

# Globalisation of ideas

SPEAKING

LEVEL  
Advanced

NUMBER  
C1\_4066S\_EN

LANGUAGE  
English



lingoda





## Goals

- Can read, listen to and understand a text about the globalisation of ideas.
- Can describe how the internet has influenced global knowledge and the spread of ideas.



**Globalisation** is the process by which  
**people**, their **ideas** and **culture**, and  
**goods** and **services** become  
**interconnected**.

Is this connection a force for good?



## Brainstorm

What comes to mind when you hear the word globalisation?  
Brainstorm your ideas.





## Look around you

**Look around the room you're in right now.  
Which country did your possessions come from?  
How many different countries are represented?**





## Access to products

**Do you think that your grandparents had access to the range of products that you do?**

**Discuss how has it changed your life in comparison with theirs?**





## Globalisation of ideas



The **supposition** that ideas do not **conform** to national or regional borders might seem an obvious one, but it was not so long ago that each group of people, however that might be defined, had their own culture and their own set of ideas. These ideas and cultural, religious or political **norms** did not **diffuse** outside of the boundaries of that group easily. With the advent of the internet, that has changed, and ideas have gone global.





## Globalisation of ideas

It was estimated that in mid-2017, almost 52% of the world population had access to the internet. The **penetration** of the internet varied across regions, but even in Africa, which has the lowest penetration percentage, over 31% of people can access the internet. This means that people all over the world have access to a huge database of knowledge and ideas. An idea written on one continent can have huge **consequences** on another; a story which in the past would have gained little international attention is **thrust** under the microscope around the world.

