Globalization and identity slide deck

Social Studies 10-2

Unit 1: Globalization and identity

Expressions of identity in Canada

Three expressions before the lunch bell

- At an Edmonton ceremony, a student wears a Métis sash.
- At lunch the same student hears Somali at the table.
- On the bus home, that student watches a global soccer clip.

People show who they are in public

- People in Canada show who they are through traditions, language, religion, spirituality, the arts, clothing, a tie to the land, and people the community trusts.
- A collective identity belongs to a group. One person can belong to more than one group in the same week.
- Multiple perspectives means two people can describe the same sash, song, or homeland with different evidence. Both descriptions are about identity.

Key terms

identity

Identity is the mix of beliefs, practices, languages, and relationships a person or a group uses to say who they are.

multiple perspectives

Multiple perspectives are the different standpoints people bring when they describe the same event, place, or choice.

collective identity

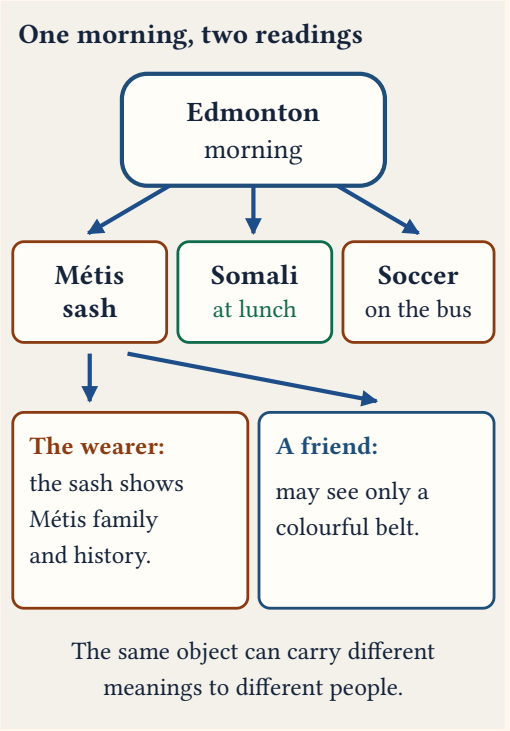
Collective identity is a community's shared answer to the question of who we are, carried in practices the group recognizes.

role modelling

Role modelling is a way of learning identity by paying attention to a person the community already trusts and respects.

Where identity shows up

- A round dance tells a First Nations community when to gather and how that gathering should go.
- A Francophone Albertan festival calendar shows that community's identity by naming the days for a French Mass, music, and a shared public gathering.
- Families use Michif, Cree, and Somali to tell their stories and to show who they belong with.
- Beadwork, throat singing, and fiddling carry a people's stories into public view.
- Sea ice, the plains, and an aunt who keeps the language alive show a group's tie to the land and to a trusted mentor.



Two readings of one Métis sash

- You can see a student wear a Métis sash at a school ceremony and later explain it to a friend.
- The wearer says the sash connects them to Métis kin, the fur trade, and a community event.
- The friend first sees a colourful belt, then changes that reading after the family story.



Festival poster

- A Francophone Albertan winter festival poster lists a French Mass, a fiddle workshop, and a land acknowledgement offered by a local First Nation.
- Your job is to sort three expressions and to name two stand-points a visitor might use.
- Keep the groups distinct: language, spirituality, the arts, and re-lationship to land can share one poster.

Review

- A youth in Rankin Inlet posts a throat singing clip recorded with a grandparent, captioned in Inuktut, filmed on the sea ice.
- From memory, name the expressions and one perspective the grandparent might hold that the online audience might miss at first glance.

Summary

- In this course you read identity from practices: traditions, language, religion, spirituality, the arts, clothing, land, and mentors.
- Keep two perspectives when two people use different evidence about the same practice.
- A media clip can be one expression. Language, land, and kinship can sit beside it.

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Social Studies 10-2

Unit 1: Globalization and identity

Dimensions of globalization

One phone, three kinds of connection

- A phone sold in Red Deer may use minerals mined on one continent, parts assembled on another, and an app made in Alberta.
- The price, the import rules, and the languages inside the app are different kinds of connection.
- Ask how those connections change daily life, and how a community can push a language or a rule back into the flow.

Globalization has more than one part

- Read globalization in three parts, political, economic, and social, and add a current example that fits each part.
- Interdependence means a store shelf, a paycheque, or a news feed can change because of a decision made far away.
- A community can push its language or a rule into a global flow.
- A new habit from that flow can also become part of the day.

Key terms

globalization

Globalization is the process by which the world becomes more connected and interdependent across borders.

interdependence

Interdependence means people and places rely on one another for goods, decisions, information, or care.

political globalization

Political globalization is the spread of rules, agreements, and government decisions across borders.

economic globalization

Economic globalization is the cross-border movement of goods, money, jobs, and companies.

