Social Studies 10-2

Unit 1: Globalization and identity

Challenges for identity

A uniform main street

- A prairie downtown replaces a butcher, a Vietnamese bakery, and a Métis craft counter with five brands seen in hundreds of cities.
- At a new warehouse in the same town, supervisors coach seasonal workers to use only one language and to shorten names.
- The warehouse hires from outside the neighbourhood, and local youth watch the shifts fill.

Three pressures and an exception

- Homogenization means a street or a screen starts offering the same brands and the same look in many towns.
- Assimilation is pressure to drop home practices and take on the habits of the dominant culture.
- A one day festival can leave local youth outside the jobs all year.

Key terms

assimilation

Assimilation is a pattern in which a person or group takes on a dominant culture under pressure and home practices fall away.

marginalization

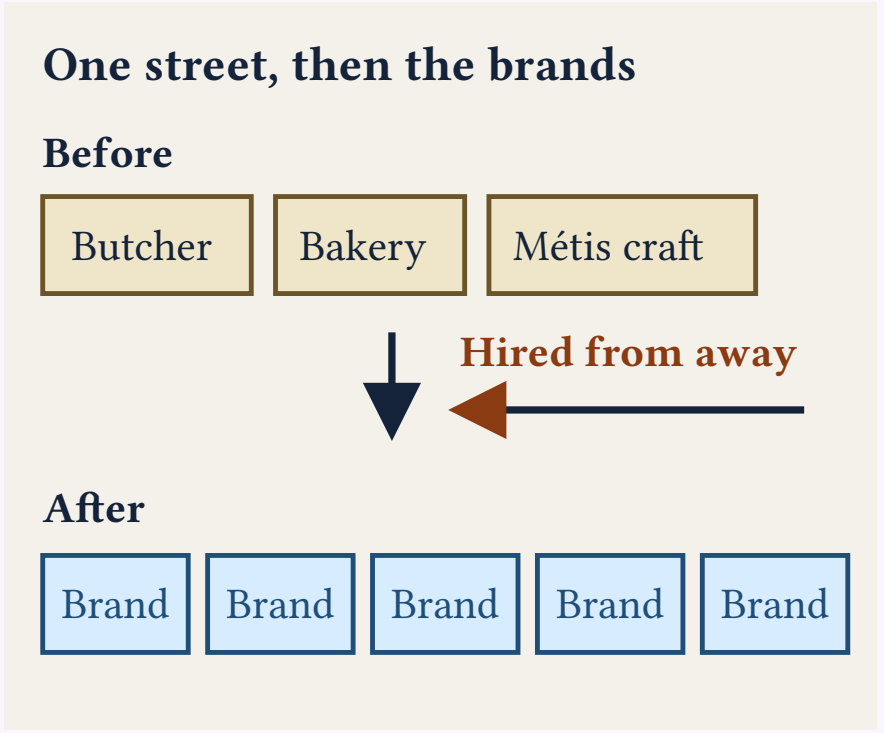
Marginalization is a pattern in which a group is pushed to the edge of economic, political, or social life.

homogenization

Homogenization is a pattern in which places, products, or media become more alike and local difference shrinks.

Three pressures on one main street

- Five identical brands replace the butcher, the bakery, and the Métis craft counter. Distant retail chains set those terms. That pressure is homogenization.
- Supervisors coach workers to drop a home language and to shorten a name. The supervisors set those terms. That pressure is assimilation.
- Local youth watch shifts fill with people hired from outside the neighbourhood. A recruiting plan aimed elsewhere sets those terms. That pressure is marginalization.



Three papers, three labels

- A public development notice, a staff coaching script, and a hiring poster aimed at out of town applicants sit side by side.
- The notice shows the same five brands. The script tells workers to leave home languages in the parking lot. The poster lists fly in shifts.
- Each paper supports a different label: homogenization, assimilation, or marginalization.

Thin exception

- A chain allows a cultural festival for one Saturday and keeps a year round rule that staff may speak only the head office language.
- Decide whether one Saturday festival is a full accommodation of the workers' home culture.
- Name the challenge that remains on the other 364 days, when staff may speak only the head office language.

Review

- A northern town’s independent grocer, radio show, and craft store give way to one national chain and one playlist.
- From memory, say whether this is homogenization, assimilation, or marginalization, and name the evidence.

Summary

- Homogenization means the place or the screen starts to look and sound more alike from town to town.
- Assimilation is pressure that pushes people to drop home practices and take on the habits of the dominant culture.
- Marginalization: a group is pushed to the edge, and a one day exception can leave that edge in place.