Being Part of a Globalised World

Social Studies: Issue 3

Table of contents

HEIGHTS EXPLORER

LET'S FLY AWAY!

08

What is globalisation?

Definition + Driving forces

Globalisation

process through which ideas and activities of people in different parts of the world become interconnected, leading to greater interdependence between developments in the world and local developments.

Developments in Transportation

- P: Improvements made to the size and speed of transportation modes enabled more good and people to be carried per trip, leading to savings in transport costs
- Ev: First commercial plane in 1913 carried one passenger vs. largest commercial passenger plane in 2015 carrying 853 passengers / 7200 flights from Changi Airport every week
- Exp: When goods and people can be moved around the world more quickly and at a lower cost, it facilitates the process through which people's activities and ideas become interconnected

Growth in Multinational Corporations

- P: Growth in MNCs increase the economic interconnections between people and goods throughout the world
- Evid: Starbucks uses 27 countries for beans + transported to 21 000 stores to more than 65 countries
- Exp: Countries provide employment, higher wages and exchange of new knowledge and competition + Companies increase influence in region and gain more revenue from new groups of consumers, thus both using each other to reach their goals, fostering interdependent relationships

Advancements in Technology

- P: Advancements in Technology facilitate the communication and exchange of information across the world
- Evid: Computers used to take up a whole room in 1970s v. The Asus Zenbook is one of the lightest laptops on the market at 1.19kg / Messages used to be sent by fax, email vs. Discord, Gmail, Zoom, Whatsapp, Teams
- Exp: People around the world can now conveniently communicate anytime and anywhere + a lot of information can be quickly attained, allowing parties to know more about each other, which fosters interconnected and interdependent relationships

LOVELY MEMORIES

09

Economic Impacts of Globalisation

Foreign Direct Investments

Investments in one country
from another country

Free Trade Agreements

Treaties to create trade
without tax between countries

Small and Medium Entreprises

Businesses with less than 200 workers, less
than or equal to $!00 million in profit

Economic Growth on Countries

01
Point
When an economy experiences healthy growth and profit done through FDI, FTAs

02
Evidence
e.g: FDIs in SG amounted to $168 billion to SG's economy in 2017, FTAs supported 40 000 jobs in 2012 in USA

03
Link
this causes increased tax revenue, more employment opportunities, variety of goods and services provided

EXPLORE THE WORLD

Economic Downturn on Countries

01

Point

When countries economies suffer and experience a lower rate of growth

02

Evidence

The 2008 Global Financial Crisis caused a fall in stock markets + decline in demand for goods and services + affected the employment of more than 50 million people

03

Link

this can make countries withdraw foreign investments and reduce demand for goods and services from other countries, decreasing income earned and employment of people

EXPLORE THE WORLD

Higher Profits/Market Shares on Companies

POINT

By setting up operations in different countries, they access new markets + lower labour costs, which helps increase the profit earned

EVID

Fast food chains like McDonald have expanded from their original countries to different parts of the world, increasing the amount of people they can serve (40 000+ stores for Mcdo)

RESPONSE FROM SG

gives assistance to local companies who want to go international through loans, grants and tax incentives and help companies take advantage of the opportunities presented by globalisation

EXPLORER!

Lower Profits/Market Shares on Companies

POINT

Because of the increased competition that globalisation causes from other companies, it gets hard to compete for a share of profits from the global economy

EVID

SMEs cannot compete with larger MNCs as they have a very small domestic market + shortage of expertise + shortage of labour even though they can understand and cater to local conditions

RESPONSE FROM SG

gives assistance to local companies who want to go international through loans, grants and tax incentives and help companies take advantage of the opportunities presented by globalisation

EXPLORER!

Economic Impacts on Individuals

HIGHER INCOME

As globalisation has facilitated mobility, making it easier for individuals to look for jobs overseas, more people go overseas for better job prospects with higher income

e.g: end of 2019, SG had 1,427,400 total foreign workers

LOWER INCOME

Due to the increase of competition stemming from the ease of movement offered by globalisation, some workers risk losing income as companies get more access to foreign makers offering lower labour costs

E.G: Western countries in the 1970s lost jobs for their citizens as more companies
saw it was cheaper to hire from China/India

Lower income response

ex. Companies want to maximise profit by
increasing the costs of things while
keeping production costs low, which unfortunately
takes jobs from someone who
is just as capable as their cheaper labour
○ Response from the SG government: they
installed the Combining Education and
Training Masterplan, offering training courses +
road maps + support for older
workers to keep skills for employment relevant

10

Cultural Impacts of Globalisation

Homogenisation + Hybridisation

Cultural Homogenisation

process in which foreign and local cultures are blended, resulting in unique combinations containing elements from both cultures

ev.: Singlish, a hybrid of local slang and English, serves as an important form of hybridisation, showing how it is a uniquely Singaporean thing, but loses touch with the cultures that inspired it (Dialects of Chinese, English)

TIME TO TRAVEL!

