13 The modern world
Globalisation, changing attitudes and trends

Globalisation

1.1 Answer these questions.

1 How many of the following brand names do you know?
Nike Sony Coca Cola Levi's Versace Gucci Adidas

2 Can you name the countries these companies are from?

3 Can you name a product or brand from your country that is well known in other countries?

1.2 🎧 13a Listen to two people, Amy and Bill, discussing globalisation. Who expresses the following opinions? Write A for Amy and B for Bill.

1 Globalisation could harm the regional **way of life**. ....

2 Globalisation can help people who live **within a small area**. ....

3 **Worldwide,** more people eat traditional food than fast food. ....

4 People can enjoy products **from many different cultures** today. ....

5 **Large overseas companies have control over** the non-alcoholic drink market. ....

6 If not for globalisation, companies from different countries would not **join together** to do business. ....

7 People who travel prefer to see **unusual and exciting** things instead of **symbols** used by big companies. ....

8 Experiencing something from another country does not take away your **feeling of belonging to your country.** ....

9 **A range of different cultures** can be reflected in food bought overseas. ....

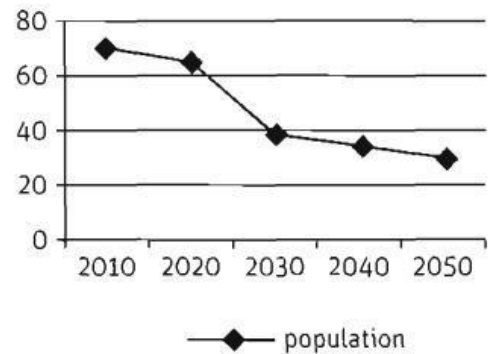10 No single company **has complete control over** the fashion industry. ....

1.3 🎧 13a Now listen again and write the words or phrases from the conversation that mean the same as the words in bold in 1.2.

way of life = culture;...

....

1.4 WORD BUILDING
Complete the table.

Noun	Adjective
culture	
	ethnic
globalisation	
	modern
	multicultural
nation	
	urban

Changing attitudes and trends

2.1 Read the article and then look at the statements below. Write *Yes* if the statement agrees with the opinions in the text and *No* if it contradicts them. Underline the part of the text that gave you your answer.

The past 40 years have seen astounding developments: globalisation, the end of the Cold War, the Internet. The next 40 years may bring even more profound changes. In order to predict the future we must first examine the past. Historians see history as being driven by a combination of cumulative long-term trends and short to mid-term <u>cycles, each of which contains the seeds of a subsequent but familiar situation.</u> There have been many projections about the future which, with the benefit of hindsight, seem rather ridiculous. Who can forget the predictions about the Y2K bug when commentators believed that societies would collapse and satellites would fall from the sky? Unfortunately, as a result, many people today are more sceptical about current predictions concerning global warming.

One of the few areas in which long-term trends can be clearly seen is demographic statistics. These indicate that the population of the world will increase to about eight billion in 2026 and continue to rise to nine billion by 2050, after which it will flatten out. Some societies have birth rates that are already locking their populations into absolute decline. Not only will the populations of each of these societies dwindle, but an increasing proportion will be moving into old age, when they are less productive and use more health resources. However, the weakness of all such predictions is that humans meddle with their own history. Predictions about the future affect how humans act or plan today and ultimately how events unfold. The challenge is to pick the trends that are likely to be prolonged, but to also factor in human influence.

1 A cycle is usually repeated at some time **in the future.** yes.

2 We can **look back and understand** past predictions. ....

3 Past predictions have caused people to **firmly believe in** current predictions. ....

4 **Population figures** can be predicted quite accurately. ....

5 Some **countries** are predicted to experience a **total** decline in population. ....

6 The **percentage** of elderly people will **dwindle** in some countries. ....

7 Elderly people **work less**. ....

8 To make accurate predictions we need to **take into account** the **effect** people have on their environment. ....

2.2 Look at the words in bold in the eight statements and find the words or phrases in the text that are similar in meaning, or the opposite. The first one has been done for you.

1 in the future – subsequent

2 ....

3 ....

4 ....

5 (×2)..

6 (×2)..

7 ....

8 (×2)..

> **Error warning!**
>
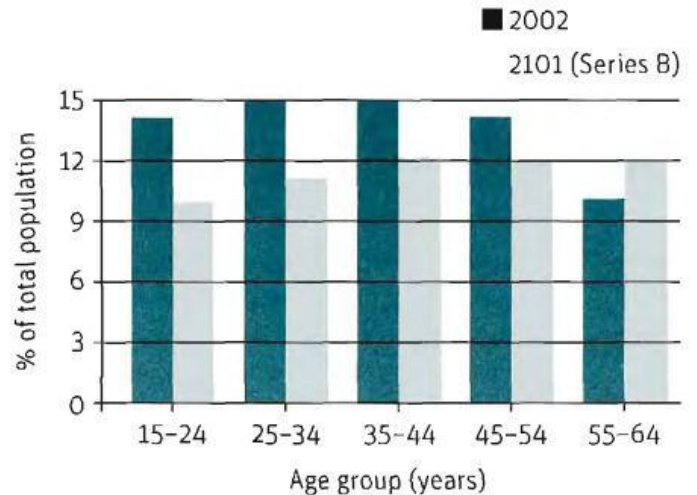> *Per cent* is the word form of the symbol %. We can write *20%* or *20 per cent*. *Percentage* is the noun form: *The **percentage** of women in Parliament increased in 2001.* NOT ~~The percent of women~~ ...

