Social Studies 10-1

## Unit 1: Globalization and identity

# Media and diversity

## Three patterns in one feed

- A chorus recorded for a global chart sounds familiar in Edmonton, Lagos, and Seoul.
- A Prairie artist keeps a Cree phrase inside a club beat that also travels.
- A French-language series sits in a Canadian streaming row beside those tracks.

## Coexisting media patterns

- Universalization shows up when the same commercial chorus, logo, or plot is easy to recognize in many countries.
- Hybridization shows up when a new work keeps more than one tradition audible or visible.
- Diversification shows up when connection adds local languages and local producers to the menu.

# Key terms

### universalization of pop culture

Universalization of pop culture is the spread of a similar commercial style, story, or product across many places.

### hybridization

Hybridization is a cultural mix in which more than one tradition stays recognizable in the new work.

### diversification

Diversification is the growth of more cultural choices, languages, or local productions as connection increases.

### media literacy

Media literacy means naming who made a message, what evidence it uses, and whether the claim is wider than that evidence.

## Patterns before judgment

- Universalization: one commercial style becomes easy to find in many places.
- Hybridization: the mix keeps the sources recognizable.
- Diversification: the menu of languages and local works grows.

# Caption and soundtrack

- Maker: a streaming editor writes, Local culture goes global.
- Evidence in the track: a Cree phrase and a club beat both stay audible.
- Oversimplification test: the caption claims replacement, while the audio shows a mix.



# A hybrid track

- Maker and purpose: an artist and a label seeking listeners across borders.
- Evidence: a recognizable Cree phrase plus a recognizable club beat.
- Limit: one track is weak evidence about every Cree speaker’s view of the mix.



## French streaming row

- A platform adds a row labeled French-language series in Canada.
- The row is a technological shelf for an existing language.
- A caption that says streaming erased French would fail the evidence test.

## Review

- The same jingle airs in several countries with translated slogans.
- A local choir records a version that keeps the jingle and a heritage melody.
- Students classify each item and test the caption.