

Unit 10: Trading with the world

1

Language: Talking about trade

Match the words (1–14) with their definitions (A–N). The first one has been done for you.

1 imposition	G	A shop or factory where people work for long hours at low wages and in unhealthy conditions
2 subsidy	—	B to delay or stop the progress of something
3 cut costs	—	C negative and unpleasant; not likely to produce a good result
4 relocation	—	D criminal; morally bad
5 impede	—	E spend less money
6 compliance	—	F money paid by a government or an organisation to help companies to keep their prices low
7 ethical sourcing	—	G an unfair or unreasonable thing that someone expects or asks you to do
8 sweat shop	—	H the act of moving, or of moving someone/something, to a new place to work or operate
9 exploitation	—	I the practice of obeying rules or requests made by people in authority
10 supply chain	—	J a sustainable and responsible approach to supply chain management and sourcing
11 illicit	—	K causing a lot of angry public discussion and disagreement
12 nefarious	—	L the act of using someone/something unfairly for one’s own advantage
13 controversial	—	M not allowed by law
14 adverse	—	N people and things involved in getting a product from the place of production to the buyer

2

Read the article below and complete the gaps with words from exercise 1. Some words are used more than once. The first letter of the solution has been provided for you.

The effects of globalisation

Globalisation, an intricate web connecting economies, cultures, and societies across the globe, has brought about significant transformations. This phenomenon has been driven by the quest to (1) c_____ c_____, expand markets, and take advantage of the interconnected world. However, its effects are far from monolithic, often carrying both positive and negative consequences.

One of the outcomes of globalisation is the (2) imposition of a common lingua franca – English – facilitating international communication and collaboration. Companies have also become more conscious of their (3) s_____ c_____, striving to eliminate connections to illegal (4) s_____ exploiting workers. At the same time globalisation has led to the (5) r_____ of manufacturing and production to regions with cheaper labour and even government (6) s_____ for companies moving there. While this has (7) c_____ c_____ for the companies, it has caused job losses in developed nations. The digital age, a result of globalisation, has accelerated the dissemination of ideas and information across the globe and facilitates collaboration and innovation. Conversely, it can also be exploited for (8) n_____ purposes, enabling the spread of (9) i_____ content or divisive ideologies.

In conclusion, globalisation has ushered in an era of unprecedented interconnectedness. Striking a balance between capitalising on the benefits of globalisation and addressing its (10) a_____ effects is a challenge for societies and governments. An approach stressing (11) c_____ with ethical standards, respect for labour rights and responsible global governance is imperative to navigate these complexities.

3 Reading

Read the interview below. Complete the sentences (1–6) using a maximum of four words. Write your answers in the spaces provided. The first one (0) has been done for you:

Interviewer: Professor Storms, thank you for coming. You have kindly agreed to answer our question ‘Does globalisation threaten our national identity?’ Before we start, would you tell us how you became an expert on this topic?

Prof Barbara Storms: Well, after finishing my studies in International Management at Berkeley University, I worked as assistant manager for a multinational company where I had to deal with the latest developments in globalisation on a daily basis for almost seven years. Then I returned to my alma mater, where I became a professor in the International Management Department. This enabled me to intensify my research on the effects of globalisation on national identities and to publish a series of articles as well as a book on the topic.

Interviewer: Before we move on to the effects, could you explain the term ‘national identity’?

Prof Storms: Certainly. As all of us know, every person develops their own identity in the course of their lives, which they usually stick to, unless some major incident forces them to adapt to changes. Such incidents could be wars, or personal catastrophic events. Now, apart from that, people also perceive themselves as belonging to a nation, which adds different aspects to their personal identity. We might even say the one is not complete without the other. Those aspects are somewhat similar among all the members of a nation and usually include a common language, a set of beliefs, morals and values, and a system of traditions and behavioural patterns. All of those factors together form what we call a national identity.

Interviewer: I can honestly say that I have never thought about my identity that way. It is a fascinating topic. Now, in how far can globalisation then have an impact on this form of identity?

