

CHAPTER 4

Challenges in a Globalizing World

Social Studies 10

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Important Vocab

- Assimilation
- Accommodation
- Homogenization
- Integration
- Marginalization
- Migration
- Monoculture
- Minority Group
- Majority Group
- Secularism

Homogenization and Monoculture

- **Homogenization:** a trend toward uniformity, as with world popular culture as a result of globalization (the process)
- **Monoculture:** the uniform global popular culture that results from globalization (the result)
- Take a look at the example on the right...

An American pop singer releases a new music video. He is wearing a new style of brand-name sneakers that a shoe company paid him to wear. This is called product placement.

The music video is broadcast on MTV. In 2004, 400 million families received an MTV station in their homes. The 400 million families live in no fewer than 64 countries around the world.

Just by wearing the sneakers, the pop star is showing the brand-name sneakers in a desirable light to a potential 400 million families worldwide—an advertisement that does not look like an advertisement.

Critical Thinking

- An important aspect of the challenge of homogenization is that, in our globalizing world, popular culture is spreading much faster than it used to through such media as television and the Internet.
- What are the effects of eliminating differences between local cultures? If teens in Australia wear the same sneakers as teens in Brazil and Russia, what is the effect on local styles or traditions?
- What about values? If acquiring designer sneakers becomes a priority for youths in a previously non-materialistic culture, how might that affect the culture?

Global Migration Trends

- Global migration is transforming the world's populations. Millions of people are on the move. Some are skilled workers seeking the best **standards of living and quality of life**. Others migrate to join **relatives** who act as sponsors in new communities. Many are **refugees** who leave their homes to find **safety and economic opportunity**.



Migration and Assimilation

- **Assimilation:** the absorption of a minority group by a dominant group
- A minority group may be expected to take on the language, values, and beliefs of the dominant group until the identity of the minority group disappears. Assimilation can occur in different ways. Sometimes, a dominant group forces assimilation on minorities. Other times, assimilation is voluntary on the part of a person or group in the minority who believes that assimilating will make life easier.



Critical Thinking

- What makes some immigrants want to assimilate?
- What challenges might an immigrant face while trying to assimilate?
- How are aspects of our identity (like language) impacted through assimilation?
- Why do you think the number of languages spoken in the world is diminishing? In what ways might homogenization of language create challenges to identity?

Marginalization

- Have you have ever been left out of a game or a social activity? How did you feel?
- If you have, then you have an idea of what it feels like to be marginalized. Marginalized peoples are left out of a main group—politically, socially, and economically. **Their identities and cultures are devalued by society.** They are prevented from gaining power or influence.
- **Marginalization:** the pushing of a group to the "margins" of society, where they hold little social, political, or economic power.



Marginalization and Indigenous Peoples

- Marginalization happens to many groups and individuals. The world's Indigenous peoples have a long historical experience with marginalization that began when European countries colonized North America, South America, Africa, and Australia.
- Most historians believe that colonizers systematically reduced populations of Indigenous peoples. Those who survived were pushed to the margins of society.
- Today, many of these groups thrive in spite of this challenge to their identities. Government bodies have acknowledged that these practices were unlawful. In spite of this recognition, however, many Indigenous populations continue to face the challenge of marginalization.

Accommodation and Identity

- One of the most important aspects of identity is its expression. One way to respond to the challenges to identity is by freely expressing your own identity. In this way, you feel as though it has value.
- **How would you feel if you were expected to keep aspects of your identity, such as language or spirituality, out of the public eye?**



Accommodation and Identity

- Around the world, many religious groups use attire to express their identities. Among some groups, religious attire is not only encouraged, it is required. Groups whose members are expected to wear religious attire often need to be **accommodated** by their societies in order to protect this aspect of their identity.



Accommodation and Identity

- **Accommodation:** an inclusive approach that allows religious or ethnic groups to maintain their distinctive cultures within mainstream society
- As Canada continues to work towards becoming a **pluralistic society**, accommodation for people wearing religious attire continues to be an important issue.
- **Why do you think this is a “hot topic” of discussion?**

Accommodation – Case Study

- In 1990, the Royal Canadian Mounted Police (RCMP) decided to allow Sikh officers to wear *dastaar*, or turbans, while on duty. This accommodation meant changing the standard uniform of RCMP officers.



Accommodation – Case Study

- Canada is not the only country that faces the challenge of accommodating religious attire.
- In 2004, the French government passed a law that caught the attention of the global media. The law prohibited students in public schools from showing affiliation with a religious group through their attire. A student wearing a Jewish *yarmulke*, a Christian cross, a Muslim *hijab*, or any other type of religious attire at a public school could be punished or even expelled.
- **What are your thoughts on this?**

Secularism and Identity

- Secularism: the complete separation between matters of state and religion
- Since 1905, the French government has been based on secularism—a distinct and total separation between state institutions and religious institutions. As part of this policy, religious symbols are not allowed in any state-funded building, including government offices and public schools. The new law about attire in schools is part of this policy. This law was also enacted for other reasons, which included preventing violence against visible religious minorities, discouraging the division of society into ethnic communities, and promoting integration into French society.

Prohibiting religious attire in public schools can...

- help protect students from being pressured by their families or communities to wear religious attire
- help protect students from discrimination based on religious affiliation
- interfere with a student's right to a free education
- interfere with a student's right to freedom of thought and religious expression

Do you agree with this decision or disagree? Why?

Integration

- Schools are an excellent example of community institutions where accommodation and **integration** of students does not mean simply tolerating differences among individuals or groups. Many people believe that **the real challenge of integration is to create an environment in which diverse identities are supported and nurtured.**
- Groups who seek accommodation and integration face the challenge of acquiring both—finding a place in an existing society without having to give up the aspects of their identities that are most important to them.

Integration

- **Integration:** the incorporation of diverse minority groups into mainstream society
- **How do you Canadians meet the challenge of integrating immigrants?**
- <https://www.canada.ca/en/immigration-refugees-citizenship/services/refugees/welcome-syrian-refugees/integration.html>
- <http://www.cbfy.ca/>