

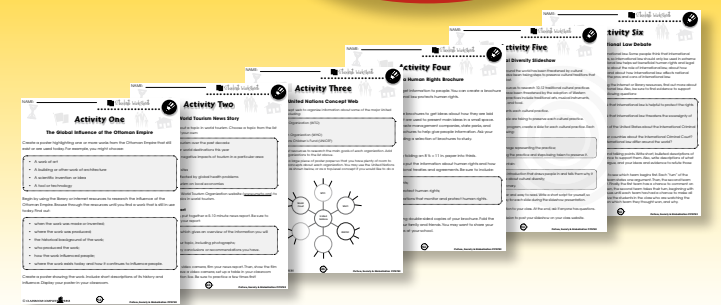
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Cultural Homogenization

1. a) Use a dictionary to look up the word HOMOGENEOUS. Write the definition on the spaces provided.

The definition of **homogeneous** is:

- b) Based on the definition of homogeneous and your understanding of globalization, what do you think the term **cultural homogenization** means? Write your ideas on the spaces provided.

2. Use the words in the box to answer each question. You may use a dictionary to help you.

media **conservatory** **indigenous** **fad**

- a) What is a place where musicians teach and learn music?
- b) What are movies, television, and the internet?
- c) What is a practice, interest, or product that is especially popular for a short period of time?
- d) What is another word for people who are native to a certain region?



Cultural Homogenization

European—or Western—culture spread to the United States and the other European colonies during the Colonial Empire. When globalization sped up after World War II, the United States was a dominant economic and political force in the world. This led to the continued spread of Western culture around the world. The process of one culture becoming dominant, or **mainstream**, in areas that previously had many different cultural traditions is sometimes called **cultural homogenization**.



What is cultural homogenization?

How does Western culture spread?

The languages and customs of Europeans began to spread around the world as people and goods moved between different nations of the European empires. By the 1900s, English had become a language learned around the world. Conservatories and ensembles in many areas



McDonald's Restaurant in Asia

of the world embraced Western music, instrumentation, and musical ideas. The development of media in the West, such as movies and then television and the internet, spread Western popular culture. People around the world saw Western movie and television stars, as well as the lifestyles and fads they portrayed on the screen. Demand for Western products grew, and the United States exported everything from clothing to cars to fast food. By the end of the 1900s, most Westernized products were made cheaply in other nations and consumed around the world. Huge American corporations, such as McDonalds and Wal-Mart, had outlets to sell products in hundreds of nations around the world.

Cultural Homogenization in the United States



Cultural Homogenization

1. Answer each question using the term or date from the reading.

- a) What is the process of one culture becoming dominant, or mainstream, in areas that previously had many different cultural traditions?
- b) On what date is Indigenous People's Day celebrated?
- c) What U.S. organization works to preserve recordings and media documentation of cultural traditions from the diverse ethnic and regional groups that make up the United States?
- d) What culture spread around the world beginning with the Colonial Empire and continuing throughout the last century?

2. On the spaces provided, list 10 businesses, products, or artists that you think would most likely be recognized by children your age living in another country.



Celebrate International Food Day

You learned how cultural homogenization has led to the adoption of Western customs, including diet, all around the world. You also learned how Western dietary fads like fast food can have a negative impact on people's health. Plan a potluck celebration with your class to celebrate international food day. You can promote awareness of healthy eating traditions from different cultures and encourage people to make healthy food choices.

First, have each student choose a culture represented in their family. Research the traditional diet of the culture, including:

- What staple crops were grown by the culture;
- How foods were traditionally prepared and cooked;
- What common dishes were served for breakfast, lunch, and dinner;
- How the cultural food traditions have been impacted by Western culture.

Have each student prepare a poster showing typical foods, crops, and cooking methods from their culture.

Then, have each student prepare a dish to share with the class during a potluck. Ask students to include a complete list of ingredients with their dishes so that students can be aware of any potential problems from food allergies.

During the potluck:

- Display all of the students' posters.
- Have each student introduce their dish, explaining where the dish originated, the ingredients, and the methods of preparation.
- Ask all students to try a taste of each dish that is within their personal dietary restrictions.
- Remind students to offer positive feedback.
- Ask students to share their opinions about their favorite dishes.



Crossword Puzzle!

Across

- 1. the sharing of goods, ideas, culture, systems of government amongst people from different parts of the world
- 3. European formed _____ empires beginning in the 15th century
- 6. a global epidemic
- 8. a mother _____ is passed down from parents to children
- 10. native
- 11. an agreement between nations
- 14. a disease passed from person to person

Down

- 1. the increase in earth's average temperature
- 2. to move from one region or nation to another
- 4. Islamic art and architecture flourished in the _____ Empire
- 5. the spread of Western culture around the world has led to cultural _____
- 7. rights afforded to all people around the world by international law
- 9. things from nature that people and other living things need to survive
- 12. travel for leisure
- 13. a series of trade routes across Asia, the Middle East, North Africa, and Europe



