

Globalisation is *“The increasing connections between people and places across the planet”*
Globalisation is a set of processes.

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| Interdependence | This means places depend on one another in some way. |
| Political globalisation | Organisations such as the UN making global decisions |
| Economic globalisation | Large companies transporting goods globally |
| Social globalisation | The growth of social networks and people travelling easily around the world |
| Cultural Globalisation | News, event, music and film spreading around the world quickly |
| The iPad – an example of globalisation | Materials are sourced from many different countries around the world to make an iPad. For example, Graphite from Canada, Madagascar |

What caused Globalisation?

There are many different views as to when globalisation actually began.

- Christopher Columbus, who was an explorer, arrived in America in 1492, this created new opportunities for international connections
- 1800s, when steamships and railroads began to be used at a far greater level transporting goods around the world
- 1250 is when international trade links between Europe and China began to develop.

A shrinking world

This is where the time it takes to travel around the world is becoming shorter.

- 2 years to travel around the world by boat 1700s
- 8 days by propellor plane by the 1930s
- 31 hours by jet planes by the 1990s.

Containerisation

In the late 1950's a truck driver designed a shipping container that would change shipping for ever. This was called containerisation

How did this change shipping?

- In the past cargo was carried in separate bags and boxes. This was very time consuming when loading and unloading cargo onto the ship. It was also very labour intensive.
- Goods could now be stored in the containers for shipping. This made loading and unloading much easier and much more efficient.

Communication

- Communication has improved drastically.
- Inventions in the late 1990s and early 2000s such as the internet and mobiles have allowed greater communication between people in different countries, helped transfer information instantly around the world and connected cultures through social media.


Political Changes

- Globalisation has also been driven by political organisations such as the European Union, United Nations and World Trade Organisation.
- These groups promote free trade between countries which helps to remove barriers between countries.

Advantages and Disadvantages of globalisation

A TNC = A transnational corporation.
This is a company that operates in more than one country
For example; Apple, Toyota, Samsung

Foreign Direct Investment (FDI) = When a foreign company invests in your country
For example: a TNC investing in a country - Apple investing in China


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| <p>Apple – a TNC</p>  | <ul style="list-style-type: none"> • Headquarters: California, USA • Industry: Computer hardware, Computer software, Consumer electronics • Operates: worldwide and has approx. 500 retail stores • Also operates in many other countries sourcing their materials for products. | <p>Advantages of Globalisation</p> <ul style="list-style-type: none"> ✓ Apple has operated in China since 2001. ✓ It currently provides around 5 million jobs ✓ Includes jobs in manufacturing and retail ✓ Deal worth £250 bn of investment in China. ✓ On average, people's incomes around the world going up. E.g. 400 million Chinese people were lifted out of poverty between 1979 and 2004. ✓ More jobs = local people have more money to spend in their community. This increases wealth which increases taxes. ✓ More taxes = more Government spending on healthcare and education ✓ Apple also agreed to help Chinese universities with investment into Research and Technology, thus driving forward China's quaternary sector | <p>Disadvantages of Globalisation</p> <ul style="list-style-type: none"> • Creates an unequal world where the gap between wealthy and poor people has increased. • Globally, the World's richest 1% own 46% of the World's wealth • working conditions for people are poor. • A BBC report alleged that Apple workers work 12 hour shifts or more, occasionally falling asleep, not allowed breaks or any days off • TNC's are often criticised for putting profit over people • Globalisation has lead to an increased use of energy. As a result more fossil fuels are burned e.g. gas and oil • These Greenhouses Gases e.g. carbon dioxide contributes significantly to the Enhanced Greenhouse Effect causing global warming. • Tax avoidance – companies not paying the correct amount |
| |  <p>Apple locations globally</p> | | |

Reducing the negative impacts of globalisation

We know globalisation has not benefitted everyone across the world – how can we reduce the negative impacts?


Fairtrade

- With big TNC's able to sell their products cheaply, this often means smaller farmers are the ones who miss out and stay in poverty.
- Fairtrade is a co-operation that ensure farmers get a fair price for their goods, even if the global market means the price decreases
- It aims to ensure workers' rights, safer working conditions and fairer pay.
- Consumers can choose to buy Fairtrade products such as coffee, chocolate, bananas and as a result most of the money goes to the farmers rather than large companies




Ethically sourced Goods

- Many of the clothes that we purchase are made in factories where working conditions are poor– these are often referred to as sweatshops and can include child labour (children working in factories)
- Buying ethically sourced goods means buying clothes that have not been produced under these conditions, not supporting the companies that practice this
- The company GAP was exposed for using sweatshops in the production of their products.
- Unfortunately, we cannot stop this completely, but we can make choices about where we spend our money



Charity (NGO's) and aid

- Globalisation has created wealth inequality
- Governments giving aid (help) and charities (NGO's Non-Governmental Organisations) such as Oxfam can help those who are affected most.
- Charities collect money from the public and this money is then used to help the people who have been affected by the economic unfairness because of globalisation
- Charities such as 'Water Aid' can really focus on those that need it the most and have not benefitted largely from globalisation