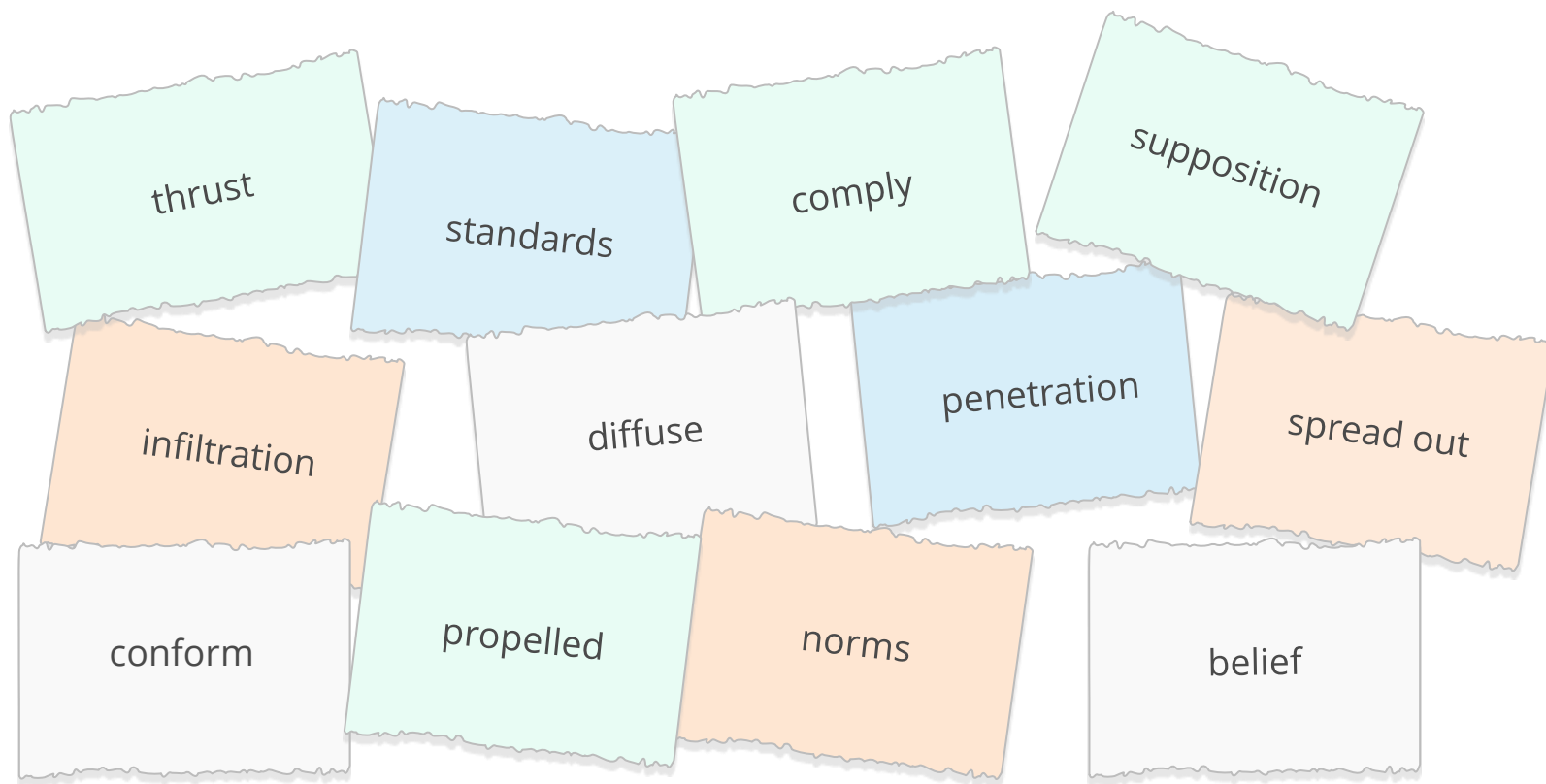






## Synonym matching

Match the highlighted vocabulary in the text with their synonyms.





## Confined ideas

How long ago do you think it was that ideas were generally confined to certain areas?



Your grandparents' generation?

dependent upon the place



## The internet

Do you think globalisation would  
have happened in the way it has  
without the internet?  
What role does the internet play in  
globalisation?



## Bad news

**Discuss and answer the questions.**



1

The text mentioned that almost 52% of the world's population has access to the internet. Do you think this influences how quickly news, good and bad, can spread?



## Bad news

**Discuss and answer the questions.**



1

The text mentioned that almost 52% of the world's population has access to the internet. Do you think this influences how quickly news, good and bad, can spread?



2

Can you think of any other examples when bad news has spread quickly and had consequences around the world?



## Bad news

**Discuss and answer the questions.**



1

The text mentioned that almost 52% of the world's population has access to the internet. Do you think this influences how quickly news, good and bad, can spread?



2

Can you think of any other examples when bad news spread quickly and had consequences around the world?



3

Can you think of good ways in which the news is influencing people across the world? Think about charities and raising awareness.



## Get ready to listen



The next few slides will focus on  
training your listening comprehension





## While you are listening

**Make notes about the below while you are listening.**

cultural norms

homogenisation of ideas

native tongue

A notepad with a vertical blue line on the left and horizontal lines for writing. The notepad is white with a light blue vertical line on the left side, creating a margin. There are 10 horizontal lines for writing.



## What did you hear?

Discuss what you heard.  
Was there anything you didn't  
understand?



## Fill in the gaps

Fill in the gaps with the vocabulary from the listening text.

eroded

native tongues

dissemination

ubiquitous/  
instantaneous

homogenising/  
heterogeneous

1. Some people worry about the \_\_\_\_\_ of ideas across borders.
2. This is because they think that local culture is being \_\_\_\_\_.
3. The internet can be both a \_\_\_\_\_ force and a force for the spread of \_\_\_\_\_ ideas.
4. Wikipedia can now be read in many \_\_\_\_\_.
5. The possibility of communication with others is now \_\_\_\_\_ and \_\_\_\_\_.





## Questioning cultural norms

**The text says that people are questioning, but not yet abandoning, their cultural norms. What examples might there be of this?**



religion



politics



economics



environment



## Homogenisation of culture

**Do you think it is true that culture is becoming more homogenised? Can you give any examples from your own country?**

music

festivals

clothing



## Your native tongue

The text talks about the ability to access information in your **native tongue**. Do you find it easy to find **information** in your own language on the internet? Do you read **the news** from your country or from abroad?





## The English language

As learners of English, you are part of the globalisation process. How do you think learning English impacts on your view of the world? Do you have more access to different cultures or do you think English is a homogenising force?







