

GEOGRAPHY 8.4. GLOBALISATION

Globalisation is the process by which the world is becoming increasingly interconnected



Transport

In the past, people made epic voyages in boats. Now you can fly direct non-stop to Australia from the UK!

There are nearly 10000 planes in the sky at any given moment. It's never been so easy to travel

Global Brands

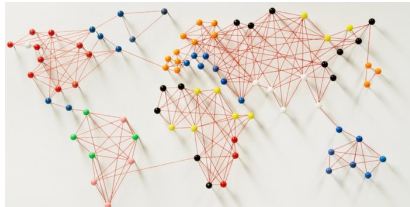
From buying Coca-Cola in Afghanistan, to McDonalds in Indonesia, you can be as far from home as you can imagine, and still find familiar things available at home.



1., 2. & 3. Changing connections over time

Containerisation

The humble container—that you see on the back of lorries that rumble past—has been on an endless journey carrying goods and products around the world; from lorry to port, port to ship, ship to lorry and off again. Container technology has transformed and standardised imports and exports globally.



Migration

As people have moved all across from their country of origin, the world's enormous variety of cultures, traditions, religions, beliefs and languages have never been so interconnected into a global community; this is called multiculturalism.

Communication

Within your parents' life time, communication has changed dramatically...

From letter to landline, car phone to mobile phones and text messages, internet to emails to smart phones technology, and the birth of social media; communication has never been so fast, efficient and accessible.



Buying food

In the past, most food available in buy was grown in Britain. Nowadays, you can buy food from all over the world in your local supermarket—at any time of year!

7. Environmental impacts of globalisation

Air Pollution

Use of fossil fuels—such as petrol and diesel in transportation vehicles, and coal and oil in power generation—releases huge amounts of the gas carbon dioxide into the atmosphere. Cities can experience particularly poor air quality from transport, manufacturing and power generation.



Water Pollution

Industrial areas in many LICs and NEEs can create major river pollution when chemicals used in factories is dumped into the rivers. In other cases, rivers after often treated by people as places to dispose of their waste. Ultimately, pollution ends up in the sea.

Land Pollution

People produce a lot of waste. Some might be being recycled or burned for energy, but sadly, the majority across the world ends up in landfill sites. Lots of products are over-packaged and single-use—therefore creating vast amounts of waste impacts negatively on the environment.



Globalisation key terms:

Consumers	People buying and using products
Manufacturers	Companies that build and create products
Retailers	Companies that sell products to consumers
TNCs	Transnational Corporations are large companies that operate in multiple countries
Development	The geographical concept and process of making economic and social progress
HIC	High Income Country—such as the UK—which has high average income
LIC	Low Income Country—such as Kenya—which has a low average income
NEE	Newly Emerging Economies. Countries making rapid economic progress—like China
Economy	The financial position of a country. A wealthy country has a strong economy
Employment	Having a job to earn money
Employment Structure	The types of jobs people do from primary, secondary, tertiary and quaternary.
Exploitation	Taking advantage of someone or somewhere for your gains by not theirs
Sustainability	The concept of managing something successful so that it will last indefinitely

A choropleth map showing what % of the population accesses the internet

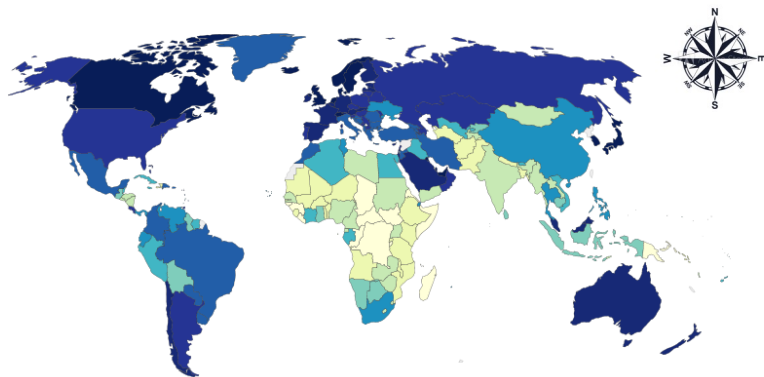
Share of the population using the Internet, 2017

All individuals who have used the Internet in the last 3 months are counted as Internet users. The Internet can be used via a computer, mobile phone, personal digital assistant, games machine, digital TV etc.



A **choropleth map** uses **ever-darker colours** to show an increase in a value of something in a given area; in this case, the percentage of people with access to the internet within each country. With the average being known for each country, comparisons can be made across the world.

In an increasingly globalised world, the internet is a clear sign of how information is accessed and shared more easily across the world.



No data 0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Source: World Bank

OurWorldInData.org/technology-adoption/ - CC BY

6. The maker of your trainers earns \$1 a shoe...



JUST DO IT OR ELSE

Transnational Corporations are huge companies that operate in multiple countries across the world

Contractors are paid an average \$18 a pair by Nike. \$11 Dollars material, \$2 labour, \$4 for other costs and \$1 profit.



Nike sells the shoes to the retailer for \$36. (The mark up accounts for shipping, research, marketing, advertising, taxes and profit.

Retailers mark up another 100% to \$72 on average to cover wages, shrinkage, insurance, advertising, depreciation, taxes and profits.

4. & 6. Transnational Corporations (TNCs)

Positives	Negatives
Brings huge amounts of employment to NEEs and LICs	The profits from sales of products returns to the TNC based in the HIC
Generally better pay than most other local jobs	Exploitation of workers with poor working conditions and pay in NEEs
Shows other TNCs that the host countries are worth investing in creating more business growth	Environmental damage in the form of pollution and poor enforcement of laws to protect the environment
Creates the multiplier effect—news jobs create further jobs when the population gets wealthier and start spending	A lack of job security—the TNC could relocate the factories with very little notice
Government of host countries gains more taxes from TNCs and work force to invest in the country—making progress	Business decisions made in HICs with little thought to employees working in manufacturing
Increases the skill base in the host country	Massive amounts of water and energy used by the host country
	Local culture can be damaged by global brands changing peoples' ideas