



CONSUMERISM



DEFINITIONS: What do these expressions really mean?

We are using the following expressions in our everyday communication with other people. But do we really understand the larger truths behind these expressions?

consumerism = the belief that it is good for a country if people buy and use a lot of goods and services

a consumer society = a society in which the production of consumer goods and the satisfaction of human wants are seen to be very important

capitalism = an economic system in which property, businesses, and industry are owned by individual people and not by the government

socialism = a political system that aims to create a society in which everyone has equal opportunities and in which the most important industries are owned or controlled by the whole community

fascism = a very right-wing political system in which the government is very powerful and controls the society and the economy completely, not allowing any opposition. Fascism was practiced in Italy and Germany in the 1930s and 40s.

anarchism = the political belief that there should be no government or laws (anarchy = lawlessness and social and political disorder caused by absence of government or control / complete absence of government / any state of disorder and confusion)

globalization = the idea that the world is developing a single economy and culture as a result of improved technology and communications and the influence of very large multi-national companies

the global village = the modern world in which all countries depend on each other and seem to be closer together because of modern communications and transport systems

TINA (*There is no alternative*) = a slogan often used by the Conservative British prime minister Margaret Thatcher (1925-2013). The phrase was used to signify Thatcher's claim that the market economy is the only system that works, and that debate about this is over.

neo-liberalism = a political and economic philosophy belief that there should be a global free market, without government regulation, with businesses and industry controlled and run for profit by private owner.

What Is Consumerism?

Consumerism is the idea that increasing the consumption of goods and services purchased in the market is always a desirable goal, and that a person's well-being and happiness depend fundamentally on obtaining consumer goods and material possessions.

Consumerism is related to the predominantly Keynesian idea that consumer spending is the key driver of the economy and that encouraging consumers to spend is a major policy goal. From this point of view, consumerism is a positive phenomenon that fuels economic growth.

Others view the drive to obtain more material possessions as problematic, causing individual anxiety and eroding the social fabric.

Key Takeaways

- Consumerism is the theory that individuals who consume goods and services in large quantities will be better off.
- Some economists believe that consumer spending stimulates production and economic growth.
- Economists view consumption as about fulfilling biological needs & wants based on maximizing utility.
- Sociologists instead view consumption as additionally about fulfilling socially-inscribed needs and wants via symbolic transactions.
- Hyper-consumerism has been widely criticized for its economic, social, environmental, and psychological consequences.

Understanding Consumerism

In common use, consumerism refers to the tendency of people living in a capitalist economy to engage in a lifestyle of excessive materialism that revolves around reflexive, wasteful, or conspicuous overconsumption. In this sense, consumerism is widely understood to contribute to the destruction of traditional values and ways of life, consumer exploitation by big business, environmental degradation, and negative psychological effects.

Thorstein Veblen, for example, was a 19th-century economist and sociologist best known for coining the term “conspicuous consumption” in his book "The Theory of the Leisure Class" (1899). Conspicuous consumption is a means to show one's social status, especially when publicly displayed goods and services are too expensive for other members of the same class. This type of consumption is typically associated with the wealthy but can also apply to any economic class.

Following the Great Depression, consumerism was largely derided. However, with the U.S. economy kickstarted by World War II and the prosperity that followed at the end of the war, the use of the term in the mid-20th century began to have a positive connotation. During this time, consumerism emphasized the benefits that capitalism had to offer in terms of improving standards of living and an economic policy that prioritized the interests of consumers. These largely nostalgic meanings have since fallen out of general use.

As consumers spend, economists presume that consumers benefit from the utility of the consumer goods that they purchase, but businesses also benefit from increased sales, revenue, and profit. For example, if car sales increase, auto manufacturers see a boost in profits. Additionally, the companies that make steel, tires, and upholstery for cars also see increased sales. In other words, spending by the consumer can benefit the economy and the business sector in particular.

Some economists view increasing levels of consumer spending as a critical goal in building and maintaining a strong economy, irrespective of the benefit to the consumer or society as a whole.

