

Unit 4 Exemplar Report The World of Cultural Diversity

Note: *These exemplar reports are based on the work of candidates under examination conditions, during the January 2010 examination series. The reports were originally hand written but have been typed up, with diagrams redrawn. Errors, including QWC errors, have in most cases been kept. The aim of these exemplar reports is to highlight good practice and areas of potential improvement. The marking levels and examiners comments given are indicative and should be used as a basis for discussion in the classroom, rather than indicating a specific grade.*

Pre-release research focus:

OPTION 4: The World of Cultural Diversity

- **Explore** what is meant by a global culture, how it is defined and, if it exists, what its characteristics are.
- **Research** contrasting locations, some of which show the effects of cultural globalisation and others which seem to be resisting the process.

Report Title:

To what extent does a global culture exist?

Plan:

To what extent does a global culture exist

1. Intro

1.1 Introduce concept of a global culture. Definition

1.2 Table Huntington's theory / different viewpoints

1.3 Case Studies / methodology

2. A global culture does exist.

Westernisation – Japan, India, - impact of indigenous

Consumerism – china

Tibet / Bhutan

McDonaldisation

3. Doesn't exist

Resistance – France / Islam

- Emergence of single cultures – Yoling
- Concept of global modernity – Canada

4. Conclusion



Introduction

- 1.1 Scholte defines a global culture as the existence of a single, uniform worldwide culture based on consumerism, mass media and the English language. The concept of a global culture has begun to emerge in recent years following the process of cultural globalisation, in which believers of a global culture see a single set of ideologies and values replacing the vast number of individual cultures that exist today.
- 1.2 Characteristics of a global culture largely derive from these of the Western world as it is the processes of westernization, consumerism and McDonaldisation that are contributing to the ever changing culture. The sociologist Huntington in his book 'A Clash of Civilizations and the Remaking of World Order' sees these as being 4 faces of globalization. These are summarized below.

Figure 1

Davros Culture	This develops from the business world and promotes a certain set of ideals and values, as well as a certain way of dressing. It is seen as an elite culture that people aspire to be a part of.
Faculty Club Culture	Spread through governments and NAOs, this culture portrays a certain standard of living and has been responsible for movements such as feminism
Popular Culture	Popular Culture has the most effect on our everyday lives and is responsible for making us more aware of brands such as Nike
Protestantism	Has become a dominant religion within the global culture and is changing ways of living especially in terms of the role of women.

- 1.3 It is these four aspects of a global culture that will be used through various case studies such as the migration of indigenous cultures in Borneo to the impacts of state systems in Japan to determine whether a global culture exists. Sources such as reports on the impact of globalisation within the Arab world will be used to illustrate these viewpoints.
- 1.4 The existence of a global culture has been widely debated from sociologists to geographers and it is evident that three main stances have developed. These differing opinions can be seen in Figure 2 and show that the actual concept of a global culture is still not fully defined and the impacts on cultures globally have had widespread effects and are entirely different.

Figure 2

	Hyperglobalists	Sceptics	Transformationalists
Believe in	Global Era	Increased Regionalism	Interconnectedness
What's happening?	The emergence of a single market economy	Increase in nationalistic stances and the powers of the state	Changing role of societies and the processes that occur within them
Impact on culture	Cultural homogeneity will see the collapse of the state	An increase in cultural hegemony, but homogeneity may occur within a culture	The development of hybrid cultures with individual aspects

2 Evidence that a global culture exists

2.1 Westernization

The process of cultural globalization is often said to be occurring as a result of Westernization. This process spreads consumerism and an anthropocentric viewpoint and stance is consequently being adopted in many cultures across the world. The growth of an American Dream is leading people from poorer societies to strive to be a part of the so called Davros Culture and the migration to urban settlements that occurs as a result is having a permanent effect on the cultural beliefs of individual.

Case study 1: Penan tribe of Borneo

This tribe has long been as indigenous community and lives at one with the tropical rainforests in Indonesia. However, globalisation has led to the destruction of the forests to make way for palm oil plantations as TNCs believe the economic profit comes above anything else. This has led to the forced migration of many to the larger cities and islands of Indonesia such as Sumatra. The adoption of a new culture in these new settlements consequently results in a loss of cultural identity and the traditions and heritage they were once a part of. (Palm Oil: A guilty secret. The Independent Magazine)

This demonstrates that the impacts of TNCs which have developed as a result of globalisation are having far flung effects throughout the world. The globalisation process is also meaning that individual counties have to act and appear more united if they are to compete with the dominant Western societies.