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| Superpower | <i>A superpower is a country/nation that can project its power and influence anywhere in the world and is a dominant global force.</i> | Why is the USA a superpower? | |
| Military power | <ul style="list-style-type: none"> ➤ Superpowers may not need to use military force often, but the threat of it is also important. ➤ Military power needs to be mobile (able to travel quickly and far) and far reaching ➤ Access to nuclear weapons and access to technology such as satellites and spy technology too. | Military power | <ul style="list-style-type: none"> ➤ It has military forces in more than 160 countries. It has 3,750 nuclear weapons (the UK has approx. 220) ➤ The military budget of the United States was US\$693 billion in 2019, the highest in the world. And it has the largest navel fleet in the world. |
| Economic power | <ul style="list-style-type: none"> ➤ Possibly one of the most important characteristics of a superpower. ➤ Money = able to fund construction of infrastructure + military. Superpowers need to maintain status ➤ Money can also be used to buy influence, for example foreign aid buy resources and influence trade patterns. | Economic power | <ul style="list-style-type: none"> ➤ The USA also has string economic power, according to the World Bank the USA also has one of the largest economies in the world. This gives it great economic power and strength. |
| Population power | <ul style="list-style-type: none"> ➤ If a country has a large population it has many people to work to build and develop the economy. It also has a potential large army if necessary. | Population power | <ul style="list-style-type: none"> ➤ The USA has a large population, it has a population of 329 million people. The 3rd largest population in the world. |
| Cultural power | <ul style="list-style-type: none"> ➤ This is the projection of a particular way of life and values that can influence many other countries. This can include food, traditions and entertainment. | Cultural power | <ul style="list-style-type: none"> ➤ This is the projection of a particular way of life and values that can influence many other countries. This can include food, traditions and entertainment. |
| Geographical power | <ul style="list-style-type: none"> ➤ Geographical power refers to how many countries/areas a place can affect. ➤ This can mean a physical presence or a more cultural presence. | Geographical power | <ul style="list-style-type: none"> ➤ It's a two ocean power |
| Resource power | <ul style="list-style-type: none"> ➤ Access to important resources is also essential to a superpower. ➤ If they have access to fossil fuels and energy this gives them power and influence. | Resource power | <ul style="list-style-type: none"> ➤ The USA also has a large amount of resource power. it is the largest producer of oil, one of the most wanted resources across the world. |

China's Growth – is it the next superpower?

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| China location | <ul style="list-style-type: none"> ➤ China is located in the continent of Asia. It is located specifically in Eastern Asia. ➤ It borders 14 countries such as Russia, India. It is 39 times the size of the UK ➤ The capital city of China is Beijing, which is located in the northeast of the country. |
| China Growth | <ul style="list-style-type: none"> ➤ China is a NEE – Newly Emerging Economy ➤ It is the second largest economy in the world ➤ There has been a shift in the type of employment in China ➤ China's cities are developing rapidly |

Chinese Investment In Africa

- Tourism** – worth 8.8% of GDP – although decreasing each year – safaris are most popular activity for tourists
 - Industry** – many TNCs located in Kenya bringing in employment e.g. Nestle, Coca Cola, Mitsubishi
 - Chinese Foreign Direct Investment (FDI)** - The Chinese have massively improved transport infrastructure by building new roads and railways.
- Nairobi – Mombasa High Speed Rail:** The Kenyan Government have asked the Chinese to build a high speed railway line connecting the port city of Mombasa, the capital city Nairobi and in the future, Uganda and the DR Congo. However, there have been many criticisms, as the route currently cuts through Tsavo and Nairobi national parks.

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| Past and Present Superpowers | |
| <p>British Empire</p>  | <ul style="list-style-type: none"> ➤ In the past, The British Empire was a 'Superpower'. ➤ The British Empire was made up of Britain, the 'mother country' and the countries it ruled. ➤ In the 16th century Britain began to establish overseas colonies, where it partially or fully controlled other countries. ➤ In the century 1815–1914, 10 million square miles of territory and 400 million people were added Britain controlled a worldwide empire which covered a fifth of the land in the world. ➤ This made Britain very powerful across the world. Able to control and influence around the world. ➤ After WW1 it was difficult for Britain to hold onto the Empire and remain a superpower ➤ It was expensive, it was not seen as right to rule people who did not want to be ruled by Britain |
| <p>USA</p>  | <ul style="list-style-type: none"> ➤ The USA is seen as a 'true' superpower for different reasons. ➤ It is located on the continent of North America, between Canada and Mexico ➤ The USA has a strong geographic power and is a two ocean power, it borders both the Atlantic and the Pacific oceans. ➤ After WW2 the USA was seen as a great power and gained its superpower status which it maintains today. |

The Future of Superpowers – scenarios;

- USA remains a superpower and maintains its status
- China continues to grow and become the next great superpower
- Another country, Brazil, Russia, India, China (BRICs) becomes a superpower and surpasses USA and China.

| Advantages | Disadvantages |
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| <ul style="list-style-type: none"> - Improves transport infrastructure = better access to jobs. - Improved transport encourages more tourism as tourists find it easier to travel around - Improved trade links with Uganda and DR Congo - Improved trade links between Mombasa and Nairobi means Kenya can export more goods - It's free! Chinese are paying the bill - Is elevated so animals in national park can pass underneath | <ul style="list-style-type: none"> • Destroying endangered animal habitat • Some animals have already moved away (10 rhinos relocated and died in transit) • Negative impact on tourism as less animals can be seen in national park • Chinese built = no employment in construction for local Kenyans • Leakage – much of the profit from the railways goes to China |