Others, however, have grown quite concerned about the negative societal effects of hyper-consumerism.¹

The Economic Impact of Consumerism

According to Keynesian macroeconomics, boosting consumer spending through fiscal and monetary policy is a primary target for economic policymakers. Consumer spending makes up the lion's share of aggregate demand and gross domestic product (GDP), so boosting consumer spending is seen as the most effective way to steer the economy toward growth.

Consumerism views the consumer as the target of economic policy and a cash cow for the business sector with the sole belief that increasing consumption benefits the economy. Saving

can even be seen as harmful to the economy because it comes at the expense of immediate consumption spending.

Consumerism also helps shape some business practices. Planned obsolescence of consumer goods can displace competition among producers to make more durable products. Marketing and advertising can become focused on creating consumer demand for new products rather than informing consumers.

Conspicuous Consumption

As standards of living rose after the Industrial Revolution, conspicuous consumption grew. High rates of conspicuous consumption can be a wasteful zero-sum or even negative-sum activity as real resources are used up to produce goods that are not valued for their use but rather for the image they portray.

In the form of conspicuous consumption, consumerism can impose enormous real costs on an economy. Consuming real resources in zero- or negative-sum competition for social status can offset the gains from commerce in a modern industrial economy and lead to destructive creation in markets for consumers and other goods.

Sociologists view consumerism as symbolic consumption that may not maximize individual utility. Instead, it can serve as a signal to others and help establish one's identity. When it comes to being a consumer, social actors (e.g., peer pressure, in-groups, advertisers) limit your free choice.

Advantages and Disadvantages of Consumerism

Advantages

Advocates of consumerism point to how consumer spending can drive an economy and lead to increased production of goods and services. As a result of higher consumer spending, a rise in GDP can occur. In the United States, signs of healthy consumer demand can be found in consumer confidence indicators, retail sales, and personal consumption expenditures. Business owners, workers in the industry, and owners of raw resources can profit from sales of consumer goods either directly or through downstream buyers.

Disadvantages

Consumerism is often criticized on cultural grounds. Some see that consumerism can lead to a materialistic society that neglects other values. Traditional modes of production and ways of life can be replaced by a focus on consuming ever more costly goods in larger quantities.

Consumerism is often associated with globalization in promoting the production and consumption of globally traded goods and brands, which can be incompatible with local cultures and patterns of economic activity. Consumerism can also create incentives for consumers to take on unsustainable debt levels that contribute to financial crises and recessions.

Environmental problems are frequently associated with consumerism to the extent that consumer goods industries and the direct effects of consumption produce negative environmental externalities. These can include urban sprawl, pollution, resource depletion, and problems with waste disposal from excess consumer goods and packaging.

Consumerism is also criticized on psychological grounds. It is blamed for increasing status anxiety, where people experience stress associated with social status and a perceived need to "keep up with the Joneses" by increasing their consumption.

Psychological research has shown that people who organize their lives around consumerist goals, such as product acquisition, report poorer moods, greater unhappiness in relationships, and other psychological problems. Psychological experiments have shown that people exposed to consumerist values based on wealth, status, and material possessions display greater anxiety and depression.² In other words, science shows that consumerism does not make people happy at all.

Consumerism and the American Dream

"The American Dream" has always been about the prospect of success, but 100 years ago, the phrase meant the opposite of what it does now.

The original "American Dream" was not a dream of individual wealth and consumerism; it was a dream of social equality, justice, and democracy for the nation.

The phrase was repurposed by each generation, until the Cold War, when it became an argument for a consumer capitalist version of democracy. Our ideas about the “American Dream” froze in the 1950s. Today, it is often associated with consumerism.³

What Are Some Examples of Consumerism?

Consumerism is defined by the never-ending pursuit of shopping and consuming. Examples include shopping sprees, especially those that engage a large number of people, such as Black Friday sales on the day after Thanksgiving.

Another example of consumerism involves the introduction of newer models of mobile phones each year. While a mobile device that is a few years old can be perfectly functional and adequate, consumerism drives people to abandon those devices and purchase newer ones on a regular basis.

