Social Studies 10-2
Part I: Impacts of Globalization

Chapter 2: Expressing Canadian Culture and Identity
How does increased global interaction affect our individual and collective identities?

Chapter 3: Impacts of Communications Technologies and Media
To what extent do communications technologies and media shape our identities?

Name: _______________________________
Key Terms: Define the following vocabulary words:

Attire:

Tradition:

Bias:

Individual Identity:

Collective Identity:

Linguistic Identity:

Canadien:

Elder:

Role models:

Francophone:

Anglophone:

Multiculturalism:
Chapter 2 – Expressing Canadian Culture and Identity
Main Issue for Part I – Should globalization shape identity?
Chapter 2 Issue: How does increased global interaction affect our individual and collective identities?

Our Individual and Collective Identities (pages 24-25)
What are individual and collective identities?

WHO ARE YOU?

You could respond to this question by saying your name, asserting your individual identity as a single, unique person with your own views, habits, likes, dislikes.....

Or, you could answer the question by stating you are Canadian, a Ukrainian-Canadian, or a Morinvillian. (is that a word?) You may choose to identify yourself as a teenager, a student, an Oiler fan, or a member of a particular religious group. Each of these labels places you as part of a larger group, or collective identity.

What is the relationship between your individual and collective identities?

Look @ page 25 to help us answer this question.

*what kind of clothes do you wear?
*what other materials do you use to influence your attire?
   Ex) jewelry, hair colour, hairstyle
*which groups do you belong to?
*what language did you learn first, when you were a baby?

Question to answer:
What relationships exist in your individual and collective identities?
Globalization and Identity (pages 26-28)

In what ways could globalization shape our identities?

Before you decide whether globalization should shape identities, you need to explore what effects it has on people. One way to get a sense of the impact of globalization on our identities is to look at how our sense of who we are has changed over time.

*How might your grandparents have described themselves when they were your age?

*your grandparents DID NOT have access to a global youth culture through the Internet and mass media. How would this have affected their individual and collective identities?

*you, on the other hand, probably interact daily with people on the side of the world through technology and social globalization. You can eat food from practically anywhere in the world. The stores you shop in can contain goods from all around the world.

*we live in a country that encourages individuals to keep their cultural and linguistic identities

These differences in experiences between you and your grandparents can be contributed to and connected to globalization.

What new opportunities are provided for you today that are different from those of your grandparents when they were your age?

YOU: more options, more choices. However, the number of choices present to you today can be confusing

THEM: had an easier time figuring out who they were and what their place in the world was because there were fewer choices

The Metis Identity

There is no better example of the creative effects of globalization on identities than the experience of the Metis. The Metis, over time, have began to see themselves as different from both their First Nations and European ancestors. They have began to see themselves as a distinct people.

Many Metis are comfortable in both their First Nations culture and their European culture because many of them can speak the languages that they were born into. But they have also come to develop their own language as well as a form of an individual and collective identity for the Metis.

How do you think increased Global contact has affected the Metis identity?
Maintaining and Promoting Identities (pages 29-33)

In what ways could people maintain and promote their identities in a globalizing world?

Before we begin, read the two articles on page 29.

“Have you ever felt that you had to give up some aspect of your identity to fit in with a particular group?”

It is NOT easy to resist a dominant group or way of doing things. Some groups have found it very difficult to maintain their distinct identities because of growing pressure from outside forces.

An important part of preserving a collective identity is the ability to pass aspects of that identity on to the next generation. With the increasing reach of technology today, young people have access to ways of life, beliefs, role models from all over the world, instead of just from their own culture.

While there are obvious benefits to having more choices, minority groups have pointed out that there are also drawbacks. What happens if you do not see your culture reflected in mainstream media? What if one culture has more money or political power than others and is more appealing to young people.

How should cultures that speak a different language than English go about preserving their linguistic identity?
Chapter 2 Questions

1. Who were the Metis? (2 marks)

2. What is “Michif (mee-SHEEEF)” (1 mark)

3. According to Figure 2-6 on page 28, what were the two defining moments in the creation of a strong Metis identity? When did these events take place? (3 marks)

4. After analyzing the map on page 28 (Figure 2-7) what geographic reasons could make it challenging for the Metis to maintain their collective identity? (1 mark)

5. Read the newspaper articles on page 29 titled “Internet Brings Canadian Aboriginal Culture to Classrooms”, and “Back In Pole Position” by Sonya Procenko and Darah Hansen. What two aspects of globalization are addressed in these articles? (4 marks)
6. According to the “Voices” article on page 30, how do the Elders protect and pass on traditions? (2 marks)

7. According to page 32, what does official bilingualism mean? (2 marks) Which province in Canada is the only official Bilingual province?

8. Take a look at “Bill 101” passed in 1977 otherwise known as the French language charter. Why do you think Quebecois identity is so deeply rooted in language? (2 marks)

9. According to pages 34 and 35 Tattooing is an ancient form of body art. List 3 reasons why people might decide to get a tattoo: (3 marks)

10. What is Ta Moko? What does it represent? (2 marks)

11. The definition of Multiculturalism is located on page 36. In your opinion is Canada's policy of Multiculturalism a good one? Why or why not? (3 marks)

Total: /25 marks
Chapter 3 Vocabulary:

Communication Technologies:

Transnational Media Company:

Universalization of Popular Culture:

Icon:

Gross National Product:

Media Convergence:

CRTC:

CanCon:

CAVCO:
Hybridization:

Hybrid:

Gross Domestic Product (GDP):

Minority Cultural Group:

Cultural Diversity:

APTN:

BBC:

CBC:

CNN:

SRC:
Chapter 3 – Impacts of Communications Technologies and Media

Main Issue for Part I – Should globalization shape identity?

