Guía de contenido N° 3 - Unit 1 *"Globalization and Communication"*

Idioma Extranjero Inglés

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Objetivo de Aprendizaje: OA9 Demostrar comprensión de ideas generales e información explícita   en textos adaptados y auténticos simples, en formato impreso o digital, acerca de temas variados.

Objetivo de la clase: Elaborar afiche para utilizar vocabulario de la unidad en contexto.

INSTRUCCIONES:
1. Leer texto para reconocer las palabras claves (palabras destacadas).
2. Buscar traducción de las palabras claves en Español.
3. Poner en contexto algunas de las palabras claves.
4. Responde utilizando lápiz pasta, negro o azul, **no usar lápiz grafito.**
5. Escribe claro, así leeremos mejor tus respuestas.
6. Con el 60% de la evaluación buena obtienes un 4.0, pero puedes tener una mejor nota.
7. Ahora empieza a trabajar. ¡Éxito!

I) Look at the text, read the words that are highlighted, then read all the text./ Mira el texto, lee las palabras que están destacadas, luego lee todo el texto.

Cultural globalization

What do you know about cultural globalization?

Cultural globalization refers to the transmission of ideas, meanings, and values around the world in such a way, so as to extend and intensify social relations. This process is marked by the common consumption of cultures that have been diffused by the Internet, popular culture media, and international travel.

This has added to processes of commodity exchange . The circulation of cultures enables individuals to partake in extended social relations that cross national and regional borders. The creation and expansion of such social relations is not merely observed on a material level. Cultural globalization involves the formation of shared norms and knowledge with which people associate their individual and collective cultural identities. It brings increasing interconnectedness among different populations and cultures.

Benefits

- Allows for profits to companies and nations.
- Offers opportunities for development and advancement in economics, technology, and information and usually impacts developed countries.
- Creates a more homogeneous world.

Impacts

The patterns of cultural globalization is a way of spreading theories and ideas from one place to another. Although globalization has affected us economically and politically, it has also

affected us socially on a wider scale. With the inequalities issues, such as race, ethnic and class systems, social inequalities play a part within those categories.

The past half-century has witnessed a trend towards globalization. Within the media and pop culture, it has shaped individuals to have certain attitudes that involve race issues thus leading to stereotypes.

Technology is an impact that created a bridge that diffused the globalization of cultures. It brings together globalization, urbanization and migration and how it has affected today's trends. Before urban centers had developed, the idea of globalization after the second world war was that globalization took place due to the lifting of state restrictions by different nations. There were national boundaries for the flow of goods and services, concepts and ideas.

II) Write down the highlighted words from the text, which are highlighted and find their Spanish translation; try to use a normal dictionary if you don't have one use the web./ Escribe las palabras que están destacadas en el texto en esta tabla y luego busca su traducción al español, trata de usar un diccionario normal y si no tienes uno puedes usar la web.

Words	Meaning (Spanish)	Words	Meaning (Spanish)
-Refers to	Refiere a	-	
-		-	
-		-	
-		-	
-		-	
-		-	
-		-	
-		-	

III) Use this chart to fill the gaps and complete the sentence./ Usa esta tabla para completar los espacios en blanco y completar las oraciones.

You can look back the text to remember the MEANINGS of the words.

-meaning	-boundaries	-race
-stereotype	-trends	-profits

1. I follow many influencers, so I know everything about _____.

2. I need more _____ in order to help my mother's bussines.

3. Nowadays we found different _____ in our society.

4. Sorry what's the _____ of this Word.