PRO
Greater awareness and appreciation of foreign culture

CONS
Loss of local culture as it is mixed and diluted, with some parts being lost in the hybridisation

Cultural Hybridisation

process in which foreign and local
cultures are blended, resulting in unique combinations
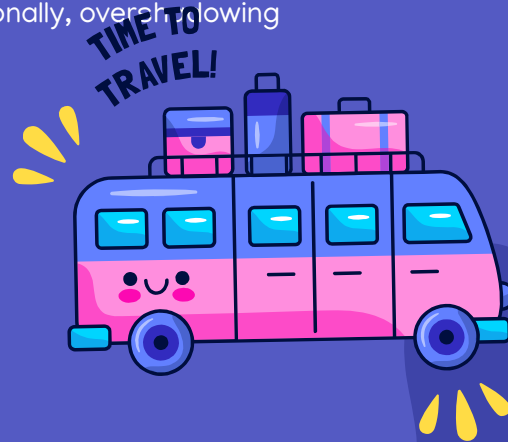containing elements from both cultures

e.g: The spread of McDonalds across the world and its
standardized operation in everyone of its stores, shows how
western culture has spread internationally, overshadowing
local cultures

TIME TO TRAVEL!

PRO
Increased
awareness of
foreign culture

CONS
Loss of local culture as
foreign cultures are
seen to influence
people to have no
interest in local culture

American Influences in Entertainment

Heavy focus on values of independence and individuality, which are good messages for the people to hear

SG Censorship and restriction of LGBTQ+ content on streaming services and cinemas, focus on local entertainment on local platforms like cable TV and radio

threats to local culture, inaccurate depictions of culture with a focus on stereotypes

40% of television content in France must be French/China only screens 34 foreign films

Generates 30% of worldwide entertainment, Titanic grossed $1.2 billion in foreign box-office receipts

LAKES

ROAD

Korean Influences in Entertainment

Variety of entertainment, greater awareness globally of Asian culture

In 2019, Hallyu had an estimated USD 12.3 billion boost on the Korean economy

"Invasion" of Korean culture, political tensions with Korea, increased competition from entertainment industries

KPOP, KDrama and Korean food increasingly become popular

Aug 2011, Japanese protestors rallied at Fuji Television
about their unhappiness with the increasing presence of Korean programmes on the network

Homogenisation/Hybridisation in Food

PRO
Greater variety of food options, access to these foreign flavours without having to travel out of the country

CON
threats to local food and small businesses, reducing cultural diversity

READY TO SAIL!

Evidence for Hybrid/Homo In Food

HEIGHTS EXPLORER

25% Homogenisation

42 000+ Subway stores around the world and 50 in Singapore, 37 000+ McDonald's stores around the world and 100 in Singapore/

35% Hybridisation

Fast food chains in Singapore try to incorporate local food into their products like the Nasi Lemak burger from McDonalds and the Rendang burger from Burger King

45% Backlash

In 1996, farmers attacked a KFC in Bangalore, demanding the chain leave the country because of it threatened traditional agricultural practices by imposing Western farming methods that were harming the farms / 300 outlets of KFC today

55% Backlash

In 1986, Italians protested the opening of the first McDonalds and the "Americanisation" in the country with bowls of pasta / 400 McDonalds outlets in Italy today

Security Impacts of Globalisation

Cybercrimes + Terrorism

Effects of Cybercrime

Countries

Government networks attacked to gain information/target infrastructure or to expose documents for an agenda

e.g: 013: USA accused China's military of creating cyber attacks on its government computer networks / Wikileaks founder Julian Assange used his website to disseminate materials about the US army in the Middle East, which proved they had committed crimes

Companies

Commercial businesses to steal trade secrets or money, usually for financial gain

Wikileaks founder Julian Assange used his website to disseminate materials about the US army in the Middle East, which proved they had committed human rights abuses
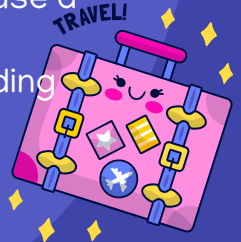
Individuals

Cybercriminals can also steal information of people online

2013: One million Singaporeans were victims of cybercrime in one year alone, ⅘ adults have been cyber crimes in SG, 850 personnel in MINDEF had their data stolen

How does Singapore manage cybercrime?

