Globalization and identity slide deck

Social Studies 10-1

Unit 1: Globalization and identity

Multiple perspectives

Three students’ mornings

- A Calgary student packs regalia for a powwow while family messages about the grand entry fill the phone.
- A classmate prints posters for a French-language film night at a community hall.
- A third student refreshes a global song chart that updates from studios on several continents.

Identity and globalization

- A perspective becomes visible when you name the speaker, the evidence, and the value that speaker treats as important.
- Identity shapes how a person meets a global song, product, or news story.
- The same global connection can affirm one community's public life and crowd another community's language or calendar.

Key terms

perspective

A perspective is a way of seeing an issue that comes from a person's community, values, and evidence.

identity

Identity is the mix of belonging, language, culture, beliefs, and roles through which a person understands who they are.

globalization

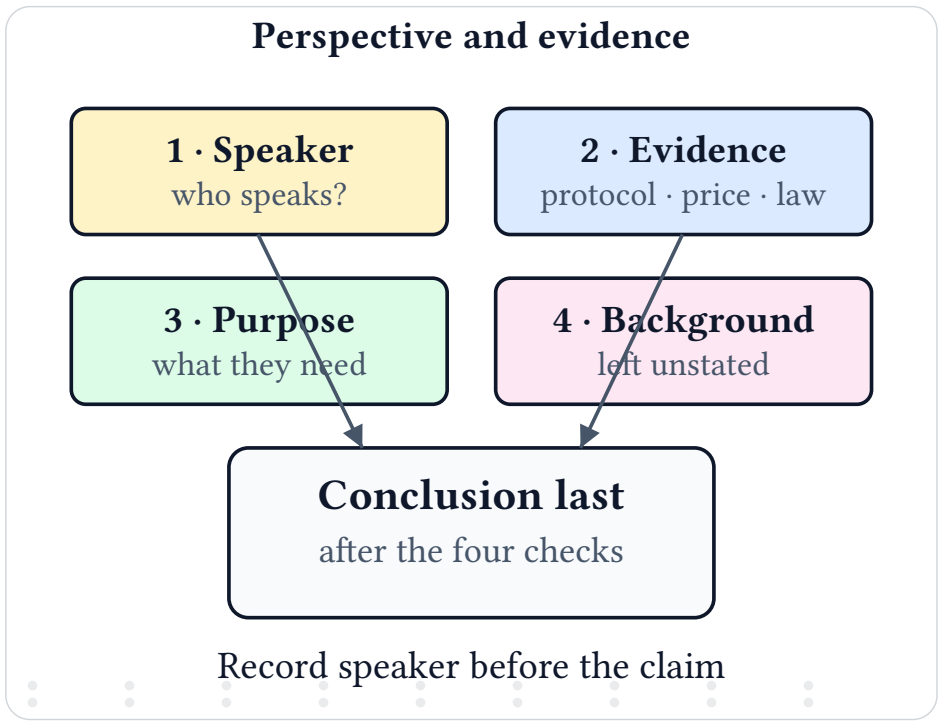
Globalization is the process by which the world's people become more connected and more interdependent.

source check

A source check names the speaker, the purpose, the evidence, and the perspective the source leaves in the background.

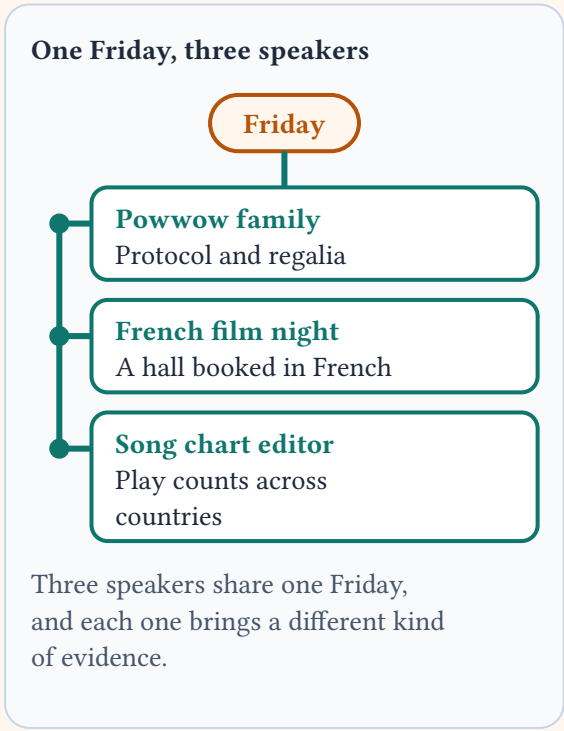
Perspective and evidence

- Name the speaker before you name the conclusion.
- Ask what evidence that speaker treats as decisive: protocol, language, price, law, or audience.
- A source check records speaker, purpose, evidence, and the perspective left in the background.