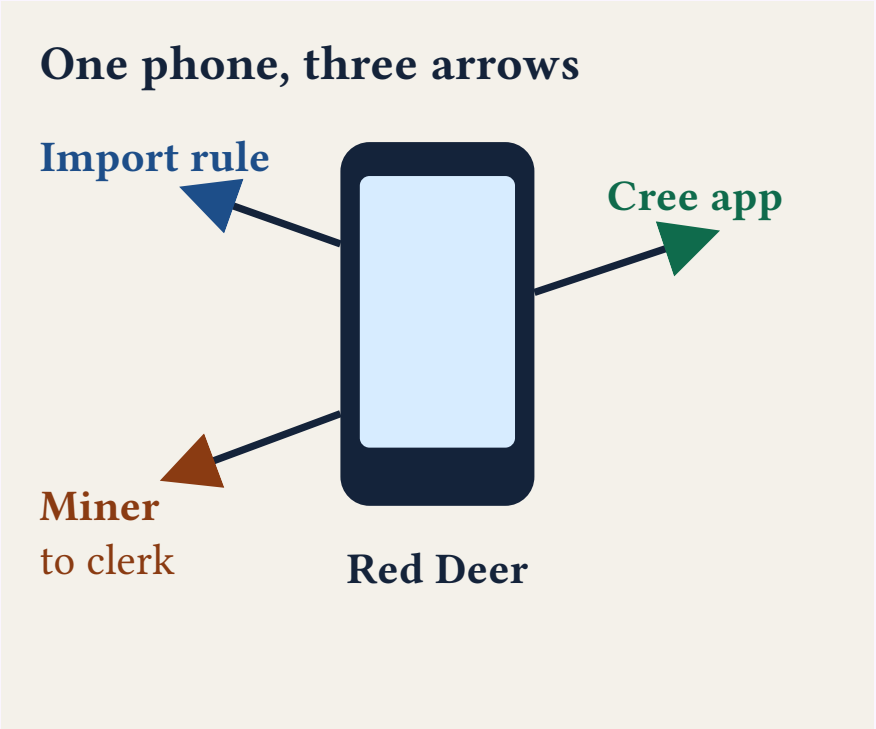
Key terms

social globalization

Social globalization is the cross-border movement of ideas, media, language, and daily habits.

One phone, three kinds of link

- Import rules and safety standards decide whether that Red Deer phone can be sold in Canada. That link is political.
- Miners, assembly workers, shippers, and the Red Deer clerk all depend on the sale. That link is economic.
- An app that teaches Cree vocabulary uses a global store to carry a local language into the day. That link is social.



A Cree language app

- A First Nation education office asks a global app store to feature a Cree language tool for students.
- The store reaches many countries, so the request uses a social link and an economic link. The request itself is a cultural decision.
- After the app spreads, some youth spend more of the day on Cree vocabulary and on the store’s design habits.

Dimensions in a bag of coffee

- A café in Edmonton sells coffee grown in Ethiopia, roasted under a fair trade label, and advertised in English and French.
- Sort one fact about rules or standards, one fact about money or work, and one fact about daily life or language.
- Add one sentence about whose identity shows up on the bag, in the language or the story the label tells.



Review

- A Manitoba Hutterite colony sells furniture online to customers in three provinces and posts the catalogue in English.
- From memory, name the economic and social dimensions, and say whether the colony’s identity is shaping the sale.

Summary

- Name the political link, the money and jobs link, and the daily life link before you call something globalization.
- Interdependence means what happens on your street depends on people far away and on choices made here.
- A culture can send a request into those links. People also live with the habits that come back.

Image credits

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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

