Factors that Contribute to Globalization

Definition: Globalization refers to the process through which ideas and activities of different people living in different parts of the world become interconnected

Definition: These interconnections are links created or established among people, businesses, and countries through the movement of goods, services, people, knowledge and resources

Definition: Such interconnections can lead to **Interdependence** where developments in the world (global) and developments in a specific place (local) affect one another. In other words, events in one part of the world may affect other parts of the world

<u>Example:</u>
Interconnections and interdependence relationships in globalised world are seen in the prod of iPhone:
Interconnection:
- **Design:** Created in the US (California)
- **Parts:** Components from Japan (camera), Taiwan (chips), South Korea (screens), Africa (metals).
- **Assembly:** Mostly in China or India.
- **Sales:** Distributed worldwide, including Singapore.

Interdependence:
- Each country relies on the others; if one part of the chain fails (e.g., chip shortage), the whole process is affected.
- Creates jobs, spreads culture (apps, emojis, social media) globally.

Driving Factors of Globalisation

Factor	Explanation + Example
Technological Advancements	<u>Developments in Transportation</u> 1. *speed enhancement* - diff modes of transport: trains, aircrafts, shifts → can now travel faster and cover longer distances. Example: Shinkansen bullet trains in Japan are among the world's fastest trains. As of 2023, the rail network covers a distance of around 3478 km, and its trains can travel up to 320km 2. *capacity enhancement* - more people and goods can be carried per trip to diff parts in the world example: Maersk container ships → have carrying capacity ranging from 25000 to 600000 tonnes. 3. *Cost reduction* Tech advancements in transport → sped up movements of larger volumes of goods, services, people – per trip – this result in lower transport costs Examples - Scoot: low-cost budget airline - Shinkansen bullet trains in Japan. 2023 → rail network covers distance of around 3478km and trains can travel up to 320km/h - MAERSK shipping containers – capacity ranging from 25000 to 600000 tonnes. Advancements in transportation also include development of supporting infrastructures such as highways, railways, seaports and airports → as a result → transport services have become more readily available and affordable over time All these developments in transportation → contribute toward acceleration of globalisation. This has led to **"shrinking world"** as people, goods, services - able to move around world more quickly in larger volumes and at lower costs. • business activities and ideas are thus becoming more interconnected and interdependent globally

	more examples, with relation to Singapore
	
	• Singapore has global transport hub due to its strategic geographical location and advanced infrastructure. It is highly connected with the rest of the world through land, air, sea (commonly referred to as maritime) transport networks. These networks provide SG with access to vital trade links with other countries
	• SG Johor Causeway and the Tuas second link connect SG and MY by land. This land connectivity allows essential goods, such as food into SG. It facilitates commute of workers daily between MY and SG, and also supports import of water between 2 countries
	• SG is a key transit node on many flight routes that connect the Americans, Europe, Asia and Australasia. Asia's economic rise has further strengthened SG's status as an important aviation hub. SG has an advantage as it is located within a seven-hour flight radius of major markets in East Asia and Southeast Asia
	• Port of SG is situated at the crossroads of some of the world's busiest commercial shipping lanes that connect Asia, Middle East, Europe and Americas. It serves as a *transhipment* and refuelling hub. Annually over 130000 vessels call at port of SG, which serves about 200 shipping lines linking more than 600 ports in over 120 countries
	
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	Developments in Digital Technology
	Definition: Digital technology refers to electronic tools, systems, devices and resources that generate store or process data
	It also helps to facilitate communication between people, businesses, countries
	
	Examples:
	
	• Smartphones and the Internet
	    o Widespread use of smartphones and high-speed internet allows instant communication and information sharing worldwide (zoom, WhatsApp)
	    o It connects people, businesses, governments across borders → making collaboration + cultural exchange faster and easier
	• E-commerce platforms
	    o Online marketplaces; amazon, Alibaba, shopee
	    o Let consumers buy and sell products globally
	    o Opens up international trade to even small businesses and give consumers access to goods from all over the world
	
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	Developments in digital technology have improved communications + accelerated globalisation.
	They have enabled people to stay connected, share info and ideas, and do business across vast distances and different time zones.
	