Conspicuous consumption is yet another example. Here, people buy goods to show off their status or present a certain image. This doesn't always have to have a negative connotation, as it can also signal pro-social behavior.

Is Consumerism Bad for Society?

While people need to be consumers in order to live and obtain their needs and wants, excess consumerism is widely thought to be a negative for society. Consumerism leads to negative externalities like pollution and waste. Moreover, consumerism begins to define people by what they own. According to some sociologists, mass culture popularized via the advertising industry creates consumers who play a passive role manipulated by brands, rather than as active and creative beings.⁴ There are systematic biases in the system that generate consumerism. If these system biases were eliminated, many people would adopt a less consumerist lifestyle.

How Does Consumerism Shape Social Class?

Tastes and preferences for consumption goods are stratified by social class, not only in terms of monetary cost but also appropriateness. Working-class individuals tend to consume certain types of food, media, dress, and pastimes that may differ from those in the top 1% or higher strata. Consumption defines both self and group identity: People aspire to “consume up” to “keep up with the Jones’,” but people fear downward mobility.

The Bottom Line

Consumerism is the propensity to consume and keep consuming. It is the drive to buy and own more stuff and to define one's identity through what they own. Economists view consumerism as a positive for consumer spending and GDP growth. Others like psychologists and sociologists, however, see negative effects of rampant consumerism ranging from creating anxiety in individuals to social ills.

COMPREHENSION:

Some people claim consumerism may cause individual anxiety, erosion of the social fabric and the destruction of traditional values and ways of life. Explain this sentence with specific examples.

1. Some people claim consumerism may cause individual anxiety, erosion of the social fabric and the destruction of traditional values and ways of life. Explain this sentence with specific examples.
2. Explain what Thorstein Veblen means with "conspicuous consumption". Give examples.
3. Which advantages of consumerism does the article mention?
4. What about the disadvantages?

TASK:

Write one essay-like argument in favour of consumerism and one essay-like argument against consumerism. Then add a conclusion-like paragraph with your opinion.

Advertising Techniques

13 Most Common Techniques Used by the Advertisers

<https://www.managementstudyguide.com/advertising-techniques.htm>

Today every company needs to advertise its product to inform the customers about the product, increase the sales, acquire market value, and gain reputation and name in the industry. Every business spends lot of money for advertising their products but the money spent will lead to success only when the best techniques of advertising are used for the product. So here are some very **common and most used techniques used by the advertisers to get desired results.**

1. Emotional Appeal

This technique of advertising is done with help of two factors - needs of consumers and fear factor.

Most common appeals under **need** are:

Most common appeals under **fear** are:

2. Promotional Advertising

This technique involves giving away samples of the product for free to the consumers. The items are offered in the trade fairs, promotional events, and ad campaigns in order to gain the attention of the customers.

3. Bandwagon Advertising

This type of technique involves convincing the customers to join the group of people who have bought this product and be on the winning side. For e.g. recent Pantene shampoo ad which says "15crores women trusted Pantene, and you?"

4. Facts and Statistics

Here, advertisers use numbers, proofs, and real examples to show how good their product works. For e.g. "Lizol floor cleaner cleans 99.99% germs" or "Colgate is recommended by 70% of the dentists of the world" or Eno - just 6 seconds.

5. Unfinished Ads

The advertisers here just play with words by saying that their product works better but don't answer how much more than the competitor. For e.g. Lays - no one can eat just one or Horlicks - more nutrition daily. The ads don't say who can eat more or how much more nutrition.

6. Weasel Words

In this technique, the advertisers don't say that they are the best from the rest, but don't also deny. E.g. Sunsilk Hairfall Solution - reduces hairfall. The ad doesn't say stops hairfall.

7. Endorsements

The advertisers use celebrities to advertise their products. The celebrities or star endorse the product by telling their own experiences with the product. Recently a diamond jewellery ad had superstar Amitabh Bacchan and his wife Jaya advertising the product. The ad showed how he impressed his wife by making a smart choice of buying this brand. Again, Sachin tendulkar, a cricket star, endorsed for a shoe brand.