Case study 2: Tibet.

Tibet is an autonomous region of China but since the onset of globalisation it has been increasingly pressured to adopt the Chinese culture to present a more united front. The Great Western Development Plan seeks to have a 50% urbanisation rate within Tibet in order to gain the most from what the Chinese government sees as wasteful areas of the country. However, this has had profound cultural effects including that in the Sichuan region the population of Han Chinese has increased from 6 – 50% since 1990, this alone is causing a change in the traditional Buddhist culture of Tibet, seen as many farmers are choosing to work for larger companies. The protests about this imposition of a foreign culture have been huge but virtually useless as monasteries such as Kirti in Sichuan continued to be dissolved with the loss of 2000 monks. (China's Great Western Development Plan)

2.2 Language

It is predicted that only 10% of the 6500 languages that exist today will survive and that there will be a 50% decline by 2050. This is a result of the ever increasing use of the English language, 80% of the Internet is in English and 2/3 of scientists use it. The adoption of English is having a negative effect within cultures such as in Wales, where active efforts have had to be made to stop the complete loss of the native language. The influence of language on culture is huge as it is an important part of displaying individual identities and if this is lost then the homogenizing of culture can occur quicker and easier, as language is one barrier that stops this from happening.

2.3 Japan

Although Japan is fairly isolated culture with only a 2% foreign born population, the development of a global culture here is also widely evident.



Firstly this is visible through current proposals to change the state systems within the country including a move to a jury based law court system and a change in the way tax is applied from a simple deduction to individuals having to fill out a tax return form – this resembles many Western societies.

Secondly the language within Japan is changing through the adoption of English words and a more confrontational style of speaking. These changes resemble and indicate the growth of a global culture even in isolated societies that are the most capable to resist change.

2.4 Summary of Section Two

It is evident that a global culture is emerging from ingenious cultures to MEDCs and that uniform characteristics can clearly be seen. Media is one of the ways that this is spreading with 150 billion households in 212 countries now subscribing to CNN, the ease of accessibility to American culture is ever growing. McDonaldization is resulting in a higher concern for economic gain over the environment and society and the impacts of this could be devastating for our unique and diverse range of cultures.

3 That a global culture doesn't exist

3.1 Overview

Despite the ever increasing similarities between cultures, it is clear that there are still differences and a uniform culture is far from emerging. The results of a World Bank survey indicate that although 65% of Americans believe globalisation is a good idea only 21% of Indians do and the majority of the other 46 nations asked believe it has bad consequences. This reveals that people are willing to try and resist this change and protect their cultures, heritage and tradition which they like being part of.

3.2 Global Modernity

According to John Tomlinson the process of cultural globalisation does quite the opposite of developing a single world culture, in fact he believes the process of global modernity forces individuals to choose a culture to be a part of as it becomes necessary to belong to a certain group or stereotype. The effects of this can be seen as the amount of USA native Indians rose from 700 000 to 1.4 billion in the space of 10 years as people became more willing to admit their culture, background and heritage. This demonstrates the view of transformationists, indicating a hybrid of cultures that each maintains individual characteristics.

Case Study: Yolingu Tribe

The Yolingu tribe in Australia were previously experiencing problems relating to the loss of culture in the face of cultural globalisation. However, an active approach adopted by the elder members of the tribe meant that the younger generations could live in a modern society without losing their heritage. This is as every Tuesday and Thursday older members go into schools and teach them about hunting, weaving and even tell stories. This has allowed the traditional culture to be maintained.

3.3 Resistance

Resistance to globalisation can be seen worldwide from Canada where they only allow a certain percentage of the time on radio to American music to France where they spend \$3 billion a year protecting and promoting their culture. This resistance to globalisation and the development of a global culture means that cultural hegemony worldwide is still achievable and with sufficient and adequate management cultures



do not give in to Western ideals. Instead processes of syncretism and stimulus diffusion can be seen in which cultures adopt Western ideas into their own form.

Case study: France

It can be clearly seen in France a policy of protection and preservation towards their culture, French people say that this is because they have something worth protecting. Various schemes have been derived to enable this to occur from the government having the right to veto any of 11 sectors of the economy to prevent the country becoming too globalised to the 'exception culturelle' introduced in 1993 that protects the French film industry meaning that there are only 65% USA films compared to 95% in the UK. These policies demonstrate that management of culture within a country can be successful and that a global culture doesn't exist.

