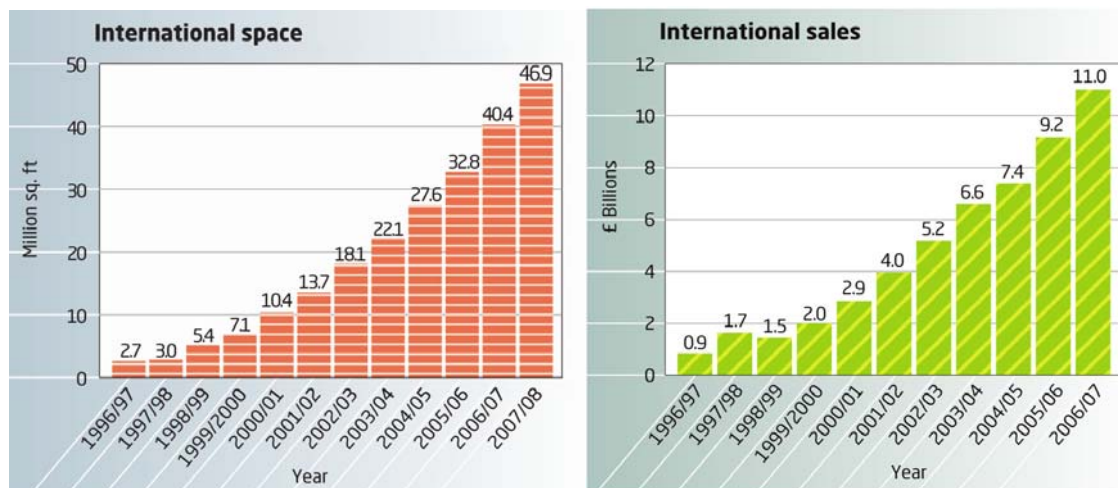


## Worksheet 10: Measuring global interactions

### Economic and cultural globalisation

- 1
  - a What do you understand by the term ‘globalisation’?
  - b Explain the difference between economic globalisation and cultural globalisation.
  
- 2 Look at the trends shown in Figure 10.1.



**Figure 10.1** Tesco – going global.

(Source: ‘Tesco conquers with convenience’ by Richard Fletcher, *Daily Telegraph*, 3 November 2007, reproduced by Tesco Stores Ltd)

- a Tesco is the UK’s largest supermarket chain. Describe how Tesco has increased its global position.
  
- b What are the advantages for Tesco in operating on a global scale?

- c Conduct a group research investigation to identify other retailers that have expanded their global presence in recent years.
  
- d Identify other areas of economic activity that have become increasingly globalised in recent decades.

3 Look at Figure 10.2.



**Figure 10.2** Worldwide migration, 1960–2005.

(Source: 'Migrants shape globalised world' by David Loyn, United Nations)

- a Describe the change in international migration between 1960 and 2005.



- b** Explain why international migration is a major factor in cultural globalisation.
- 4 a** International migration plays a major role in bringing the cultures of poorer countries to richer countries. How does the reverse occur?
- b** Discuss the concerns that many people have about this process.