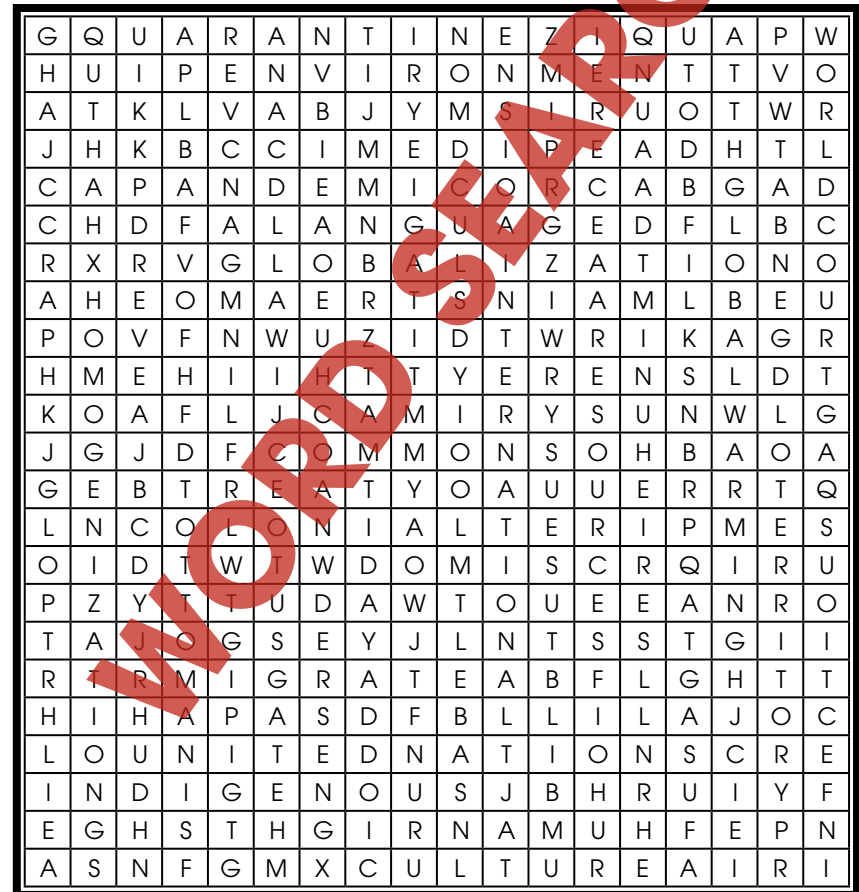
Word List

colonial	human rights	migrate	Silk Road
global warming	indigenous	Ottoman	tourism
globalism	infectious	pandemic	treaty
homogenization	language	resources	

Word Search

Find all of the words in the Word Search. Words are written horizontally, vertically, diagonally, and some are even written backwards.

- | | | | | |
|-------------|----------------|---------------|------------|----------------|
| chronic | epidemic | indigenous | Ottoman | tourism |
| Colonial | global | infectious | pandemic | treaty |
| commons | global warming | international | quarantine | United Nations |
| culture | globalization | language | resources | World Court |
| empire | homogenization | mainstream | territory | WTO |
| environment | human rights | migrate | | |



Comprehension Quiz

Part C

Answer each question in complete sentences.

- 1. Explain the role of the Silk Road in historical globalization. 4

- 2. Describe two potential problems for indigenous people that are caused by globalization. 2

- 3. Describe two ways that globalization affects people's health. 2

- 4. Explain the role of international treaties in the protection of environmental commons. 4

Cultural Homogenization

The Spread of Western Culture



Western cuisine also made its way overseas



Foods of Western Culture found their way overseas



The Western Culture spread even more quickly with the creation of media technology

Maintaining Cultural Diversity



Eastern Traditions



Asian Traditions



Native American Traditions

NAME: _____

After You Read 



Cultural Homogenization

3. a) On the spaces provided, explain how Western culture spread to the rest of the world.

b) On the spaces provided, describe some of the ways in which life in a small town in the United States would have been different a hundred years ago compared to today.

Research

4. How does cultural homogenization affect indigenous people? Choose a certain indigenous group of people in the United States or another part of the world. Use the library or internet to research how this group has been affected by cultural homogenization over the last hundred years. Find out about:

- The historical cultural traditions of the group;
- When your group first encountered Western culture;
- How Western culture influenced the group over the last hundred years;
- The lifestyle of the group today;
- Traditions or practices that have been lost due to cultural homogenization.

Using this information, write a report to the United Nations outlining the problems that cultural homogenization has caused your indigenous group. In your report, make recommendations as to how the group's traditional culture can be preserved and passed down to future generations.

Celebrate Indigenous People's Day in your classroom. Create posters displaying the cultural practices of your indigenous group, and display them at the celebration. Choose a panel to read the reports and make an overall bulleted list of recommendations that would help preserve the traditions of indigenous people around the world.

3.

- a) The spread of Western culture began during the Colonial period and accelerated after WWII because the United States was a dominant political and cultural force in the world, and the development of mass media technology allowed for fast transmission of cultural ideas.

b) Answers will vary.



EASY MARKING ANSWER KEY

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