Chapter 3 Issue: To what extent do communications technologies and media shape our identities?

Universalization of Popular Culture (pages 41-44)

What are some ways that universalization of popular culture can shape identity?

What is popular culture?

Technology affects your life. In your lifetime you have witnessed huge changes in communications technologies and media.

What changes will affect your life as you grow up?

Communications have affected popular culture in Canada throughout history. Which technologies had the greatest impact on the lives of Canadians, and will continue to do so in the future? Will it continue to influence popular culture?

- To some it means the latest clothing, slang words, music, movies and t.v. shows.

- What people choose to read, say, buy, watch, and wear affects what popular culture is at any given time.

- Popular culture is also affected by media and communications technologies. Ex: a television commercial, video games, etc…

- Transnational media companies produce films viewed around the world. This means that a lot of people experience the same culture. This creates a Universalization of popular culture.

Universalization of Popular culture: The spread of one popular culture around the world.

CRTC - Canadian Radio-television and Telecommunications Commission

- regulates and supervises all aspects of Canadian broadcasting and establishes how much CanCon or Canadian Content must be played. The CRC can help Canadian actors, directors, musicians get more exposure in Canada and then around the world. There are regulations that state what percentage of Canadian music must be played on the radio to ensure that Canadians bands are played on Canadian radio stations. If you like what you hear, you buy their music and help Canadian artists make a living.

CAVCO - Canadian Audio Visual Certification Office

Look at the GREEN box on page 43 together as a class to look at how we measure that something can actually be considered Canadian content.....
**A New Mix: Hybridization** (page 45)

*What are some ways that hybridization can shape identity?*

**Hybridization:** the mixing of identities and cultures in a new and different way.
Ex: African music + Cuban music = AfroCuban music.

Mixing traditional cultures and communications technologies:
   Ex: A 10,000 year old oral story from Inuit culture is retold using feature film technology.

-Mixing elements such as clothing, music, spirituality, food, and dance from different cultures to express new identities.

**Two Views of Hybridization:**
- One sees a potential increase in creative cultural revival to counter the universalization of culture.
- The other suggests we risk losing the distinct and personal nature of culture in the new forms.

**Cultural Diversity through Broadcasting Technology** (pages 47-50)

*How does broadcasting technology affect diversity?*

**Have you ever noticed that teenagers are often stereotyped and poorly represented on television and in the media?**

People from minority cultural groups may feel angry like some teenagers do in how they feel poorly represented in the media as well. The effects of Canadian TV channels on Canadian identities may be more than we know. Why is do you think it is important for minority groups to have their own radio stations or television channels? Why do we as Canadians encourage minority groups to have affirmations of positive identity in their lives?

**Minority Views:**
- **Cultural Diversity:** the variety of human cultures in a specific region or in the world as a whole.

- **Stereotyping:** An idea held in common which represents an prejudiced attitude or judgment. Ex: The Chinese accent on TV

- **Negative or inaccurate portrayal:** When we see an Aboriginal actor in a movie, he usually is playing an Aboriginal role.

- **Under-representation:** Is there a Canadian show with an Asian Actor?

- **Unbalanced portrayals in newscasts:**
In the news we usually don’t see “a guy shot at police” it’s “a Native shot at the police or a black man”.

Activity - “What will I watch tonight?”
Answer questions in a class discussion.....

What TV programs do you watch regularly?

Which of these, if any, are clearly identifiable as Canadian in production and content?

Which of these are clearly identifiable as American?

Which come from places outside the USA?

Students answer these questions sitting in groups of 2.

Do you, as a group, watch more Canadian, American, or foreign television?

What is it about Canadian TV that makes you want to watch it?

What is it about Canadian TV that makes you NOT watch it?
**Group project.....**

Each group must present a technological poster that shows “how non-Canadian media has an impact on our lives as Canadians”. These will be presented and explained to the class. Try to answer the following question as a group:

*What are your views on the impacts of globalization through the media on the social/cultural aspects of our lives as Canadian citizens?*  

(25 marks)

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**Chapter 3 Questions: Impacts of Communications Technologies and Media**

1. What is the chapter issue for Chapter 3? *(1 mark)*

2. Read the 2 newspaper articles on page 41. If Canadians do worry about the survival of their identities, then how do you explain people’s “love” of American media, as stated in the second article? *(4 marks)*

3. What was General Electric’s total revenue in 2003 according to page 42? *(1 mark)*

4. Take a look at *Figure 3-2* on page 42. What effect do pop culture figures like this have on your identity? *(2 marks)*
5. According to page 44, what major change in Canadian broadcasting took place in 1991? (1 mark)

6. What is interdisciplinary art? (2 marks)

7. Check out Figure 3-5. What ideas about identity do you think this art expresses? (2 marks)

8. Name 2 ways that hybridization can shape our identity: (2 marks)

9. Read the newspaper articles on page 47. Why would there be an increase in viewers for domestic Canadian television at a time when the US-based media are so predominant globally? (2 marks)
10. How (to what extent) do television choices shape Canadian collective and individual identities? (2 marks)

11. According to page 49, name 3 ways cultural minority groups may be unfairly portrayed in the Media: (3 marks)

12. What is TV5, according to page 50? (1 mark)

13. Look at Figure 3-8 on page 50. Why might producing dramas be an important way for a cultural or linguistic group to represent or present itself? (2 marks)

Total: /28 marks