Prof Storms: Well, to begin with, globalisation affects almost every area of our lives, whether we are aware of this fact or not. Some of these factors, however, determine how we perceive our nation’s status quo and whether we are satisfied with it. For example, living standards may vary considerably among different nations, which can leave a nation’s citizens in uproar, especially if the situation is believed to have been caused by the ones in charge. Other areas causing envy are the availability of products or social support systems. When we reach a point where the majority of citizens experiences the present situation as unbearable, loyalty towards their nation decreases and consequently threatens the unquestioned existence of their national identity.

Interviewer: Assuming this is the case, what consequences would this nation have to face?

Prof Storms: That depends on several factors. In general it must be said that countries offering more benefits in form of monetary support or unemployment programmes suffer less from periods of disappointment or protest among their citizens. In contrast to that, nations which tend to tightly control their citizens’ personal freedom, through censorship or restrictive laws, are in a bigger danger of losing public support.

Interviewer: If support for their own nations vanishes, where do people turn to, then?

Prof Storms: What we have seen in the past few years is that globalisation has turned an increasing number of people into ‘global identities’, who no longer feel tied to a nation, but embrace the concept of belonging to a global mega-society. While this society is still developing its own moral codes and basic beliefs, more and more people see the benefits in being part of an interconnected global nation.

Interviewer: Thank you very much, Professor Storms, for your explanations on this topic.

0	Professor Storms is an expert on _____ .	globalisation and its effects
1	After working for a multinational company, Professor Storms returned to _____ .	
2	Personal identity can change through the occurrence of _____ .	
3	People’s national identities add certain aspects to their _____ .	
4	Global factors have an influence on how _____ .	
5	Protest among citizens can be caused by _____ .	
6	Citizens are less supportive of countries which make use of _____ .	

4

Listening: Global companies and consumer behaviour

Listen to the opening statements at a panel discussion about global companies and consumer behaviour from exercise 20, page 132, again. First you will have 45 seconds to study the task below, then you will hear the recording twice. Choose the correct answer (A, B, C or D) for questions 1–5. Put a cross (☒) in the correct box. The first one (0) has been done for you.

0 Research shows that multinationals

- A care more about corporate social responsibility today.
- B typically take part in water and food programmes.
- C participate in initiatives that don't address the core issues.
- D do not draw much attention to their CSR projects.

3 Susan Adams claims that local food

- A is less expensive.
- B tastes better.
- C makes you feel better.
- D is usually organic.

1 Michael Field says that multinationals

- A increasingly care about fair pay.
- B grab land from small farmers.
- C struggle with supply chain issues.
- D deplete water supplies.

4 The shorter the supply chain, the

- A lower the energy use for transport.
- B fewer companies and people involved.
- C lower the risk of contamination.
- D lower the cost for buyers.

2 According to Susan Adams consumers are turning away from buying

- A local foods because of high prices.
- B organic foods because of low supply.
- C fresh foods because of perishability.
- D processed foods because of uncertainty about ingredients.

5 Simon Moss says that sustainable products are not

- A desired by everyone.
- B affordable for everyone.
- C trusted by everyone.
- D realistic for everyone.

5

Writing, Article: Youth and Globalisation

You took part in *Youth and Globalization*, a forum for discussion and exchanges on questions relating to youth in a globalised world. To pass on the inputs to other students as well, you write an article for the school's online magazine in which you:

- explain what globalisation means with examples
- summarise some of the positive and negative effects of globalisation
- suggest ways to counteract dependencies and power struggles created by international trade

Write around 250 words.

Key

exercise 1

1 G, 2 F, 3 E, 4 H, 5 B, 6 I, 7 J, 8 A, 9 L, 10 N, 11 M, 12 D, 13 K, 14 C

exercise 2

1 cut costs, 2 imposition, 3 supply chains, 4 sweatshops, 5 relocation, 6 subsidies, 7 cut costs, 8 nefarious, 9 illicit, 10 adverse, 11 compliance

exercise 3

- 1 Berkeley / her alma mater / (her) university
- 2 major incidents / wars (and catastrophes) / personal catastrophic events
- 3 personal identities
- 4 satisfied we are / we perceive our situation / we see our nation
- 5 differing living standards / envy/jealousy (towards other nations)
- 6 censorship / restrictive laws

exercise 4, Listening: Global companies and consumer behaviour

1 B, 2 D, 3 B, 4 C, 5 B