## Multicultural or uni-cultural?

**From your discussion and after listening to the text. Do you agree that the world is becoming more multicultural rather than uni-cultural? Do you see this process in your own country or city?**

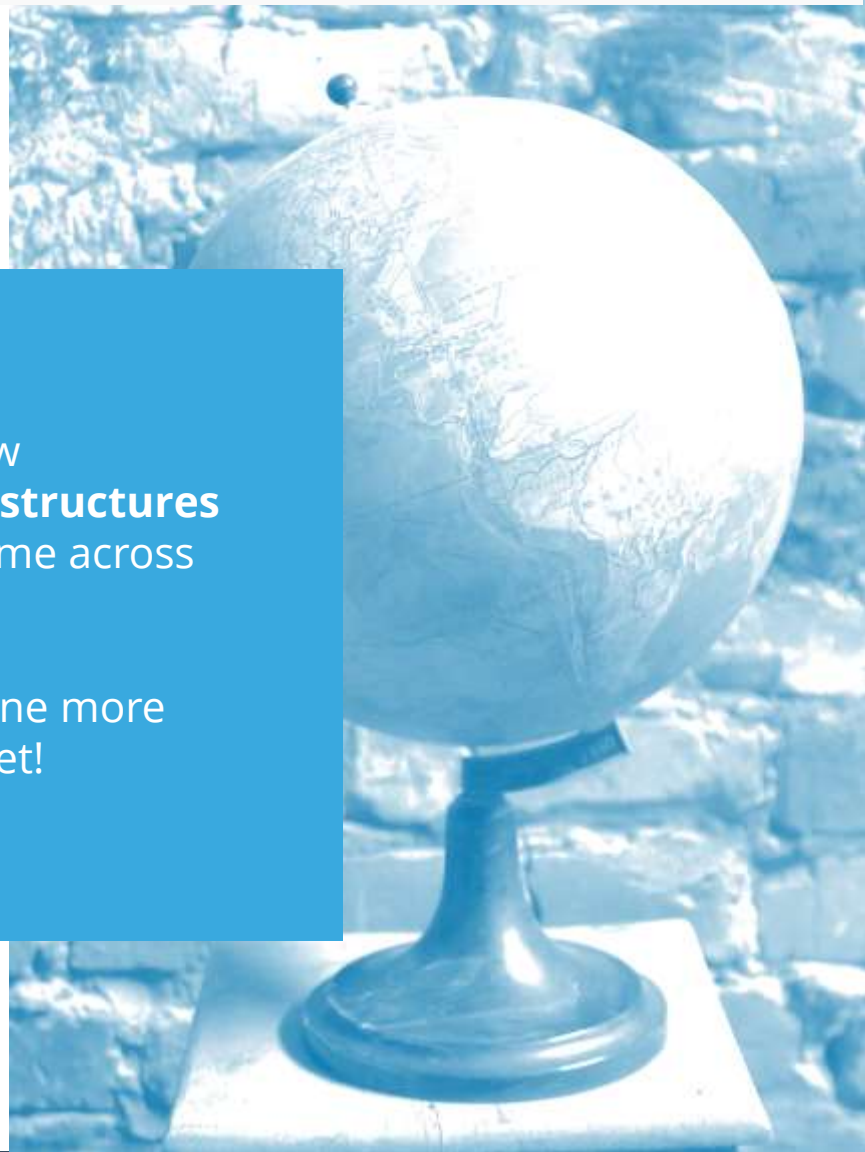




## Reflect on this lesson

Take a moment to review any new **vocabulary, phrases, language structures** or **grammar points** you have come across for the first time in this lesson.

Review them with your teacher one more time to make sure you don't forget!





## Transcription

There are those who worry that the **dissemination** of ideas across borders means that local culture and traditions are being **eroded**. Indeed, it is recognised by sociologists that greater access to new or different ideas has led to many people questioning their cultural norms and traditions, though perhaps not yet abandoning them. The internet seems to be a force **homogenising** ideas, creating the same cultural experience wherever we travel. There can be little doubt that world is **perceived** to be a smaller place than it was even 30 years ago, thanks to **ubiquitous, instantaneous** communication.

However, it is also true that the internet has facilitated the spread of more **heterogeneous** ideas as well as cultural homogenisation. There are now Wikipedia pages in a huge number of languages, allowing people to access information in their **native tongue**; traditional **encyclopaedias** were not published in such a variety of languages. We can access the news from a huge variety of sources and not have to rely on the main outlets in our own countries. It could be argued that we are becoming more multicultural rather than uni-cultural.