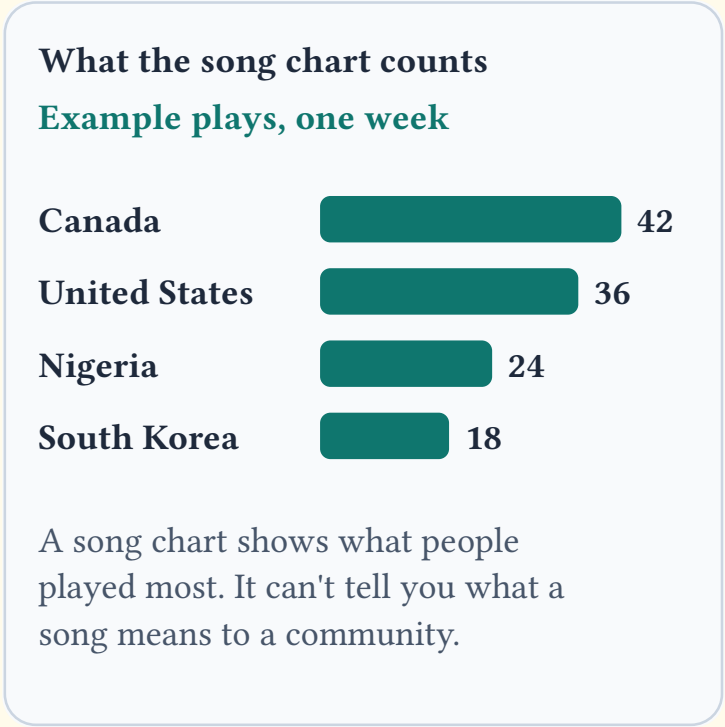
Comparison table

- Powwow preparation: the speaker is a First Nations student and family; the evidence is protocol, regalia, and grand entry; the value is continuity of community.
- French film night: Francophone students book a hall so French has a public audience.
- Global song chart: the speaker is a streaming editor; the evidence is play counts; the value is a market that crosses borders.



Source frame for a song chart

- Speaker: a streaming editor choosing songs for a global chart.
- Purpose: rank plays so listeners stay on the service.
- Evidence: play counts. Background: powwow protocol and the French-language audience sit outside the ranking.



Film-night poster

- The poster names a French-language film, a community hall, and a Friday time.
- The speaker is the student committee, and the purpose is to gather a local audience.
- The background box still asks who else is gathering that night.

Review

- A Cree-language podcast episode and a national retail ad appear in the same feed.
- Each item has a speaker, a purpose, and a limit.
- A full answer says how identity and globalization meet in that feed.

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Expressions of identity

Four public expressions

- A Métis youth wears a sash and plays fiddle tunes learned from an aunt at a community gathering.
- A Sikh classmate ties a dastaar before school as part of religious practice.
- A Francophone troupe rehearses a play in French for parents and neighbours.



Identity in public practice

- Individuals and collectives express identity through tradition, language, religion, spirituality, the arts, attire, land, ideas, and role models.
- Peoples promote these expressions so a language or practice stays public when global media is loud.
- A fair group names each speaker’s evidence before it looks for a shared next step.

Key terms

collective identity

Collective identity is a shared sense of belonging built through language, practice, memory, and institutions.

tradition

A tradition is a practice a community repeats and teaches so a meaning stays alive across generations.