2.3 Correct the six mistakes in the text. Use the information in unit **23** to help you.

■ 2002
2101 (Series B)

The graph ~~displays~~ the actual population of Australia in 2002 and the projected figures of 2101. The per cent of people aged 15–24 is predicted to fall significantly during this period, while there will be an increase of the percentage of people aged 55–64. In 2002, just under 15 percentage of the population was aged between 15 and 24, while in 2101 this is predicted to drop in approximately 10 per cent.

1 ....shows........   4 ....
2 ....   5 ....
3 ....   6 ....

2.4 Complete the text with suitable words from the box.

ageing	challenges	compounded	declining	elderly	factors	implications	migrating
population	present	rates	trends				

Statistics show that in many countries the population will decline in the next 50 years. The population of these countries will also age rapidly. What effect will this have on those countries?

If current (1)............................. continue, then in some countries the (2)............................. is expected to dwindle within the next 50 years. This problem is (3)............................. by the fact that not only is the number of inhabitants diminishing, but they are also growing older. This (4)............................. population will bring its own (5)............................. . At (6)............................. there are sufficient younger people to earn money and pay taxes to support the (7)............................. . However, within 50 years this will not be the case. There are several possible (8)............................. contributing to this problem. First, birth (9)............................. in these countries are clearly falling. Second, there could be an increase in the number of people (10)............................. away from these areas. The ageing and (11)............................. population is expected to have important (12)............................. for the labour force and the quality of everyday life.

3.1 PRONUNCIATION Which of the patterns (A–F) matches the number of syllables and the stress pattern of the words below? (For example, pattern A matches the word *global* because it has two syllables with a stress on the first syllable.)

A   B   C   D   E   F
•   •   •   °   •   •
_ _   _ _ _   _ _ _ _   _ _ _   _ _ _ _ _   _ _ _

global ..A..   culture ....   sceptical ....   projection ....
globalisation ....   domestic ....   modernisation ....
implication ....   international ....   national ....
isolation ....   local ....   multicultural ....

3.2 🎧 13b Now listen and check your answers, then practise saying the words.

Test practice

Academic Writing Task 1

Test Tip

Don't copy information from the question paper, use your own words. Make sure that you describe the most important information and that your figures are accurate. Check your spelling when you have finished and make sure you have written at least 150 words. Study the information in unit 23 before you begin.
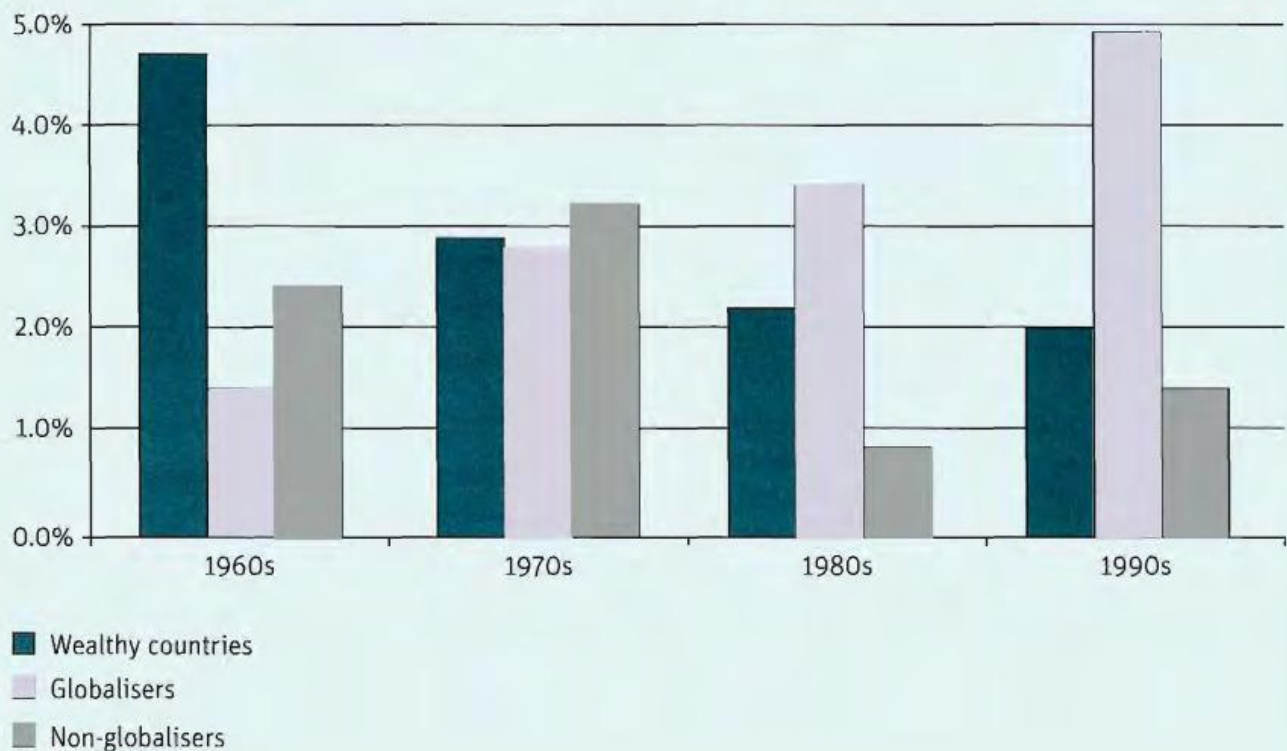
You should spend about 20 minutes on this task.

The graph below shows the average growth in domestic products in wealthy countries, countries that have adopted a global approach to business and countries that have not.

Write a report for a university lecturer describing the information below.

Write at least 150 words.

Average annual Gross Domestic Product (GDP) growth

- Wealthy countries
- Globalisers
- Non-globalisers

Key

Globalisers = developing countries adopting a global approach to business.
Non-globalisers = developing countries adopting a non-global approach to business.