8. Complementing the Customers

Here, the advertisers used punch lines which complement the consumers who buy their products. E.g. Revlon says "Because you are worth it."

9. Ideal Family and Ideal Kids

The advertisers using this technique show that the families or kids using their product are a happy go lucky family. The ad always has a neat and well-furnished home, well-mannered kids and the family is a simple and sweet kind of family. E.g. a Dettol soap ad shows everyone in the family using that soap and so is always protected from germs. They show a florescent color line covering whole body of each family member when compared to other people who don't use this soap.

10. Patriotic Advertisements

These ads show how one can support their country while he uses their product or service. For e. g some products together formed a union and claimed in their ad that if you buy any one of these products, you are going to help a child to go to school. One more cellular company ad had a celebrity showing that if the customers use this company's sim card, then they can help control population of the country.

11. Questioning the Customers

The advertisers using this technique ask questions to the consumers to get response for their products. E.g. Amway advertisement keeps on asking questions like who has so many farms completely organic in nature, who gives the strength to climb up the stairs at the age of 70, who makes the kids grow in a proper and nutritious ways, is there anyone who is listening to these entire questions. And then at last the answer comes - "Amway: We are Listening."

12. Bribe

This technique is used to bribe the customers with something extra if they buy the product using lines like “buy one shirt and get one free”, or “be the member for the club for two years and get 20% off on all services.”

13. Surrogate Advertising

This technique is generally used by the companies which cannot advertise their products directly. The advertisers use indirect advertisements to advertise their product so that the customers know about the actual product. The biggest example of this technique is liquor ads. These ads never show anyone drinking actual liquor and in place of that they are shown drinking some mineral water, soft drink or soda.

These are the major techniques used by the advertisers to advertise their product. There are some different techniques used for online advertising such as web banner advertising in which a banner is placed on web pages, content advertising using content to advertise the product online, link advertising giving links on different sites to directly visit the product website, etc.

TASKS:

T1: Which advertising strategies work on you. Explain why. Be honest with yourself 😊

T2: Do you think advertising for children under 10 should be banned? Why? Why not? Write an essay-like argument (paragraph 1), then give your personal opinion (paragraph 2)

Brandalism

You may have noticed them on the streets of London, Bristol or, more recently, Paris. Notice what? Those strange ads and billboards that look like normal advertisements but with twisted messages. Where do they come from? Who did them? Why do they do that? All those questions may be answered with one concept, **Brandalism**.

If you look for a meaning of Brandalism on the Internet, you will find plenty of different definitions, one such as, “The deliberate defacement of corporate iconography, generally for purposes of protest, parody, or social commentary”. They are probably all true but what is Brandalism?

Brandalism is a group of artists who draws inspiration from the long history of protest art and other different movements like *Agitprop*, *Situationist*, and Street Art. Their project sees artists from each corner of the world collaborate to challenge the authority and legitimacy of commercial images and messages present within our culture. They do so by using a form of Street Art called subvertising.

What is subvertising?

Subvertising consists in changing meanings in corporate and political advertisements to make spoofs or parodies of them. But why do they do so? They firmly believe that the street is a site of communication, which belongs to the people and communities living there. Their interventions are a way to rebel against the visual pollution of media, corporate and advertising giants who have a stranglehold over meaning and messages in our public spaces, through which they force-feed us with images and messages to keep us insecure, unhappy, and shopping.

It all started in July 2012 in England with a small team. Two friends had enough of the visual pollution present in their city because of the protective brand mania that was sweeping across the United Kingdom ahead of the 2012 London Olympics, so they decided to do something about it. During five days, they reclaimed 36 large format billboards in five different cities (Leeds, Manchester, Birmingham, Bristol, and London). For that project that would later be called the 48 Sheet, 28 artists addressed the impact of advertising on our culture by tackling subjects like body image, debt, cultural values, the environment and visual pollution.