	Increasing use of digital technology = digital revolution.
	
	Prevalent use of social media and internet has enabled people to keep in touch with others and bring people together to address worthy causes.
	People can also access info and keep abreast of the news in other parts of the world
	
	Increasing use of internet and social media also easily create divisions among people, especially between people with differing perspectives on social issues.
	It can also deepen the digital divide between people who have access to digital technology and those who do not.

Growth of MNCs	Definition: MNCs are large corporations that operate in various countries. They usually set up ***subsidiaries*** or acquire other companies MNCs drive globalisation through their supply chains that are global in scope. A supply chain is a network of individuals and companies involved in creating a product and delivering it to the customer *Raw materials from suppliers transported to factories to produce goods → finished goods are stored in warehouse until orders are placed → goods are then transported to distribution centres or retailers to be delivered to customers → products are delivered to retailers for sale → customers buy products from online / retail stores* MNCs such as Starbucks → links numerous people and activities across diff. places in the world through its supply chain. → this has created global *interconnections* and *interdependence* EXAMPLE: STARBUCKS *Raw materials:* • coffee beans are sources from more than 30 countries across Latin America, Africa and Asian *Factories:* • beans are transported to roasting facilities in different cities in the US and India *Distribution:* • warehouses pack and store roasted coffee for distribution to retailers *Consumers:* • *2022 → Starbucks distributed roasted coffee to more than 35000 stores in world* • *Consumers can also buy Starbucks products → coffee sachets, ground coffee powder* Global span of MNC's operations such as Starbucks' result in → movement of people, goods and services across globe MNCs may choose to operate in diff. countries due to advantages such as more affordable supply of raw materials or labour and the right skills at a lower cost When MNCs set up subsidiaries in other countries → they increase the interconnections between people, activities, and goods throughout the world. At the same time, they facilitate the exchange of ideas between countries. With the increasing web of operations owned by MNCs within and between countries, MNCs thus drive globalisation as more interdependent and interconnected relationships are established.

SUMMARY:

Tech Advancements	**Growth of MNCs**
Developments in modes of land, sea and air transportation enable MNCs to move people, goods and services around world in larger volumes quickly and at lower costs	Need of MNCs to move their goods efficiently provides incentive for developments in transportation. Countries also continually develop and improve their transport infrastructure and services to attract MNCs
Developments in Digital technology have led to more efficient and reliable long-distance communications across borders and time zones, facilitating the business activities of MNCs	The need for reliable communication tools to coordinate MNCs' business activities across globe encourages developments in digital technology

Responding to Economic Impacts of Globalisation

Technological Advancements + growth of MNC Factors That Contribute to Globalisation Main Note → created + increased interconnections and interdependencies between people and economic activities in diff parts of the world.

- such interconnections and interdependent r.s. between countries and regions → make economy of world today global economy

Global Economy

Countries participate in global economy → mainly through *international trade*
→ buy and sell goods with one another

- countries → trade in goods, such as food and appliances. others may also buy and sell services, such as finance and education
- countries trade with one another → may need or want goods + services they are unable to produce themselves / when produced by other countries, are cheaper and better quality.

Countries also participate in global economy by *investing* in one another. known as ***international investment***

- investment that country makes in another country / receives from another country → referred to as **foreign investments**
- Foreign investments that involve businesses from1 country setting up their operations in another country / investing in businesses of another country → known as **foreign direct investments.** FDIs typically long term
- FDIs arise → because businesses have identified opportunities to reduce costs, increase profit, expand into other markets by setting up their operations in another country / investing in businesses in another country

When country receives FDIs → results in inflow of foreign equipment, talent and expertise.

- enables local businesses to upgrade their tech + business practices.

FDIs benefit a country by:

- helping to increase amt of goods and services produced locally
- promoting transfer of skills and expertise to local businesses and workers + creating jobs with potentially higher wages

Through intl trade + investment → country's economy becomes tied to other countries' economies + integrated into global economy
countries may try to improve their economic competitiveness → to promote intl trade and investment → with other countries

Country's economic competitiveness → depends on:

- availability + quality of infrastructure and technology
- cost and skill levels of labour
- degree of political stability

→ advanced tech makes economic activities more efficient + productive
→ lower labour costs make country competitive in industries that require a lot of labour.
→ other hand highly skilled labour (cost more) → makes country competitive in industries that require advanced skills

Economic Impacts of Globalisation

Economic Growth and Economic Vulnerability Experienced by Countries

Economic Growth

Definition: Economic growth is increase in country's production of goods and services.