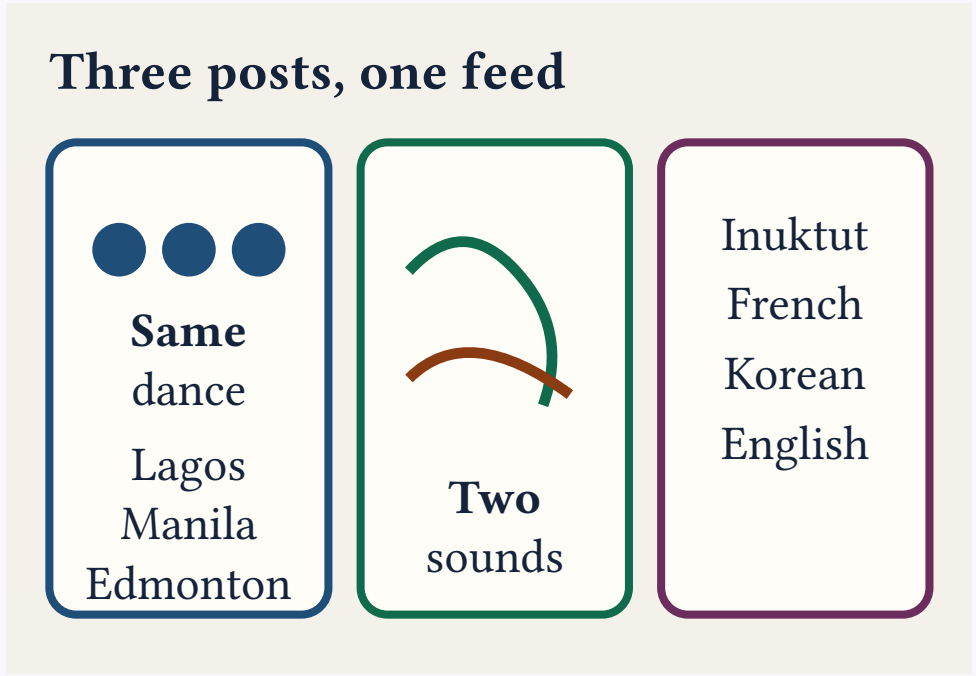
Diversification is a widening of the range of languages, styles, or stories available in a media space.

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.

Social Studies 10-2

Unit 1: Globalization and identity

Opportunities for identity

A language nest and a policy

- At one school, elders and children spend the morning speaking Cree in a language nest.
- The same school's student handbook makes room for a Métis sash, a hijab, and a kirpan under a clear safety and dignity policy.
- Both scenes give a culture more room, and each one works by a different move.

Five ways a culture can gain room

- Acculturation means you learn tools of the wider society, such as shop English, and you keep home practices that still matter.
- Accommodation means a school or workplace changes a rule so a practice, such as a sash, a hijab, or a kirpan, can be present.
- Revitalization rebuilds a practice, such as a language. Affirmation celebrates that identity in public. Integration means you join civic life and keep the culture.

Key terms

acculturation

Acculturation is the learning of practices from a wider society while a person also keeps meaningful practices from home.

accommodation

Accommodation is an institutional change that makes room for a cultural or religious practice so a person can participate.

cultural revitalization

Cultural revitalization is a community effort to bring a language, ceremony, or art back into regular use.

affirmation of identity

Affirmation of identity is a public act that says a people's identity is real, valued, and welcome.

Key terms

integration

Integration is full participation in shared civic life alongside the keeping of one's culture.

Who moves in each opportunity

- A newcomer apprentice learns shop English for the job and still keeps a family feast at home.
- In this move the person learns the new tool, and the home practice stays with the family.
- The handbook changes to include the sash, the hijab, and the kirpan. The school moves. That is accommodation.
- The language nest rebuilds Cree use, and a public performance says the identity belongs here. The community rebuilds the practice and shows it in public.



A Cree language nest

- Elders and preschool children use Cree for snacks, stories, and cleanup three mornings a week.
- Parents post short clips so families can practise the same words at home.
- The school assembly invites the children to share one song, with the elders' permission.

Youth council

- A Francophone Albertan student joins the city youth council, speaks French at a cultural centre on Saturdays, and asks the council to publish agendas in French.
- Label joining the youth council, and label the request that agendas be published in French.
- Say which move is integration, joining civic life, and which move asks the council to change a rule.

Review

- Match shop English plus a home feast to acculturation: the person learns a new tool and keeps a home practice.
- Match a dress code change, a language nest, a public games demo, and a council seat to the other four labels.
- Use acculturation, accommodation, cultural revitalization, affirmation of identity, and integration once each.

Summary

- Name who makes the change: the person, the school or work-place, or the community.
- Revitalization rebuilds use. Affirmation welcomes an identity in public. Integration joins civic life while the culture stays.
- A phone clip can help these paths. The path is still the human move.