role model

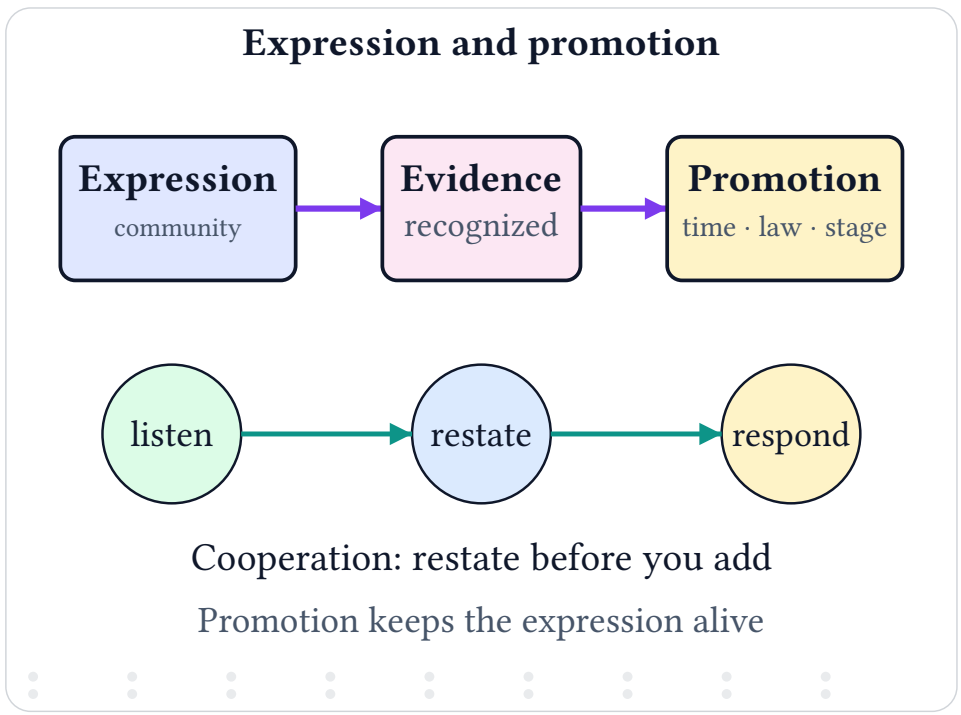
A role model is a person whose public conduct gives others a pattern for belonging and responsibility.

relationship to land

A relationship to land is the set of responsibilities, stories, and uses that tie a people to a particular place.

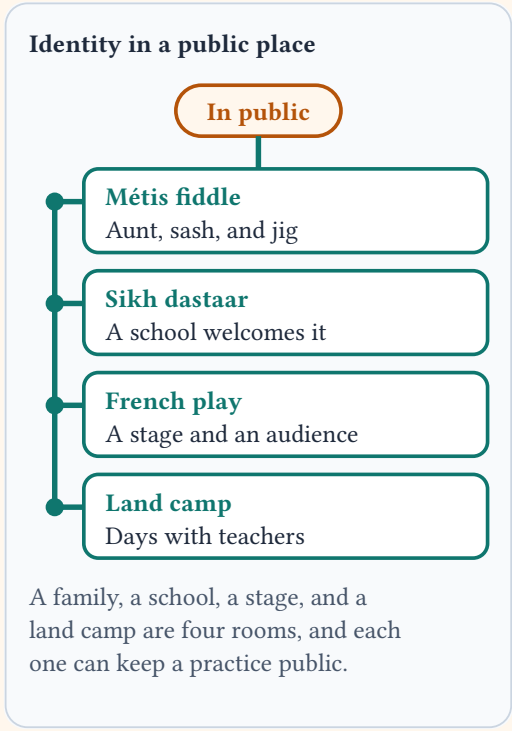
Expression and promotion

- An expression is evidence of identity when a community teaches it and recognizes it.
- Promotion means time, money, law, or a public stage so the expression continues.
- Cooperation in class means restating someone else's view before you add your own.



Comparison table

- Métis fiddle and sash: arts and tradition; promotion looks like a community hall, teachers, and a public jig or workshop.
- Sikh dastaar: religion and attire; promotion looks like a school rule that welcomes religious dress.
- Francophone play: language and the arts; promotion looks like rehearsal space and an audience that hears French.
- Family camp on a territory: relationship to land and spirituality; promotion looks like time on the land with elders and teachers.



A fiddle workshop

- Speaker: Métis musicians and the aunt who teaches.
- Expression: the arts, tradition, and a role model.
- Promotion: a Saturday work-shop with instruments, a hall, and an invited audience.

Saturday fiddle workshop

Morning
Aunt teaches fiddle tunes
The tunes come from the family.

Afternoon
Dancers wear a sash
The sash shows at the jig.

Evening
The hall is booked
A public room keeps it visible.

The tune, the sash, and the booked hall each let other people see the same family practice.

School dress-code meeting

- A Sikh student asks the school to welcome the dastaar in its dress code.
- A classmate asks for quiet rehearsal space for the French play.
- The meeting needs a restatement before any proposal is ranked.

