

## Topic 9.6: Globalized Culture After 1900

### Standards Table

Theme	Learning Objective	Key Concept(s)	Education Standards Met
Cultural Developments and Interactions (CDI)	Explain how and why globalization changed culture over time.	KC-6.3.IV.i, ii, iii	AP World History: DBQ argumentation, sourcing, comparison

### Learning Objectives

- Explain how globalization influenced cultural exchange
- Analyze how consumer culture became global
- Evaluate how cultural diffusion changed identities
- Explain both spread and resistance to global culture
- Use documents to construct a DBQ argument

### Lesson Overview

Globalization after 1900 transformed culture by spreading ideas, entertainment, and consumer goods across national boundaries. Advances in communication and transportation allowed cultural products such as music, film, and fashion to reach global audiences. While this created shared cultural experiences, it also led to concerns about cultural homogenization and the loss of local traditions. This lesson builds on 9.5 by examining how cultural change intersected with social and economic transformations.

### Primary Sources

#### Document 5: UNESCO Report on Cultural Globalization (2001)

<https://unesdoc.unesco.org>

The expansion of global communication networks has facilitated the rapid exchange of cultural products and ideas. Music, film, and media now circulate across borders, influencing societies worldwide.

This process has created new opportunities for cultural expression and exchange, but it has also raised concerns about the dominance of certain cultures over others. Preserving cultural diversity while participating in global exchange remains a central challenge.

## Questions

1. Identify ONE claim about cultural globalization.
2. Explain ONE benefit of global cultural exchange.
3. Explain ONE concern raised.
4. Analyze the purpose of the report.
5. Compare this to earlier cultural diffusion patterns.

## Document 6: George Ritzer, *The McDonaldization of Society* (1993)

<https://archive.org/details/mcdonaldizations00ritz>

The principles of efficiency, predictability, and control have spread beyond fast food into many aspects of society. These principles shape how goods are produced and consumed globally.

As these systems expand, local traditions and practices may be replaced by standardized experiences. This creates a more uniform global culture.

While this process increases efficiency, it also raises concerns about loss of diversity and individuality.

## Questions

1. Identify ONE claim about globalization.
2. Explain ONE cause of cultural standardization.
3. Analyze Ritzer's point of view.
4. Explain ONE effect on local cultures.
5. Compare this with Document 4 (globalization critique).

## Document 7: Bollywood Film Industry Commentary (2000s, India)

<https://www.loc.gov>

The Indian film industry has become one of the largest producers of films in the world, reaching audiences across Asia, Africa, and beyond. These films blend traditional cultural elements with modern themes.

Global audiences have embraced these films, demonstrating that cultural exchange is not one-directional. Local cultures continue to influence global trends.

This interaction shows that globalization allows for both the spread and adaptation of cultural forms.

## Questions

1. Identify ONE claim about cultural exchange.
2. Explain ONE example of cultural diffusion.
3. Analyze the perspective of the document.
4. Explain how this challenges cultural dominance.

5. Compare with Document 5.

## Key Tables

### Cultural Effects of Globalization

Effect	Example
Cultural diffusion	Global music/film
Standardization	Fast food chains
Hybridization	Bollywood
Resistance	Anti-globalization movements

## Change / Continuity / Comparison

### Change over time:

Culture became increasingly globalized, with ideas and products spreading rapidly across borders.

### Continuity over time:

Local cultures persisted and adapted rather than disappearing completely.

### Comparison:

Some regions adopted global culture, while others adapted or resisted it.

## DBQ Assignment (Full Unit 9 DBQ)

### Prompt

Evaluate the extent to which globalization after 1900 led to greater equality in social and cultural systems.

### Document Set

- Docs 1–4 (from 9.5)
- Docs 5–7 (this lesson)

### Student Requirements

- Thesis (clear judgment of extent)
- Use **6+ documents**
- Include **outside evidence**
- Source **at least 3 documents**
- Show **complexity (both equality AND inequality)**