Two years later, overwhelmed by the positive response following their work prior to the 2012 Olympics, Brandalists decided to develop the Brandalism network throughout ten cities across the United Kingdom, adding Glasgow, Edinburgh, Liverpool, Oxford and Brighton to the latter. In just two days in May 2014, several teams in those ten cities installed 365 artworks in bus stop advertising spaces aiming at ecological damages, financial collapse, and gender stereotypes. The purpose of this stunt was to highlight the lack of control people have over their public space.

However, it's really at the end of last year that they started making themselves heard. Just days before the United Nations COP21 began in Paris, more than 600 posters were distributed and displayed everywhere in the city. The posters were not hung on poles or handed to people on

public grounds, but safely displayed behind the glass at bus stops all over Paris. The huge posters were fake advertisements, replacement ads designed by 82 artists from 19 countries. In those 82 artists, big Street Art names were present such as Escif, Jimmy Cauty or Banksy-collaborator Paul Insect.

The purpose of this last intervention was, as usual, to challenge corporations. This time, they took aim at the ones present in Paris on the margins of the climate talks. They formed ads that targeted the link between corporations' advertising in regard to consumerism, global warming, and fossil fuel consumption. But this time, why take aim at corporations that sponsor a good cause? When interviewed, Joe Elan, one of the heads behind Brandalism said:

By sponsoring the climate talks, major polluters such as Air France and GDF-Suez- Energie can promote themselves as part of the solution – when actually they are part of the problem.

This is the reason the posters aimed at many of the COP21 main sponsors including Air France, Dow Chemicals and GDF Suez (Energie). Many of the posters and images made for the occasion used the same branding and voice as the original ones. The goal was to force the people to take a deeper look at the content of the hundreds of posters dotting their daily commute.

After all that, you must be asking yourselves, ok that's nice, but does that change things? What is the result of all that?

Well, by tackling major corporations and planting the seeds for a movement, the people behind Brandalism may have empowered future brandalists. The bigger, the better! They may have also inserted elements of doubt into average individuals' minds as to the sad environmental resumes of many of these big companies.

One thing is certain, with their latest stunt in Paris, Brandalism had an impact and made waves on the Internet. And as French artist JR said, *"if it makes people talk, if you can see an impact on their lives, it means that, in a smaller way, it is changing the world."*

COMPREHENSION:

1. Brandalism is where protest meets art. Advertising is where consumerism meets art.
Do you agree?
2. List the different subjects that Brandalism has been tackling over the last few years.
3. Explain what the underlined expressions mean in the context of Brandalism.

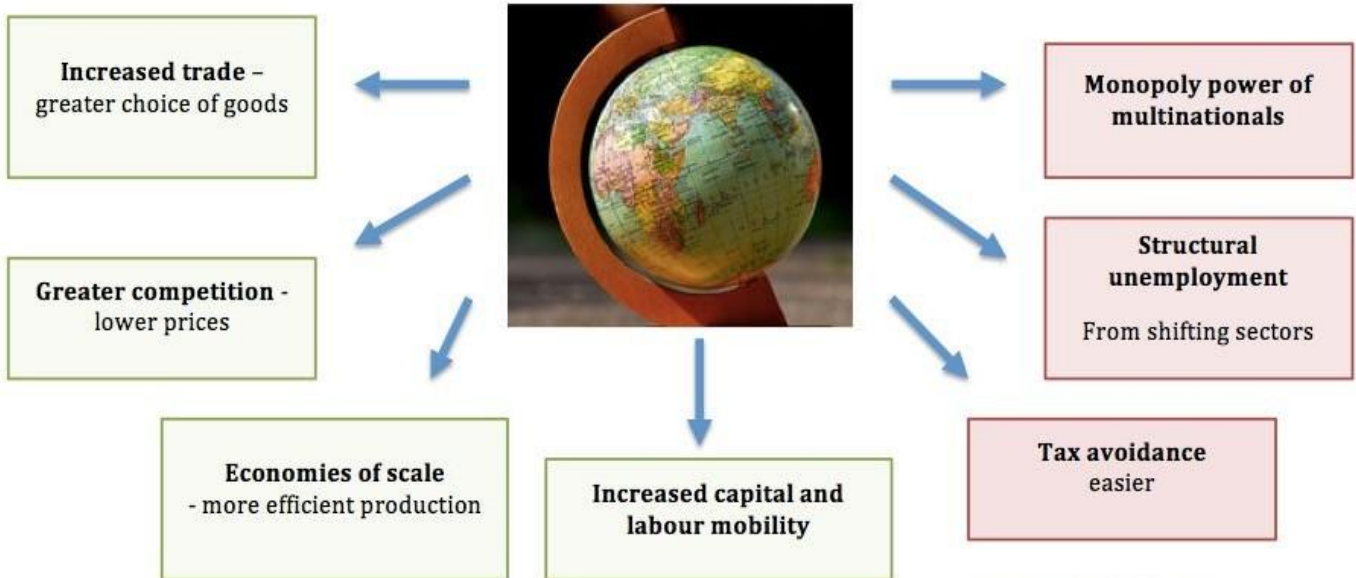
TASKS:

T1: Find an example of Brandalism online. Write a paragraph about the “ad” in which you analyse it in detail. (Style, approach, criticism of what?, background...)

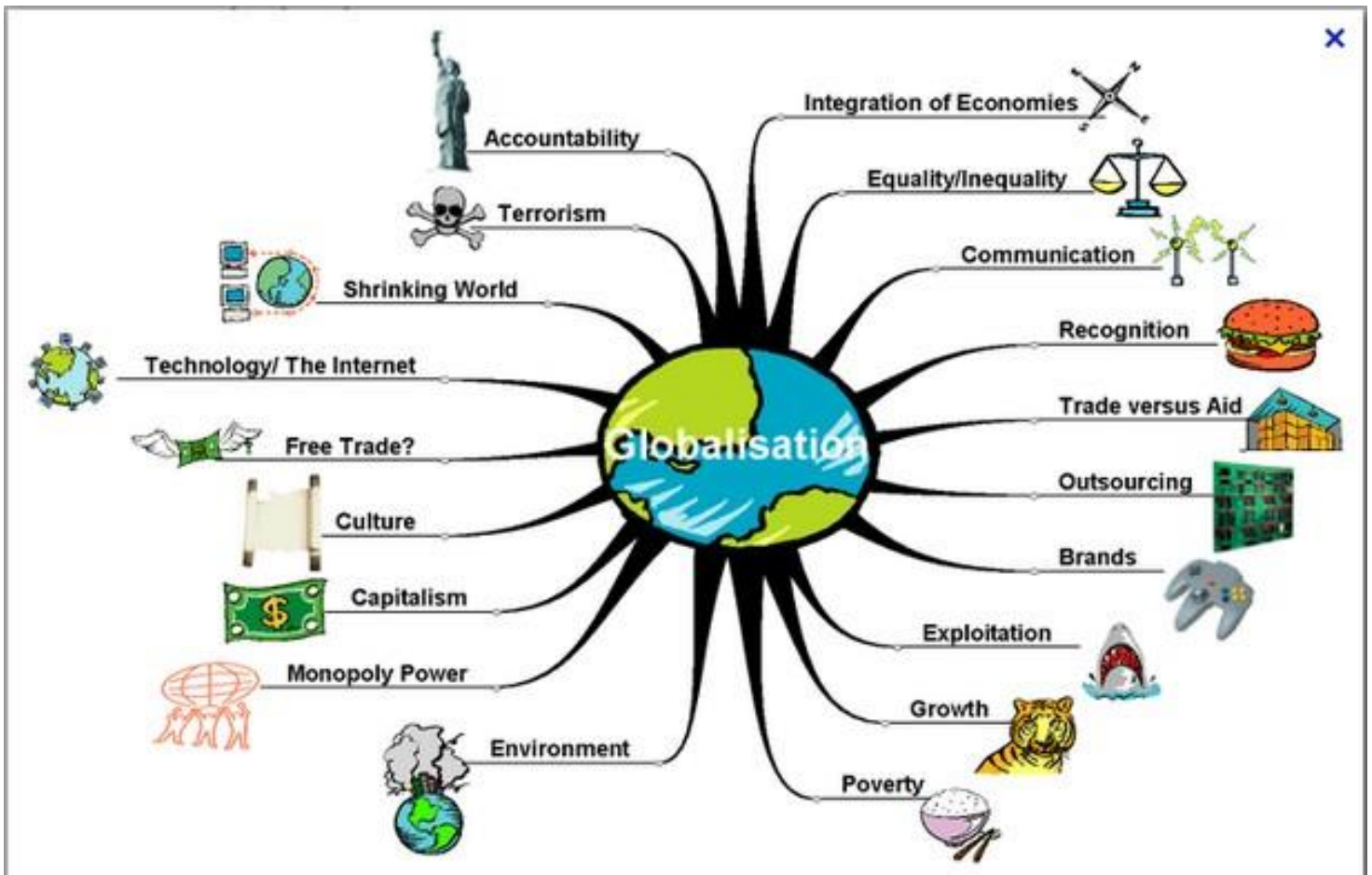
T2: Do you think that Brandalism is an interesting form of protest? Why / why not