Singapore launched the National Cyber Security Masterplan 2018 to secure Singapore's cyber environment. One way it has reduced the vulnerabilities in the system is by forcing government employees to use a special intra–organisation "internet" to reduce the chances of infections spreading from the internet into the government network.
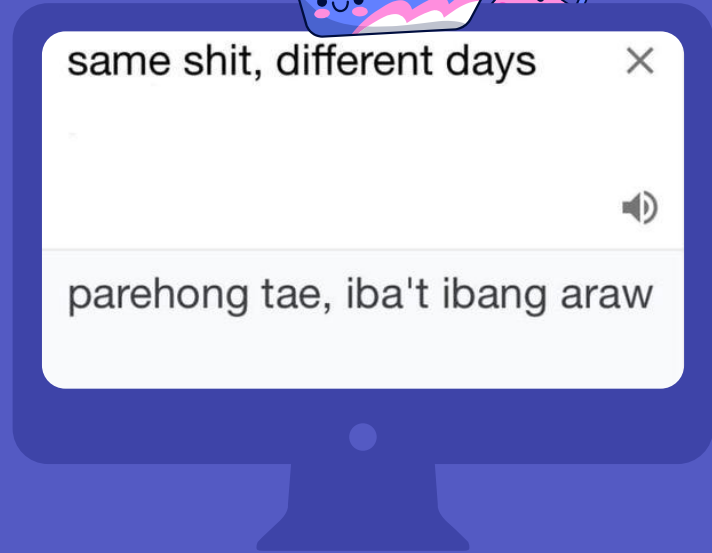
Transnational Terrorism

Transnational terrorism is a serious threat as it can come from within or outside the country, and can gain followers quickly through self-radicalisation online

e.g: Al-Qaeda –> Transnational militant group which attcked the US during 9/11

ISIS –> a terrorist group that recruits online via a social media presence

READY TO SAIL!

TRAVEL PARTNER!

same shit, different days ✕

🔊

parehong tae, iba't ibang araw

Measures taken against Transnational Terrorism

Preventive Measures

the use of biometric technology in the immigration and clearing process and radiogrpahic image analysis of cargo vehicles crossing Singapore helps the ICA in regulating the flow of people to and from Singapore, making it harder for terrorists to bypass border security
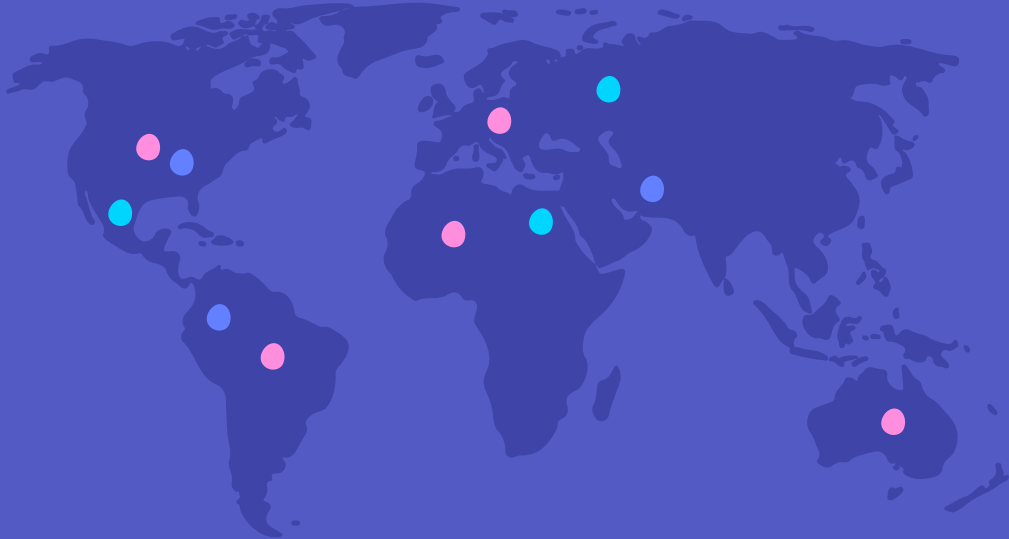
Protective Measures

Singapore Police Force personnel regularly patrol and stand guard at MRT stations to ensure that there no suspicious activity going on. Singapore Armed Forces are also stationed at important areas o Singapore such as Jurong

Island to ensure the security of those areas.

Responsive Measures

emergency preparedness exercises such as Exercise Heartbeat are held annually, where Home Team agencies work with the community and private corporations which help us to be better prepared to deal with a range of security threats. and also help to enhance resilience to stand united as a community and recover quickly.

Thanks!

Do you have any questions? don'ask me

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