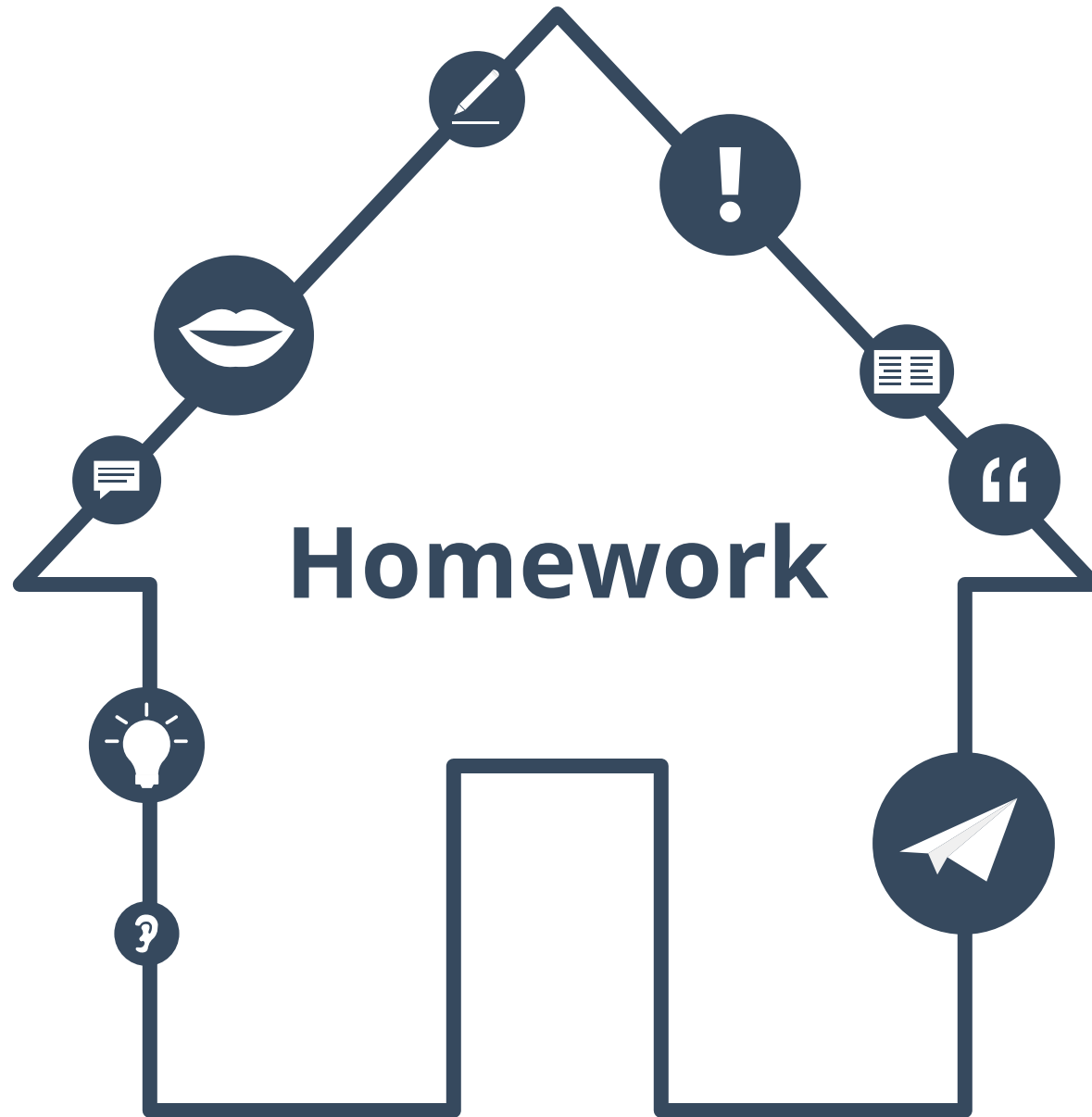
## Answer key

### Activity p. 18

1. dissemination, 2. eroded, 3. homogenising/heterogeneous, 4. native tongue, 5. ubiquitous/instantaneous

### Activity p. 9

thrust – propelled, conform – comply, penetration – infiltration, supposition – belief, norms – standards, diffuse – spread out





## Vocabulary

**Record any new vocabulary from the lesson on this page.**





## Writing

**Write a short, 120 word text about whether you think the globalisation of ideas has been a force for good or for bad.**

○	
○	
○	
○	
○	
○	
○	
○	
○	
○	
○	
○	
○	
○	
○	