By being integrated in global econ → countries stand to benefit from econ growth → can be measured using country's **GDP (gross domestic product)** over period of time

e.g.
SG GDP increased from 2157 million to 636546 million from 1960 to 2022

country participates in global econ thru intl trade.

- enables their goods and services to reach larger market
  → means that country's goods and services can now be sold not just locally but to other countries.
  → thus countries will increase production of goods and services to meet larger market demand.

Countries may also experience econ growth → as result of receiving FI → which bring in capital + advanced tech.

- Foreign capital → used to build production facilities, while advanced technology helps to raise productivity of businesses and workers

As land, sea, air transportation networks expand + transport cost decrease → raw materials and goods can be transported across globe at lower costs	rapid growth of ecommerce also helps businesses widen global access to market and consumers
developments in digital tech + transport connectivity → allow info, knowledge, tech → to be transmitted more efficiently and at lower costs	Developments in digital tech + business activities of MNCs → also facilitate flow of capital → across world → imp to investment activities

e.g.

- SG continues to attract FDIs with major sources from China, Japan, US.
  - SG serves as a gateway to fast growing SEA region.
    2018 → 59% of total no. of tech based MNCs in Asia had established regional headquarter in SG

- SG also invests overseas → with significant investments in China, India, Indonesia.
  - As these countries have larger populations + greater potential econ growth, investing in them will likely bring econ growth to SG

- FDI received by SG → 2010: 665bil, 2021: 2479bil
- SG's FDI abroad: 201: 427bil, 2021: 1251bil
- Goods traded by SG: 2010: 907bil, 2022: 1365bil
- Services traded by SG: 2010: 274bil, 2022: 758bil

with limited natural resources to support production for its own consumption → SG is highly dependent on global economy for many goods + services.
At same time → offers world goods and services that is good at producing

Given small domestic market → SG encourages foreign investments and invests in other countries to remain competitive in the global economy.
trading of goods and services, and foreign investments have sustained econ growth.

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Example (Singapore – Economic Growth through Globalisation):

MNCs like Intel, Micron, and Infineon set up electronics and semiconductor plants in Singapore due to its open economy, skilled labour, and good infrastructure.
Integrated Singapore into the global supply chain, boosting exports and GDP (electronics ≈ 20–25% of manufacturing output).
Created high-value jobs and encouraged technology transfer to locals.
Led to growth of supporting industries like logistics and precision engineering.

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Economic Vulnerability
interconnections and interdependent variable in global econ → can bring economic opp and growth to countries.
However they can also make countries economically vulnerable → as what happens in 1 country can affect other countries
□ Singapore’s economy is tightly linked to international finance and trade.
□ Example: The 2008 Global Financial Crisis and US-China trade tensions reduced exports and investments, hurting GDP growth.
□ Why it shows vulnerability: External conflicts and economic downturns can hit Singapore harder because it cannot rely on a large domestic market.
□ Singapore imports almost all its food, water, and energy, and exports make up a large share of its GDP.
□ Example: During COVID-19, global supply chain disruptions and lockdowns caused slower growth and shortages of some goods.
□ Why it shows vulnerability: Any global crisis (e.g., pandemics, shipping delays, oil price spikes) can quickly affect Singapore’s economy and cost of living.
globalisation made world more interconnected and interdependent → expansion of intl trade + investments → provided access to global markets and econ growth.

some countries → able to tap into size of domestic market + capabilities to ensure self-reliance, or take advantage of new growth opp in global econ
reliance on global trade → does leave counties vulnerable to developments and happenings elsewhere in world

Example (Singapore – Economic Vulnerability from Globalisation):

Heavy reliance on exports and MNCs makes Singapore vulnerable to global shocks.
During the 2008 Global Financial Crisis, global demand for electronics fell, and GDP shrank by 0.6%.
Many workers were retrenched in export industries.
→ Globalisation exposes Singapore to external economic downturns, increasing vulnerability.