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

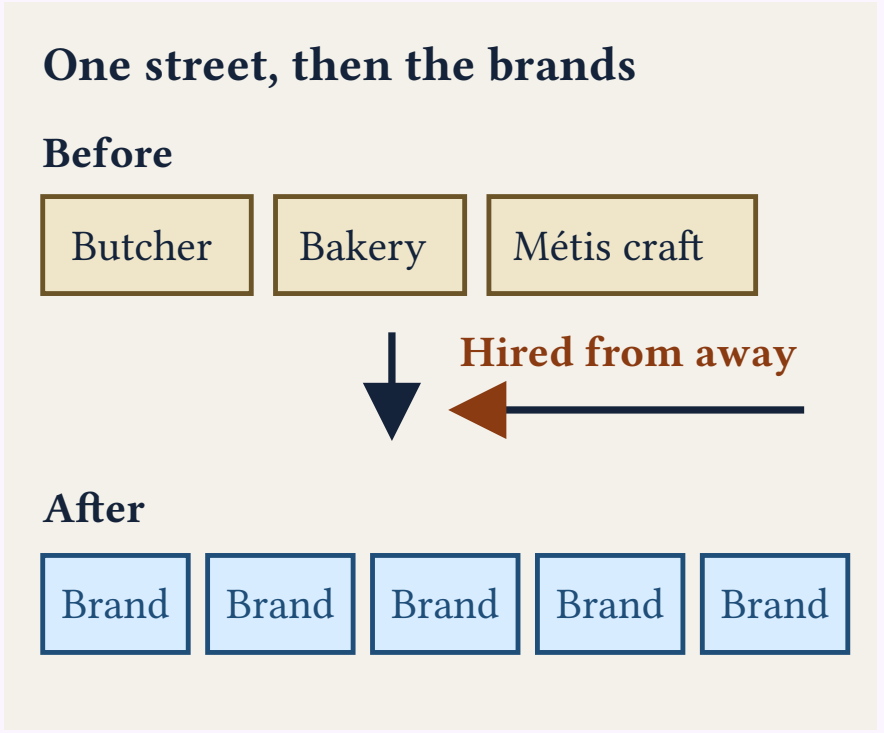
Marginalization is a pattern in which a group is pushed to the edge of economic, political, or social life.

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.

Social Studies 10-2

Unit 1: Globalization and identity

Languages and cultures in Canada

Three rooms where a language is public

- Toddlers at a Plains Cree language nest hear nêhiyawêwin from elders through the whole morning, kinship stories included.
- A Blackfoot mentor and apprentice name the coulees in Siksikáíʼpowahsin while they ride a fence line.
- A Francophone Albertan family spends Saturday afternoon at a French play in a cultural centre in Edmonton.

Why people promote a language

- Families promote a language so children can speak it with their grandparents.
- Place names, public decisions, and jobs can stay available in that language.
- Linguistic revitalization is community work, such as language nests and mentor apprentice learning in Michif, Cree, Blackfoot, and Inuktut.
- The Official Languages Act of 1969 sets English and French for federal offices.
- Quebec's 1977 Charter of the French Language sets French for public life there.

Key terms

linguistic revitalization

Linguistic revitalization is organized community work that returns a language to family life, childhood, land activities, and public use.

language legislation

Language legislation is a statute that assigns languages to government, schools, courts, or commerce.

language nest

A language nest is an early childhood program where young children spend the day with fluent speakers and hear the community language throughout care.

mentor-apprentice

Mentor-apprentice learning pairs a fluent speaker with an adult learner for long stretches of daily life conducted in the language.

Key terms

minority language

A minority language is a language spoken by a smaller population inside a country or a continent where another language holds most public life.

Why a community promotes a language

- Children speak with grandparents, and care, school, and media treat the language as worthy. Those reasons are family and dignity.
- Place names, public decisions, and jobs stay available in the language. Those reasons are land, voice, and work.
- Language nests and mentor apprentice pairs in Michif, Cree, Blackfoot, and Inuktut came from communities. The Indigenous Languages Act of 2019 is later federal support.

Language laws



Cree mornings and Michif tasks

- A weekday schedule for a Plains Cree language nest sits beside a short description of a Michif mentor apprentice pair.
- The schedule shows elders and toddlers in nêhiyawêwin all morning. That is evidence of family life and dignity.
- The Michif pair cooks, visits, and tells family stories in Michif. That shows kinship and daily tasks.

Two statutes and an Alberta room

- The Official Languages Act of 1969 makes English and French the official languages of Canada and requires federal institutions to serve the public in both.
- Quebec's 1977 Charter makes French the language of public life in Quebec.
- State a Francophone view of the Charter and an English speaking Quebec view of the same law.
- Francophone Albertan schools and cultural centres keep a French public day in Alberta.

Review

- Close the notes. Scene A: a resident receives French service at a federal tax counter in Ottawa.
- Scene B: Quebec rules set French as the language of public commerce, and the answer states a Francophone view and an English speaking Quebec view.
- Scene C: a Blackfoot mentor and apprentice spend the week naming coulees and moving cattle in Siksikáí’powahsin.

Summary

- Linguistic revitalization is repeated community hours that return a language to family, dignity, land, political voice, and work.
- The 1969 Act sets languages for the federal government, and Quebec's 1977 Charter sets French for public life in Quebec.
- Keep a Francophone view and an English speaking Quebec view in the answer.
- The Indigenous Languages Act of 2019 supports reclamation that communities began, and Francophone Albertan schools and cultural centres promote French inside Alberta.