3.4 The Arab/Muslim world.

The emergence of Islamic fundamentalism has been blamed on cultural globalisation as the Islamic religion doesn't allow for a significant amount of change in their society and consequently opposition occurs. This is as Islamic religion is also a law, the sharia, which must be maintained but is currently threatened by globalisation. This visible opposition to a global culture signifies the extent that the Arab world is willing to go to, to protect its ideas and beliefs. This demonstration of the strong hold that individual cultures can hold over communities and individuals shows that individual cultures are unlikely ever to be completely replaced by a global culture.

3.5 Summary of Section Three

The various resistances to a globalised world and consequently a global culture that can visibly be seen illustrate that a single uniform culture is unlikely ever to exist. The attachment of society to their culture has been developed over hundreds of years is unlikely ever to be broken, instead they will just change and incorporate new ideas into their existing culture.

4 Conclusion

Although the process of globalisation has inadvertently led to the development of a global culture, it doesn't exist yet. The varying diversity of individual and communities cultural identity visibly reflects this from different delicacies in China and the UK, to a different style of dress between India and Japan.

The seeds have been sown for the development of a global culture as particularly poorer members of society aspire to become part of the Davros culture or cultures change due to the impacts of the Faculty Club culture as seen through the role of women in India.

However, there is no doubt that the predominant process that is happening today is the view of the transformationalist, a hybrid of culture is emerging and that of the hyperglobalist is unlikely ever to occur because of the great attachment that individuals have to their culture, society and ultimately way of life.



Examiner comments:

Overall comments	How this could be improved
<p>Comments on plan</p> <p><i>The candidate's plan is straight forward and clear; it sets out the skeleton of the report with reference to key ideas and examples. Although brief, the plan clearly allowed the candidate to focus on the question and think through their approach.</i></p>	<p><i>Ideally, some brief indication of what might be covered in the conclusion would be useful.</i></p>
<p>Comments on introduction, defining and focusing on the question</p> <p><i>A clear focus on the question, by defining the concept of global culture with reference to some key sources. A framework is provided in section 1.3 and there is detailed reference to the concept of culture in its various forms. Overall the candidate demonstrates a good understanding of the question.</i></p>	<p><i>A slightly more extended definition of globalisation might have been included, and perhaps a brief outline of examples and case studies to be used.</i></p>
<p>Comments on researching and methodology</p> <p><i>The candidate has chosen a wide range of relevant, and contemporary examples and case studies from a range of locations; the evidence chosen is factual and topical; a real strength is the reference to relevant contemporary ideas and theories.</i></p>	<p><i>In common with many reports, the methodology of evidence / source selection could be extended to comment on the range, reliability, bias and other aspects of the source material referred to.</i></p>
<p>Comments on analysis, application and understanding</p> <p><i>The report maintains a coherent focus on the question and applies case study and example material to both sides of the argument to provide a balanced response; conceptual understanding is very good and there is a wide range of cultural perspectives and issues raised.</i></p>	<p><i>A minor point, but the candidate might have tied the sections together more fully, especially the transition from section 2 to 3.</i></p>
<p>Comments on conclusion and evaluation</p> <p><i>Summary sections are provided in the analysis, so ongoing evaluation is present in good detail; this helps provide a coherent discussion; in addition, the conclusion, although brief, is clearly stated and it recognises the complexity of the issue i.e. that it is not possible to yet identify an all subsuming global culture.</i></p>	<p><i>There is a little room to recall some key aspects of the main analysis in more depth – although the good ongoing evaluation partly achieves this; some key case studies could have been briefly referred back to.</i></p>
<p>Comments on quality of written communication and sourcing</p> <p><i>The candidate has an excellent command of geographical terminology and high standards of QWC throughout. The report is carefully structured and sequenced; figures are used and integrated. In the first ½ of the report, source material is acknowledged. 'Davos' is mis-spelled as 'Davros' throughout, but this is a minor error.</i></p>	<p><i>Referencing, although good, could be developed further to include a little more detail on publication dates; in section 3 sources become much more thin on the ground.</i></p>



Summary of marking levels awarded:

D Introducing defining and focusing on the question (10)	R Researching and methodology (15)	A Analysis, application and understanding (20)	C Conclusions and evaluation (15)	Q Quality of written communication and sourcing (10)
L4 9-10 marks	L4 12-15 marks	L4 17-20 marks	L4 12-15 marks	L4 9-10 marks