Globalization: Advantages and disadvantage

Impact of Globalisation



www.economicshelp.org



What is globalization?

By National Geographic Society/Published: 09/14/2017



Globalization in History

Globalization has a long history. Ancient Greek culture, for instance, spread across much of southwestern Asia, northern Africa and southern Europe. The globalization of Greek culture came with the conqueror Alexander the Great. In fact, there are cities named for Alexander in Iraq (Iskandariya), Egypt (Alexandria) and Turkey (Alexandria Troas).

The Silk Road, a trade route between China and the Mediterranean Sea, promoted the exchange of ideas and knowledge, along with trade goods and foods such as silk, spices, porcelain and other treasures from the East.

When Europeans began establishing colonies overseas, globalization grew. Many early European explorers were eager to bring the Christian religion to the regions they visited. The globalization of Christianity spread from Europe to Latin America through Christian missionaries working with the local populations.

Globalization was accelerated in the 19th century with the Industrial Revolution, as mechanical mills and factories became more common. Many companies used raw materials from distant lands. They also sold their goods in other countries.

Britain's colony in India, for instance, supplied cotton to British merchants and traders. Madras, a light cotton cloth, was made in the city of Madras (now called Chennai), a major port in India. Eventually, madras cloth was no longer manufactured in Madras at all — the Indian labor force supplied the raw material, cotton. Factories in the county of Lancashire, England, created madras cloth. British factories made fabric and other goods from the cotton. British manufacturers could then sell their finished goods, such as clothing and blankets, to buyers all over the world — the United States, Brazil, Australia, even India.

Globalization sped up dramatically in the 20th century with the proliferation of air travel, the expansion of free trade and the dawn of the Information Age. Miles of fiber-optic cable now connect the continents, allowing people around the world to communicate instantly through the borderless World Wide Web.

Communication

Modern communication has played a large role in cultural globalization. Today, news and information zip instantly around the world on the Internet. People can read information about foreign countries as easily as they read about their local news. Through globalization, people may become aware of incidents very quickly. In seconds, people are able to respond to natural disasters that happen thousands of miles away.

Many people access information through improved and new technology, such as cell phones. About 70 percent of the people in the world now use cell phones. A farmer in Nigeria can easily talk to his cousin who moved to New York City, New York. The success of global news networks like CNN has also contributed to globalization. People all over the world can see the same news 24 hours a day.

Travel

Increased international travel has also helped globalization. Each year, millions of people move from one country to another in search of work. Sometimes, these migrant workers travel a short distance, such as between the Mexican state of Sonora and the U.S. state of California. Sometimes, migrant workers travel many thousands of miles. Migrant workers from the Philippines, for instance, may travel to Europe, Australia or North America to find better-paying jobs.

People do not travel just for work, of course. Millions of people take vacations to foreign countries. Most of these international tourists are from developed countries. Many are most comfortable with goods and services that resemble what they have at home. In this way, globalization encourages countries around the world to provide typical Western services. The facilities of a Holiday Inn hotel, for instance, are very similar, whether the location is Bangor, Maine, or Bangkok, Thailand.