Review

- An Inuit student teaches a throat-singing pattern learned from a relative.
- A classmate organizes a land-based weekend with elders along a river the family knows.
- Both are promotions if they have teachers, time, and a public or community audience.

Image credits

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Unit 1: Globalization and identity

Dimensions of globalization

A phone in Edmonton

- The phone was assembled from parts made in more than one country.
- A Canadian carrier and Canadian privacy rules govern how it connects here.
- The group chat on the screen mixes English, emoji, and a family language.

One phone in three dimensions

- A phone in an Alberta classroom is political when laws govern its data, spectrum, and import.
- The same phone is economic when wages, shipping, and price connect factories and buyers.
- The phone is social when the language of an app and a group chat shape daily relationships.

Key terms

political dimension

The political dimension of globalization is the layer of laws, states, and institutions that set rules for cross-border life.

economic dimension

The economic dimension of globalization is the layer of production, trade, prices, and investment that crosses borders.

social dimension

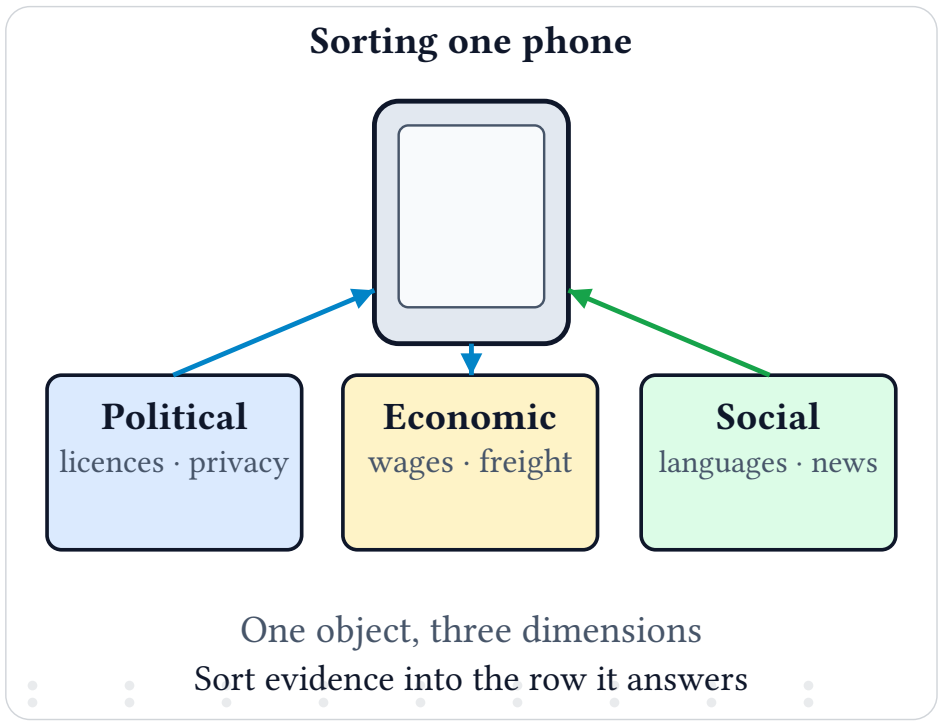
The social dimension of globalization is the layer of language, media, migration, and daily relationships among people.

sketch map

A sketch map is a simplified geographical drawing with labels that support an inference about movement or place.

Sorting the dimensions

- Political: spectrum licences, import rules, and privacy statutes.
- Economic: wages in assembly plants, freight costs, and the retail price.
- Social: app languages, friendships, and the news the phone delivers.



Sketch map of a supply route

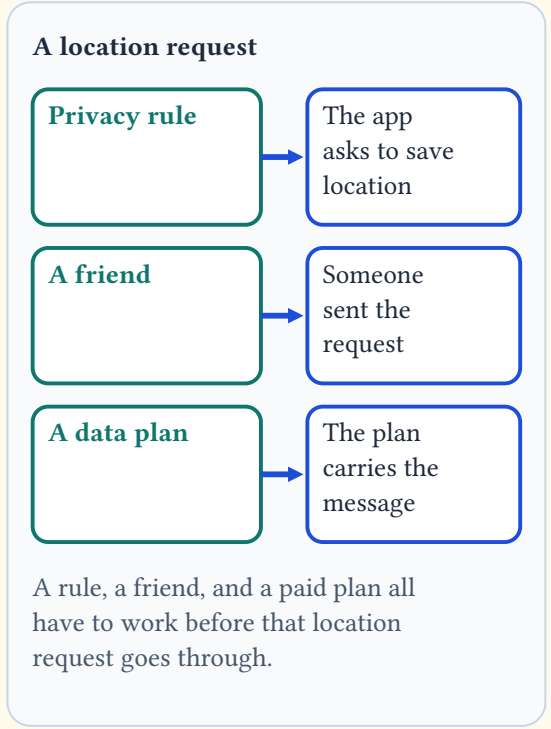
- Label A, Pacific factories: components and assembly, an economic place.
- Label B, Port of Vancouver: ships, customs rules, and inspection, a political and economic gate.
- Label C, Edmonton store and classroom: price, privacy settings, and a multilingual chat, all three dimensions.



