**English exam I**

**Tasks**

**I. Comprehension**

**Outline the advantages and disadvantages of globalization as mentioned in the text. Try to write not more than 150 words.**

**II. Comment**

**Discuss whether you see globalization as a chance for the future or as a threat.**

**OR**

**" [...] one of the consequences of globalization will be the end of cultural diversity [...]" ( *l. 25*)**

**Comment on the given statement.**

**Total Points: \_\_\_\_\_\_\_\_**

**Grade: \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Does globalization mean Americanization?**

*line 1-*The spread of globalization will undoubtedly bring changes to the countries it reaches, but change is an essential part of life. It does not mean the abolition of traditional values. Indeed, new global media, such as the internet, have proven a powerful means of projecting traditional culture -and even the culture of radical opponents of globalization.

*5*- Capitalism is essentially diverse, as the traveller from Tokyo to Hong Kong, Zurich, Buenos Aires and New York will discover. The fact that American cultural products are successful in world markets reflects no more than their popularity. US cultural exports are strong, and it is influential. That reflects the success of the US economy and the popularity of its products.

*9-* American culture should no more be vilified than should non-American culture be placed on a pedestal beyond criticism, for example cultural practices as female genital mutilation.

*11*-To the extent that globalization does imply some integration of culture, this may be no bad thing. Tribalism,and fundamentalism have been divisive sources of violent conflict throughout history.

*13*-If we look at globalization from the language angle, other questions arise. We all agree that English is the language of globalization and the general forecast is that by 2050 half the world will be more or less proficient. However, nobody knows the implication for languages as `repositories of culture and identity`. Will language changes in non-English-speaking countries also change the cultures of these countries?

*17-*Among others, the currently powerful US writer Clark Judge, Managing Director of the White House Writers Group, argues that if a truly new order is to endure, the idea that the United States is the dominating global nation, powerful as never before, must be addressed.

*20-*A report by the UN Educational, Scientific and Cultural Organisation (UNESCO), showed that the world trade in goods with cultural content almost tripled between 1980 and 1991: from 67 billion dollars to 200 billion dollars. At the core of the entertainment industry - film, music and television - there is a growing dominance of US products. World Trade Organisation rules do not allow countries to block imports on cultural grounds.

*25-*It is argued that one of the consequences of globalisation will be the end of cultural diversity, and the triumph of a uni-polar culture serving the needs of transnational corporations. Put simply, the world drinks Coca-Cola, watches American movies and eats American junk food.

*28-* American culture is seen to be dominated by monetary relationships and commercial values replacing traditional social relationships and family values. It's up to each individual to decide whether he/ she wants to go down that road or not.

( 437 words, abridged and adapted from www.globalisationsguide.org/07.html)

**Vocabulary:** **vilified** (*l.9*)- abused, dispraised / **pedestal** (*l.10*)- base, stand / **mutilation** (*l. 10*) -serious injury / **tribalism** ( *l.12*)- behaviour, attitudes that are based on being loyal to a tribe or other social group / **divisive** (*l.12*) - splitting, creating conflict / **violent** ( *l.12*)- by force / **proficient** (*l.15*)- capable, qualified / **implication** (*l.15*)- consequence, effect / **repositories** (*l.15*)- sources, warehouse/ **to endure** (*l.18*)- to face sth. /**tripled** (*l.21*) -three times / **core** (*l.22*)- the central part / **diversity** ( *l.25*)- a range of differences in quality, type / **to go down a road** (*l.30*)- to do the same thing