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<td>Employment opportunities and challenges experienced by individuals</td>
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Employment Opportunities for Individuals

globalisation → create employment opp + new ways of working for individuals.
when country is open to global econ → businesses can reach larger market → resulting in higher demand for goods + services from country.
creates more jobs + provides livelihood for individuals in country
presence of MNCs and increased investments like FDIs → encourage use of more advanced tech → lead to creation of jobs involving higher skills and wages.
Advancements in digital tech + transportation → also enabled individuals to enjoy increasing mobility beyond country’s borders
Means that individuals may find jobs overseas → better match their skills and job aspirations

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	Example: • Global companies like Google, DBS, Dyson set up offices in SG → creating high paying jobs in finance, tech, engineering • Attracting multinational corporation gives local + foreigners wide range of career opp + skills training
	Employment Challenged Experienced by Individuals • MNCs → may relocate operations to other countries → save costs / access expertise available elsewhere. Individuals who are employed in these operations may lose their jobs. • advancements in tech → may cause some types of jobs → to be automated as machines are increasingly used to perform work. individuals working in these types of jobs → lose jobs • with greater movement of labour as individuals relocate to work in other countries → local workers in those countries → face greater competition from foreign labour in job market Example: • **Situation:** In the 2000s–2010s, several multinational electronics companies (e.g., Seagate, Western Digital) shifted parts of their hard disk drive (HDD) and electronics manufacturing operations out of Singapore to lower-cost locations such as Thailand, China, and Malaysia. • **Reason:** Rising labour and land costs in Singapore made large-scale manufacturing less competitive compared to neighbouring countries. • Impact on Individuals: Thousands of workers, especially mid-skilled technicians and assembly line operators, were retrenched. Many had to undergo Skills Future training or reskill into other industries like logistics, precision engineering, or services to stay employed. • Link to Globalisation: The decision to relocate was driven by global supply chain optimisation and cost pressures, made possible by improved transport and communication networks. You can also talk about migrant workers in SG (Indians, Bangladesh, Nepali, or other white-collar workers) - This increases the job competitiveness in Singapore (locals compete for jobs with migrant workers, especially since some migrant workers might have more suitable skills for **certain jobs (elaborate)** in Singapore. - Elaborate more on this - PMET Jobs (professional managerial jobs)

Responses to Economic Impacts of Globalisation

Govt Support	Economic Cooperation - Important as it ensures a form of stability for a country. - Ensures good r.s. with countries - Important for Singapore bc Singapore depends heavily on other countries for stuff. - Cannot depend on self for a lot of resources.	countries choose to cooperate with other countries → by pursuing policies that promote ***free trade*** • form of econ cooperation can be achieved → by signing *free trade agreements (**FTAs**)* → treaties between 2 or more economies → to make trade and investment between them easier • FTAs typically agree to reduce / remove tariffs between countries → allow foreign imports + exports to be traded more freely and at lower costs <u>Example:</u> Singapore-Australia FTA (SAFTA) (Bilateral FTAs) • tariffs on all imported goods removed • number of Australian universities whose law degrees are recognised in Singapore increased from 4-8 • period of stay granted to business visitors between SG and Au increased from 1m-3m <u>Example:</u> European Union (EU)-Singapore Free Trade agreement (EUSFTA) (Multilateral FTAs) • Eu remove tariffs on 84% of all SG products entering Eu within 1st year and remaining 16% over period of 3-5Y • market access for Asian food products made in SG → enhanced despite impact of covid19 on global trade → Eu imports from SG → saw 12% increase (amting to 15.8bil) → in first 6 months since EUSFTA came into effect
	Attracting and Making Foreign Investments	Monetary Authority Singapore (MAS) - SG Central Bank - ensures low and stable inflation in SG → helps to attract foreign investors also manages + invests country's foreign reserves → namely foreign currencies accumulate from intl trade and investment GIC's mission → grow govt financial assets for long term. invests foreign reserves globally in public + private market assets → such as stocks, real estate, infrastructure, to preserve and enhance their value
	Financial Support and Development of Expertise	this is a targeted approach • financial support from govt → cushions negative economic impacts on various sectors in short term <u>Example:</u> COVID 19 highlighted econ vulnerability of countries → as they closed their borders to curb spread of virus. sectors like transport and tourism were directly affected. manufacturing + retail → indirectly affected. SG govt responded to cushion econ impact of COVID 19 crisis by providing financial support for Singaporeans and Local businesses