The phone reaches Edmonton only after factories, a ship, and the port have each done their part.

A privacy prompt

- A pop-up asks for location data before a map app will load.
- Canadian privacy law is the political context of that pop-up.
- The friend who sent a pin is the social context, and the data plan is the economic context.



A rule, a friend, and a paid plan all have to work before that location request goes through.

Sneaker shipment

- A sneaker is designed in one country, stitched in another, and sold in a Calgary mall.
- A trade rule and a wage are different facts.
- The logo on a classmate’s foot is a social fact about status and advertising.

Review

- A rumour says a government may restrict an app.
- Students still sort law, price, and relationships.
- The sketch map asks where the company and the users live.

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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.

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Opportunities for identity

Three opportunities in one year

- A school board opens a Francophone program so children can learn in French.
- A First Nation expands a language nest where elders teach the community language to small children.
- A city arena changes its uniform rule so a Sikh athlete can wear a dastaar.

Terms for different changes

- Acculturation is change through contact while a community's own practices continue.
- Accommodation changes the institution. Affirmation of identity publicly recognizes a people.
- Cultural revitalization rebuilds a practice, and integration joins shared institutions with a distinct identity intact.

Key terms

acculturation

Acculturation is cultural change through lasting contact, as people take on some practices of another culture while continuing their own.

accommodation

Accommodation is a change in rules or institutions so more than one culture can continue in public.

cultural revitalization

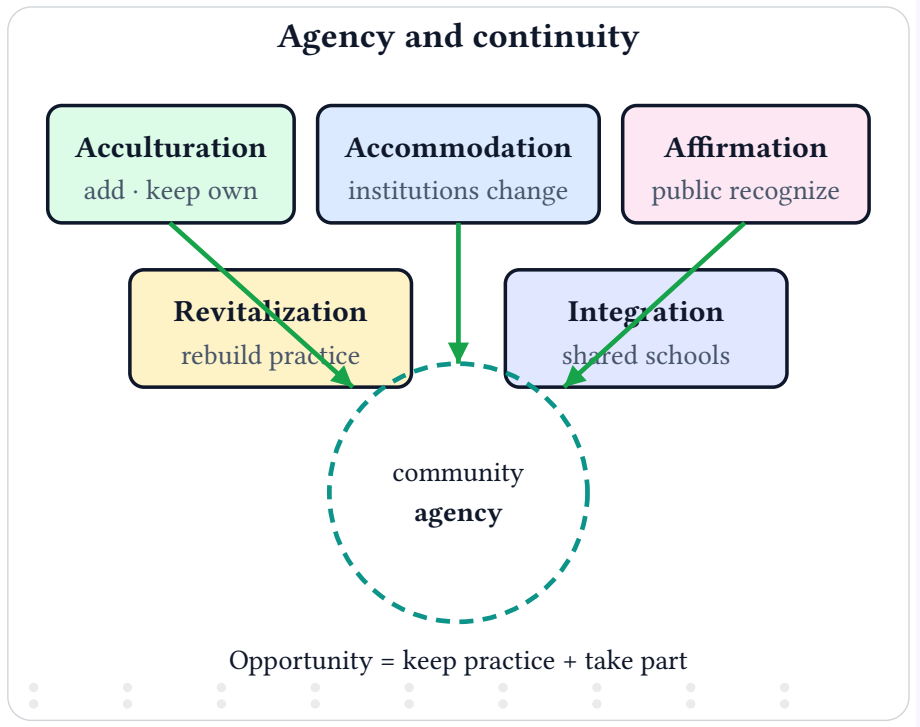
Cultural revitalization is a community's work to rebuild a language, art, or practice that had been pushed to the margins.

integration

Integration is participation in shared institutions while a distinct identity continues.

