain |  | Sustainability |  |
| Fair trade |  | Recycling |  | First Nations |  |
| Ethical consumption |  | Ecological footprint |  | Transition town |  |

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# Key information

In the last 30 years, globalisation has taken a real front seat in the concepts taught at A level geography. Changes in economy are at the forefront however changes in the environment, culture, demographics and politics of the world are also important and impact on areas at a range of scales.

**Key past influences**

* Since the discovery of the Americas, world trade and economy began to take shape.
* The colonialism of certain countries enabled the British Empire to control ¼ of the world bringing along British culture.
* The founding of the United Nations after the first world war allowed countries to work together easily.

**Continued influences and evolution of globalisation**

* Transnational Corporations (TNC): These are top firms with HQs usually in HICs however operate all over the world and are globally recognised (Coca Cola, Disney, Apple).
* Internet and IT: These have allowed design and manufacturing to be faster and easier. Jobs that typically humans would have done are now done online by less people- Allowing many high-tech industries to be “footloose” and not reliant on being near by a resource or labour force.
* Transport: Now quicker, more efficient and low cost. The arrival of the 747 in the 1960s has revolutionised trade and movement of people.
* Growth of markets: Increase in urban living means more demand for trade, services and products.

**TASK A**

[](https://www.google.co.uk/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwjiyPGEk4zMAhXGnA4KHe1iBxYQjRwIBw&url=https://en.wikipedia.org/wiki/File:Spider-Man_India.jpg&psig=AFQjCNG0TOMZbhUoy83vIjuKr3_L6jXK2g&ust=1460655264628835)

Spiderman- a comic superhero, has been reimaged for an Indian audience.

1. Research the characteristics of this Spiderman that are Indian rather than American.
2. What is the difference between economic and cultural globalisation? What does this Spiderman represent?

**Global groupings**

* Trade blocs: To trade easily between countries, certain agreements have been created. Examples are EU, NAFTA, CARICOM
* Economic groupings: Countries are grouped together based on wealth and power. Example are LICs/HICs (LDC or HDCs), NICs, OPEC and OECD.

**TNCs and Trade aims**

* They tend to operate where labour is cheap and regulations are lacking
* To gain government grants from countries that are attracting new business
* They operate inside local trade barriers and avoid tariffs
* They like to be near markets

**Positives to TNCs**

* Raising living standards – TNCs invest in the economies of many NICs and LICs
* Transfer of technology – south Korean firms e.g. Samsung have learned to design products for foreign markets
* Political stability – investment by TNCs has contributed to economic growth and political stability e.g. China
* Raising environmental awareness – due to large corporate image TNCs do respond to criticism e.g. Starbucks have their sustainability campaign

**Negatives to TNCs**

* Tax avoidance – many avoid paying full taxed in countries they operate in through concessions, e.g. Starbucks and Amazon
* Limited linkages – FDI does not always help developing nations economies
* Growing global wealth divide – selective investment in certain global areas is creating a widening divide e.g. Southeast Asia vs. sub-Saharan Africa
* Environmental disaster and destruction – example of Bhopal, India disaster in 1984

**Networks and hubs**

The term ‘global network’ refers to links between different countries in the world, this includes – flows of capital, traded goods, services, information (and people). Some areas are well connected i.e. high income areas, others poorly i.e. low income areas.

* A network is a model that shows how places are linked together. E.g. London Underground.
* A global hub is used to describe a place which is especially well connected. Connections between these hubs are called flows and include:
* Money- as major capital flows are routed through global stock markets
* Raw materials - e.g. food and oil traded between nations
* Manufactured goods and services - value of world trade is $70 trillion
* Information - internet has brought real-time communication between distant places
* People - movement of people still an issue due to border controls and immigration law

**Being switched off**

* Many countries in the world are unable to access global networks.
* Specific conditions have caused them being switched off.

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| Physical | Human |
| * Poor soil for farming * No coastline puts investors off as trade is harder * Vulnerability to hazards and climate change | * Low skills of the population * Poor literacy rates * Politically instability * Civil war |