4B$ Stabilisation and Support Package
to support affected workers and firms with :

- retained jobs and wage support
- cash flow support
- property tax rebate for tourism sector
- defrayed business costs for aviation sector
- rental waivers for govt managed hawker centres and properties

1.6B$ Care and Support Package
support Singaporean families with:

- up to 300$ cash for adult Singaporeans
- 100$ more for each parent with child below 21
- doubled utility rebates and more for larger families
- 100$ Passion card top up for all seniors
- 100$ supermarket vouchers for lower income

2nd → govt agencies can be set up to provide resources + advice to help businesses innovate, develop expertise and talent + expand abroad

in long run → this enables businesses to adopt / transform their operations to become more resilient to disruptions and economic vulnerabilities brought about by globalisation

<u>Examples:</u>
2017 → small and medium enterprises (SMEs) Go Digital programme was launched → help SMEs adopt advanced digital solutions and tech.

- this would enable them to seize growth opp in an increasingly digital global economy.
- as of March 2022, → more than 80000 SMEs have adopted digital solutions through programme

SME owner Mrs Lily Loh → found it hard to sell products.
usual sales channels, such as physical venues, were suspended → due to safe management measures.
she turned to IMDA's go digital programme + learnt to digitise her business operations → increase productivity and boost efficiency.

through programme → was able to expand her home-based business selling premium ikan bilis powder → into full scale factory catering to customers from Singapore overseas

Acquisition of Knowledge and Skills by individuals	- individuals who are digitally savvy and/ or possess sought after skills may be able to get more job opportunities locally and overseas, and perhaps get higher paying jobs - however, individuals may find themselves competing with foreign labour. may also risk losing their jobs when MNCs relocate their operations to other countries or when individuals do not possess relevant skills required in increasingly digitalised economy **Individuals Can Respond By:** - being willing to acquire new knowledge and skills throughout life and remain relevant in the job market. esp. vital in world of rapid technological advancements, where current jobs are evolving and new jobs are being created - having flexible and open mindset about exploring / trying out diff or near areas of work - ensuring they save and invest appropriately, so that they have the resources to provide for themselves and their families during periods of unemployment or loss of income. this will help them tide through financially as they take time to develop new skills or transit to new careers <u>Example:</u> just use skill future

Responding to Cultural Impacts of Globalisation

Ethnic Culture

- commonly reflected in language, clothing, art, music of ethnic group
- encompasses beliefs, values, practices that shape the behaviours, interactions and way of life of members within the ethnic group
- shared identity + cohesion created among members who share ethnic culture

<u>Characteristics of ethnic culture</u>
pure culture doesn't exist.

- although ethnic culture is related to specific grp of people → people have travelled + influenced cultures they have come in contact with .
    - thus, result of globalisation → diff cultures influence one another

- ethnic culture might evolve with time.
    - happen due to people's actions, choices, influence from other cultures.
    - takes place gradually
    - ethnic cultures imp. to identities + way of life of ppl → members in ethnic grp may adapt to try to preserve their ethnic culture for as long as possible

Example
Korean Traditional Attire → **Hanbok**

1900s

- period of modernisation + influences from other countries changed its design
    - ladies Hanbok was simplified and skirts made wider for ease of movement
- basic features remained same.
    - wide skirts and trousers and use of upper garment shaped like blouse / jacket
- Koreans of higher status wore more colourful hanbok to signify social backward, rank, occupation.
- today diff. colours used for special occasions etc

2000s

- incorporation of new + western designs to improve practicality + convenience of wearing Hanbok.
    - use of white colour / veil popular for weddings
- some features of traditional hanbok → v shape neckline, high waisted skirt → still in modern designs of Hanbok.
    - done to preserve traditional attire