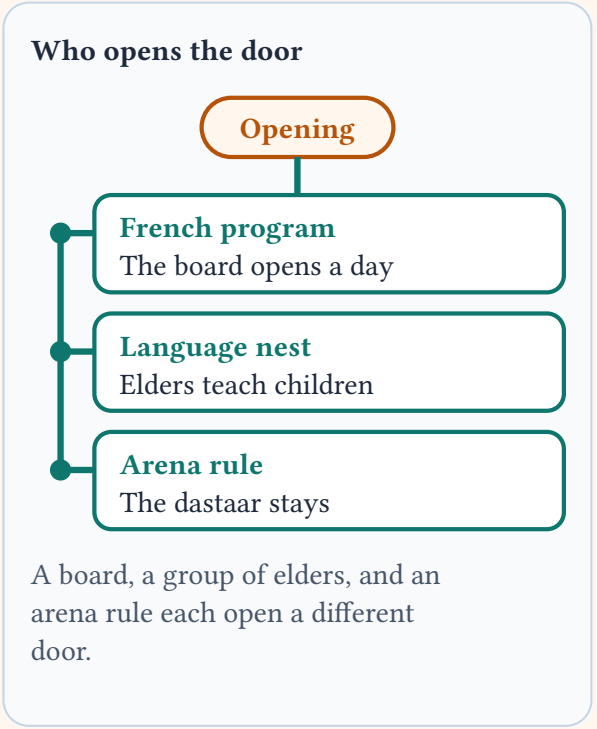
Agency and continuity

- Acculturation: people add practices and keep their own.
- Accommodation and affirmation: institutions change and publicly recognize an identity.
- Revitalization and integration: a community rebuilds a practice and also takes part in shared schools, teams, or workplaces.



Comparison table

- Francophone program: accommodation and affirmation. Charter education rights and a French school day continue French in public.
- Language nest: cultural revitalization. Elders teach the nation's language to children.
- Arena rule: accommodation. The athlete's religious attire continues, and the institution changes the uniform line.



A board, a group of elders, and an arena rule each open a different door.

A language nest

- Who moves: children enter a room where the community language is the teaching language.
- Who decides: the First Nation and elders set the teaching.
- What continues and grows: the language returns to daily speech with the youngest speakers.

A language nest morning

Arrival
Young children arrive
The nest meets in the morning.

Teaching
Elders lead the class
Elders are the teachers.

Language
The nation's language
The class is taught in that language.

The nest works when the children, the elders, and the nation's language are in the room together.

Arena rule

- The athlete keeps the dastaar.
- The arena rewrites the uniform line.
- The team roster stays shared.

Review

- A newcomer family adds English at work and keeps its home language at the table.
- A school adds a Métis fiddling elective taught by Métis musicians.
- Students match terms to these fresh cases.

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Challenges to identity

A policy and a playlist

- For more than a century, Canadian law and churches ran residential schools for Indigenous children.
- The Truth and Reconciliation Commission heard survivors and described family separation and language loss.
- This week a global playlist on a phone repeats one commercial style in many cities.



Terms for different harms

- Assimilation pressures a people to replace language, kinship, or belief with a dominant model.
- Marginalization pushes a people away from public decisions, income, or safety.
- Homogenization flattens difference into one style, while accommodation and integration are responses that keep an identity in public.

Key terms

assimilation

Assimilation is pressure to replace a community's language, family life, or practice with those of a dominant group.

marginalization

Marginalization is being pushed to the edge of public life, resources, or decision making.

