

Lesson One:

What is Globalization?

Instructions:

Your facilitator has initiated this lesson through a discussion topic (post) on the group page. In this lesson you will respond in writing to several prompts (questions.) Write your responses in a Word document and submit this document by attaching it with a reply to the facilitator's post.

INTRODUCTION

- Begin by clicking on [KWL](#). A KWL chart helps the user identify prior knowledge and experience as a bridge to a new concept, lesson, or unit. List what you already know about globalization in the K (Knowledge) column. Then list what you would like to learn about globalization in the W (Want to know) column.
- Next, read “What is Globalization?”—a good introduction to the topic. Record what you learned about globalization from the article in the L (learned) column of the chart.
- Share the information contained in your completed KWL chart with the group by replying to your facilitator discussion topic about this lesson. Also, provide each group member with some feedback on his or her KWL charts.

GLOBALIZATION: A CASE STUDY

You are about to see a video case study of globalization focusing on the Bridgestone/Firestone tire manufacturing facility in Tennessee.

- Click on [What is Globalization?](#) to start the video. Watch the first segment of the video during which Dr. Joe Stoltman, Professor of Geography, Western Michigan University, introduces the concept of globalization and identifies six questions to consider while watching the case study of globalization featured in the video. Jot down the questions and use them as a guide when viewing the video. Pause or Stop the video after the six questions have been asked.
- Next play the main body of the video. Pause/Stop when the final credits appear on the screen. You may want to watch the case study more than once.
- When you have seen the video, submit your responses to the prompts below to the group.
 1. What evidence is there that Bridgestone-Firestone is a multinational corporation?
 2. Where do the materials used in the manufacturing of tires come from?
 3. What role does communication technology play in the operation of the company?
 4. How does the company deal with cultural differences among customers?
 5. Is there any evidence that the manufacturing philosophy and procedures are affected by globalization?

6. What environmental issues are addressed in the program?

Optional for Facilitators: Answers to these questions, using footage from the video, appear after the credits at the end of the video. You may choose to have participants view this answer segment after they submit their answers to you. You can make this recommendation via a discussion post on the group page.

GLOBALIZATION: PUTTING THE PIECES TOGETHER

- Click on the [Concept Web](#). You can use the web to summarize some of the characteristics of globalization. In the center of web, write the word “globalization”. Then think of all the terms and phrases from the KWL activity, the reading, the Stoltman and case study segments of the video, and your own experience that can be used to describe and define globalization. Record these words and phrases on the “legs” of the web.
- Share the information contained in your completed concept web with the group. Also, provide each of your group members with some feedback on their KWL charts.

Additional Resources on Globalization

You can learn more about resources and writings on globalization by visiting the project web site at www.geoteach.org. Go through the various links related to subject of globalization that appear on the web site. These links appear under Teacher Resources, Content Enhancements.