Popular and Consumer Culture

- recent creation due to globalisation
- influences people's behaviour and preference as consumers.
- as people consume + engage in these activities → they shape their way of viewing the world + change their way of life

Similarities between Ethnic Culture and Popular and Consumer Culture

- create / add meaning / purpose in ppl life
- influence values, behaviours, preferences and perceptions of groups of people
- shape people's way of looking at world, influence identities / create shared identities among people

Example (Popular Culture – Singapore):

- Globalisation allows **K-pop, Hollywood, and Western fashion** to spread easily through social media.
- Many Singaporean youths follow **K-pop idols and global trends**, showing how global popular culture influences local lifestyles.
- → Globalisation creates shared cultural interests and lifestyles across countries.

Example (Consumer Culture – Global):

- Brands like **Apple, Nike, and McDonald's** are recognised and used worldwide.
- People across countries buy similar products and aspire to similar lifestyles due to **global advertising and media influence**.
- → Globalisation promotes a **shared global consumer culture** and materialistic values.

Cultural Impacts of Globalisation

- advancement + increase used of digital tech (SM and smartphones) → facilitated spread of cultures more easily
- business activities of multinational corporations (MNCs) → also encourage spread of popular & consumer culture → entertainment, F&B, around world

Spread of Culture globalisation led to spread of popular and consumer culture and consumer lifestyle associated with it	**Dilution of Culture** local cultures may come under threat as result of spread of other cultures through globalisation
American Influences on Fast Food and Media • media includes TV programmes, commercials, movies, content streaming, music production, video games • around world → people continue to embrace American culture. Can be bc people find aspects of American culture, like fast food and media, familiar and relatable • as people continue to enjoy + consume American media, some may also adopt values and beliefs represented by American shows and movies • with American influences becoming increasingly prevalent → they have become part of people's daily routines, shaping their preferences and lifestyles **Korean Wave, Hallyu** from SK Korean influences spread through beauty products, television dramas, electronics, food and Korean pop music • Innisfree, kpop bands you know alr	• people become more immersed in global cultural products / lifestyles → the practice of local cultures / ethnic traditions may become less widespread • adoption of popular and consumer culture could lead to their replacement • dilution of local cultures → might lead to some of these cultures being forgotten over time • people may lose rich meanings + ways of life connected with these cultures • younger generations grow up under cultural influences of globalisation → might face difficulties relating to older generations who may be more deeply rooted in local & ethnic cultures. • vice versa, old people may not have same appreciation for popular and consumer culture that appeals to youngers
• with technological advancements → cultures can spread easily from the country of origin to rest of world • e.g. America & Korea → more tech advanced → allowing spread. • use digital tech to spread entertainment products in digital format + share via digital platforms • enables customers anywhere in world to use them + share with others	Here's **Bhutan's cultural dilution in point form**: Bhutan was known for preservation efforts • **Influence of tourism and media** – Rising tourist numbers and exposure to global platforms bring Western ideas, clothing, and entertainment into Bhutan. • **Shift in clothing habits** – Younger Bhutanese, especially in urban areas, wear jeans, t-shirts, and sneakers instead of the traditional gho and kira when not required by law. • **Changing food preferences** – Foreign cuisines and packaged foods are becoming more common, reducing reliance on traditional dishes. • **Language and music trends** – English and Hindi (via Indian TV/films) are more popular

• marketing activities of MNCs also facilitate spread of popular and consumer culture
• many MNCs engage with intl celebrities → advertise their products in diff countries as brand ambassadors.
• provides ppl with greater exposure to pop and consumer culture.
• encourages consumption + spread of these cultures
 	
result of the big G → pop and consumer culture has spread across world.
• as pop and consumer culture becomes more prevalent → it has becoming part of ppls lifestyles
• e.g. American + Korean influences observed in ppls entertainment choice, food, fashion.
• some people may also adopt values + beliefs represented in American or Korean shows and movies
• spread of pop and consumer culture → enrich people's lives → expose them to new product and novel ideas → thus offering more lifestyle choices
• as people in diff parts of world listen to same music / watch same movies / eat same food / wear same fashion → can better relate to one another through *shared experiences and identities*
	among youth, leading to less use of Dzongkha or traditional folk songs.
	• **Urban lifestyle changes** – Western consumer goods, technology, and work culture are influencing daily life, slowly diluting rural and traditional practices.
	