homogenization

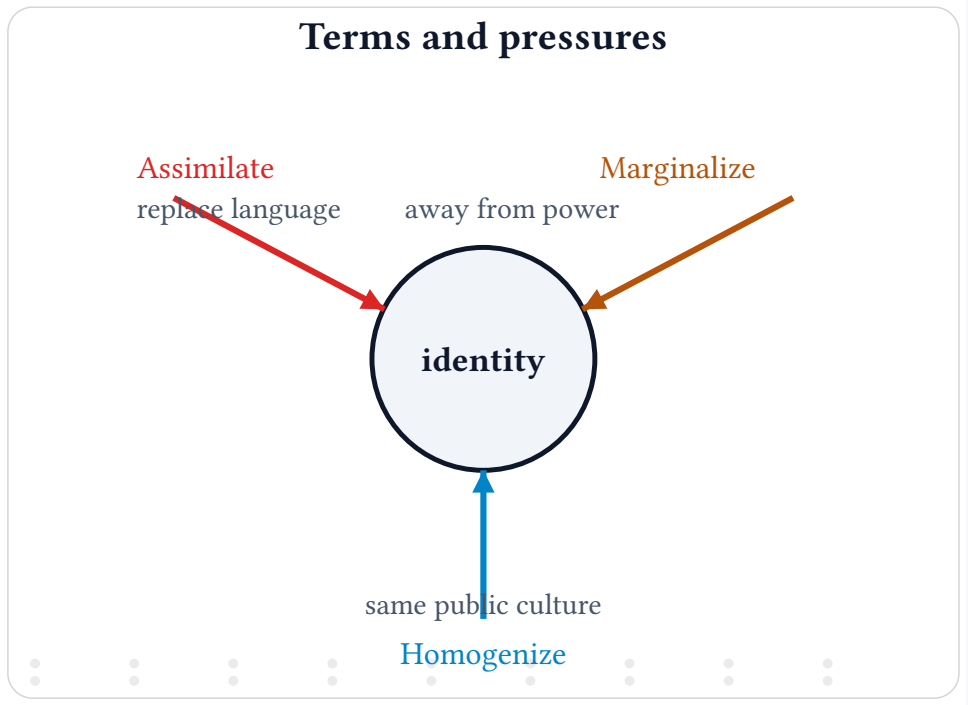
Homogenization is the flattening of cultural difference into one commercial or institutional style.

integration

Integration is participation in shared institutions while a distinct identity continues.

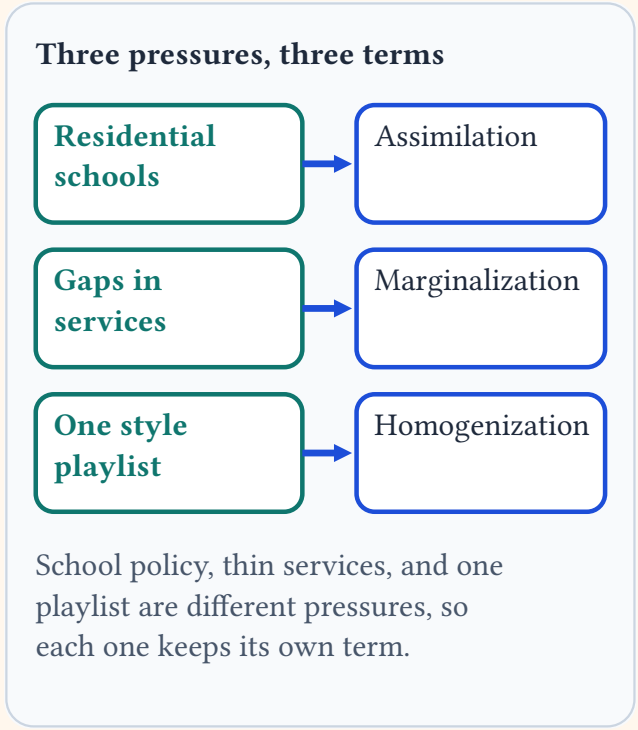
Terms and pressures

- Assimilation: the pressure is to replace a people's language and family life.
- Marginalization: the pressure pushes people away from decisions, land, income, or safety.
- Homogenization: the pressure makes public culture sound or look the same.



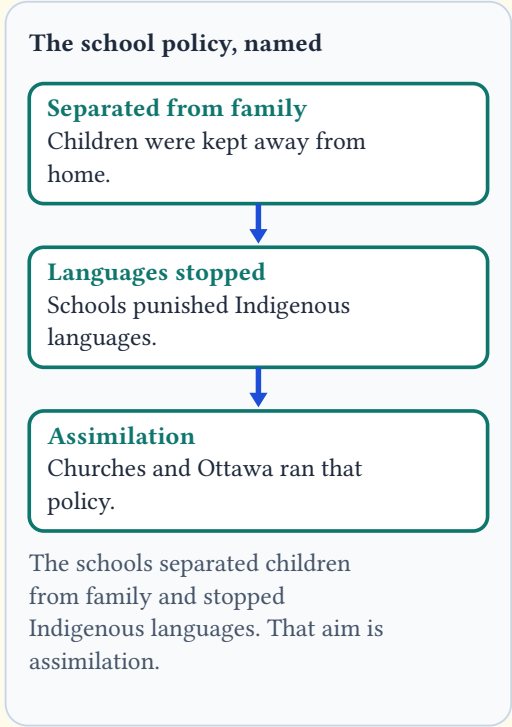
Challenges and responses

- Residential schools: assimilation. Children, families, and Indigenous languages were the target of a replacement policy.
- Later gaps in control and services: marginalization. Many First Nations, Métis, and Inuit communities still face edges in housing, health, and jurisdiction.
- One-style playlist: homogenization. A response is accommodation, such as playlists and funding led by Indigenous and Francophone artists.



