Social Studies 10-2

Unit 1: Globalization and identity

Media and diversity

Three clips, three effects

- The same dance challenge appears in Lagos, Edmonton, and Seoul in one week.
- A track built in Edmonton braids Punjabi bhangra rhythms with local hip hop.
- A streaming shelf offers Inuktut, French, Korean, and English playlists side by side.

Media effects on difference

- Universalization means one popular form, such as the same dance, shows up in many places.
- Hybridization is a mix where you can still hear or see more than one tradition.
- Diversification means people can find more languages and styles. That range can grow while a hit dance also spreads.

Key terms

universalization of pop culture

Universalization of pop culture is the spread of one popular style so that many places meet the same songs, dances, or images.

hybridization

Hybridization is the mixing of cultural forms so that a new expression carries recognizable pieces of more than one tradition.

diversification

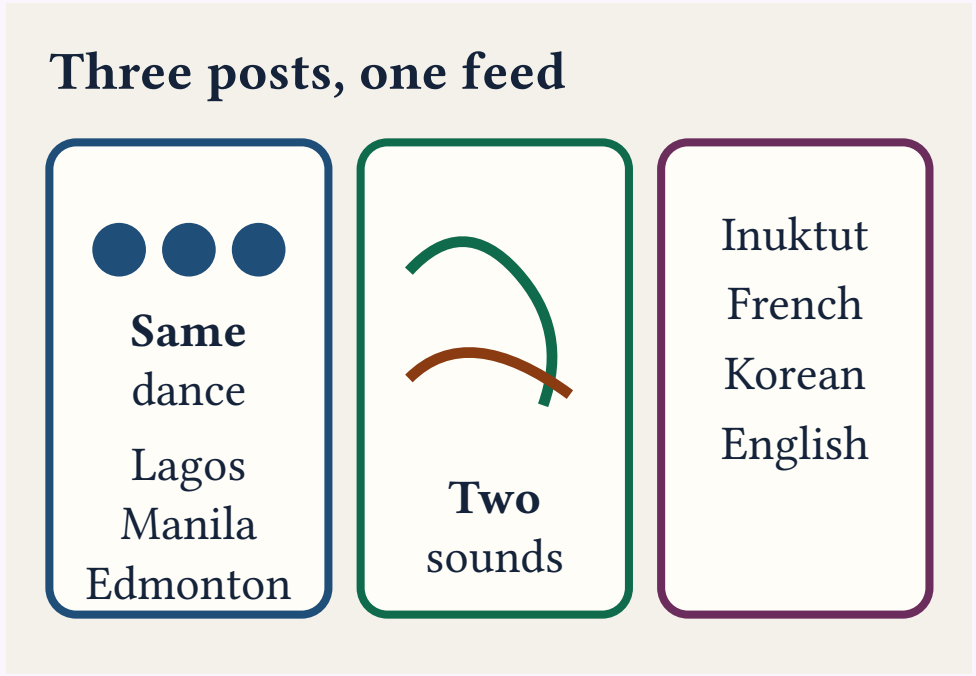
Diversification is a widening of the range of languages, styles, or stories available in a media space.

pop culture

Pop culture is the widely shared music, video, fashion, and talk that spreads quickly through media.

One feed, three effects

- A dance challenge uses one audio file and nearly the same moves in Lagos, Edmonton, and Seoul. That effect is universalization.
- Punjabi drum patterns and Edmonton hip hop verses share one track, and you can still hear both. That effect is hybridization.
- The playlist row lists Inuktut, French, and Korean beside English, so listeners can find more languages. That effect is diversification.



Three posts

- Post A uses the identical audio and choreography in three countries.
- Post B credits a bhangra drummer and an Edmonton rapper on one song.
- Post C is a new Inuktut playlist created after listeners asked for it.

School talent show

- The talent show opens with one dance that students in many countries already perform the same way.
- A Métis fiddle tune shares the stage with a pop chorus, and a listener can still hear both.
- Students add a French poem after they ask for a place on the program.
- Label the dance, the fiddle and chorus, and the poem as one shared form, a mix you can still tell apart, or a wider set of voices.
- Say which act widens diversity and which act repeats a widespread form.

Review

- A Korean company films a series in Calgary, so a story made in Alberta reaches viewers far from the set.
- Teens in three countries copy one costume from that series, so one look spreads.
- A Cree language version is added after viewers ask for the series in Cree.
- From memory, identify one example of universalization and one of diversification.

Summary

- Universalization spreads one popular form, such as one dance, so people in many places perform it the same way.
- Hybridization keeps more than one tradition easy to hear or see in the mix.
- Diversification widens the languages or styles people can find on the same shelf or stage.