	Influx of global influences and cultures from around the world → may replace local cultures / result in gradual loss of cultures, along with understanding of their significance
	there are also efforts to preserve local cultures
	• local cultures may absorb some foreign influences + incorporate elements of their own cultures to create new cultural products that reflect local identity
	• globalisation can also offer opp to enable spread of local culture overseas.
	    ○ use of digital tools + SM
	    ○ can prevent loss

Responses to Cultural Impact of Globalisation

varying degrees of acceptance / rejection by countries and individuals

- due to various social, political or economic reasons

varying reasons could range from:

- banning / limiting cultural influences that are perceived as threat
- embracing aspects of cultural globalisation that are considered valuable

Responses of Countries	Responses of Individuals
spread of popular and consumer culture around world (due to globalisation) • may sometime contain controversial elements that are deemed offensive to the moral / religious values and beliefs of the local community	individuals may choose to actively consume foreign cultural products, embrace ideas, values and beliefs that they can promote
2019 → IMDA (Infocom Media development authority) cancelled scheduled live concert by overseas band following online petition IMDA initially allowed performance - imposing strict requirements that the band must fulfil • e.g. band not allowed to refer to religion, or use religious symbols Public outcry against concert → Ministry of Home Affairs → reviewed matter + assessed that concert should not proceed. • expressed serious concerns about how bands past performances had promoted violence, hateful sentiments, • had to be responsible as SG would get offended	award winning film Braveheart led to 300% increase in tourists visits to the National Wallace monument in Scotland the year after it was released teen comedy "to all the boys I've loved before" caused a rise in interest in Yakult, drink from Japan that was featured in comedy film "blackfish" documented the poor treatment of captive killer whales at SeaWorld - US marine park 21 mil viewers attracted to movie. SeaWorld forced to end killer whale breeding program. last case resort - you can use how many people embrace fast food chains, McDonalds etc.
cultural products that threaten values + beliefs of local community may: • face rejection from local govt and individuals • other govts may choose to LIMIT import of foreign entertainment to protect local cultural industry and economic interests **FRANCE**. 1933 → rule in place requiring at least 40% of TV programs and songs played on the radio to be French • rules meant to counter the rising cultural influences from English-Speaking countries brought abt by globalisation. • these quotas also served to protect French domestic cultural industry **CHINA** Chinese authorities control foreign film distribution in the country through censorship, policies limiting imports of foreign movies and control of release dates. foreign films can only be distributed in China through Chinese state-owned Cinema businesses. means that profits are shared with Chinese cinema businesses 83% movies in China locally produced. foreign movies only account for 15% of total	individuals and communities may also choose to <u>resist</u> the influences of cultural globalisation due to various social, political or economic reasons to protect local industries / culture / way of life from becoming diluted → they may reject foreign cultural products - they protect this as this forms their sense of identity, and they lose part of their culture. - form of national pride being taken over by other cultures. Korean wave enjoyed great popularity in Japan Kpop often taps music charts, and K dramas are frequently broadcasted on local TV it also received hate from locals • concerns over how Korean influences threaten / dilute Japanese culture and cultural businesses result → some Japanese do not buy Korean products bc they are made in Korea. major Japanese websites that promote Korean culture have also seen dramatic declines in number of visitors

<u>Countries might embrace globalisation</u> Dance cover of award-winning Indian song Naatu Naatu → by SK diplomats in India went viral on SM first time SK ministry of foreign affairs had published such a viral video, which has garnered a warm response in India. • said that they were huge fans of the Indian culture • published to rejoice in the success of Indian Cinema / Music • hoped that as Korean culture becomes more popular in India, they hope their dance cover will go on to show that we in Korea also love Indian culture	

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concerns raised by individuals and comm may prompt govt response to impact of cultural globalisation
govt response can also shape the values and behaviours of individuals and comm and in turn how they respond to cultural globalisation