Residential school policy

- Actor: the federal government and the churches that operated the schools.
- Pressure: separate children from families and suppress Indigenous languages.
- Term: assimilation, because the aim was replacement of language and home life.



Playlist with a different term

- A chart playlist uses one production style in many countries.
- Local-language songs are hard to find on the front page.
- Artists still release those songs on smaller rows and community stations.

Review

- A workplace schedules only the holidays of one tradition.
- A film studio dubs every story into one language and shelves the others.
- Students classify each pressure and name a response.

Image credits

Jon Kolbert, Mother Earth Circling - Healing from the residential school experience, CC BY-SA 3.0

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Language laws and promotion

A language law timeline

- 1969: Parliament passes the Official Languages Act, giving English and French federal status.
- 1977: Quebec adopts the Charter of the French Language, often called Bill 101.
- In 1982, Charter section 23 set minority-language education rights.
- 2019: Parliament passes the Indigenous Languages Act after decades of language loss.



Laws and community judgment

- The Official Languages Act and Charter section 23 give French and English a public legal place in Canada.
- Quebec's Charter of the French Language makes French the public language of that province.
- The Indigenous Languages Act supports revitalization, and First Nations, Métis, and Inuit nations judge whether control sits with them.

Key terms

language law

A language law is a statute that sets where a language must or may be used in public life.

linguistic rights

Linguistic rights are legal claims to use, learn, and receive services in a language.

cultural content rule

A cultural content rule requires a share of media or school time for a language or a nation’s stories.

linguistic revitalization

Linguistic revitalization is organized work to bring a language back into daily use with its speakers and teachers.

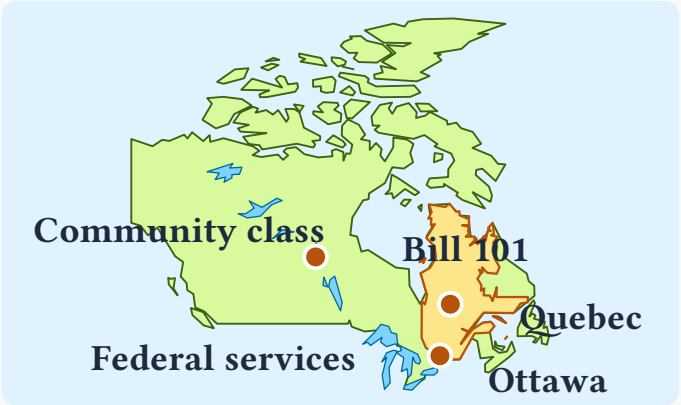
Weighing language laws

- Linguistic rights name who the law treats as a rights holder.
- Public space is the schools, signs, courts, media, or funding the law opens.
- Daily use is evidence that children and workers speak the language there.

Perspectives on language efforts

- Francophone perspective: French needs schools, signs, and media because English dominates continental life. Bill 101 and section 23 are security tools.
- Federal bilingual perspective: English and French are the official languages of Parliament and federal services, a constitutional design since 1969 and 1982.
- First Nations, Métis, and Inuit languages tie people to land and kin.
- The 2019 Act is federal recognition. Nations ask whether teaching and funding follow their authority.

Where each effort applies



Bill 101 covers Quebec. Federal services sit in Ottawa. A community class can sit far from both.

Bill 101

- Bill 101 names French as Quebec's public language, on signs and in workplaces.
- Schools, commercial signs, and public life are the space the law opens.
- English-speaking and Indigenous communities in Quebec have language claims beside this law.

Indigenous Languages Act

- The 2019 Act recognizes Indigenous language rights in federal law.
- Revitalization depends on nations, elders, and teachers.
- A paragraph needs a claim, the instrument, and a limit.



Review

- Section 23 gives some parents the right to minority-language education in French or English.
- A Francophone family outside Quebec is the usual French example.
- The paragraph still needs a limit.

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