Travel and tourism have made people more familiar with other cultures. Travelers are exposed to new ideas about food, which may change what they buy at the store at home. They are exposed to ideas about goods and services, which may increase demand for a specific product that may not be available at home. They are exposed to new ideas, which may influence how they vote. In this way, globalization influences trade, taste and culture.

Popular Culture

Popular culture has also become more globalized. People in the United States enjoy listening to South African music and reading Japanese comic books. American soap operas are popular in Israel.

India, for instance, has a thriving film industry, nicknamed "Bollywood." Bollywood movies are popular both in India and with the huge population of Indians living abroad. In fact, some Bollywood movies do much better in the United States or the United Kingdom than they do in India.

Clothing styles have also become more uniform as a result of globalization. National and regional costumes have become rarer as globalization has increased. In most parts of the world, professionals such as bankers wear suits, and jeans and T-shirts are common for young people.

There has also been an increasing exchange of foods across the globe. People in England eat Indian curry, while people in Peru enjoy Japanese sushi. Meanwhile, American fast-food chains have become common throughout the world. McDonald's has more than 31,000 restaurants in 118 countries. And people all across the world are eating more meat and sugary foods, like those sold in fast-food restaurants.

The worldwide expansion of McDonald's has become a symbol of globalization. Some menu items, such as the Big Mac, are the same all over the world. Other menu items

are specific to that region. McDonald's in Japan features a green-tea flavored milkshake. At McDonald's in Uruguay, a "McHuevo" is a burger topped with a fried egg. Globalization has brought McDonald's to billions of consumers worldwide.

Economy

The international economy has also become more globalized in recent decades. International trade is vital to the economies of most countries around the world. American software companies, such as Microsoft, rely on international trade to make large profits. The economy of the country of Saudi Arabia is almost entirely dependent on oil exports.

To increase trade, many countries have created free-trade agreements with other countries. Under free-trade agreements, countries agree to remove trade barriers. For example, they may stop charging tariffs, or taxes, on imports. In 1994, the United States, Mexico and Canada signed the North American Free Trade Agreement (NAFTA), which eventually ended all tariffs on trade goods among the three nations. This allowed globalization of goods and services, as well as people and ideas, between these three countries.

Most large corporations operate in many countries around the world. HSBC, the world's largest bank, has offices in 88 different countries. Originally, HSBC stood for Hongkong Shanghai Banking Corporation, which was founded in 1865 to promote trade between China and the United Kingdom. Today, HSBC has its headquarters in London, England.

Economic globalization has allowed many corporations based in the West to move factories and jobs to less-economically developed countries, a process called outsourcing. The corporation can pay lower wages, because the standard of living in less-developed countries is much lower. Laws protecting the environment and workers' safety are less widespread in developing countries, which also lowers costs for the corporation. Often, this results in lower costs for consumers, too.

Economic markets are global. People and organizations invest in companies all over the globe. Because of this, economic downturns in one country are repeated in other countries. The financial crisis that began in the United States in 2006 quickly spread around the world. The way globalization allowed this situation to spread led to the

nation of Iceland nearly going bankrupt, for example.

Politics

Cultural and economic globalization have caused countries to become more connected politically. Countries frequently cooperate to enact trade agreements. They work together to open their borders to allow the movement of money and people needed to keep economic globalization working.

Because people, money and computerized information move so easily around the globe, countries are increasingly working together to fight crime. The idea of maintaining international law has also grown. In 2002, the International Criminal Court was established. This court, which handles cases such as war crimes, has a global reach, although not all countries have accepted it.

Many problems facing the world today cross national borders, so countries must work together to solve them. Efforts to confront problems such as global climate change must involve many different countries. In 2009, representatives from 170 countries gathered at a conference in Copenhagen, Denmark, to discuss climate change. Other international issues include terrorism, drug trafficking and immigration.

The process of globalization is very controversial. Many people say globalization will help people communicate. Aid agencies can respond more quickly to a natural disaster. Advanced medicines are more easily and widely available to people who may not have been able to afford them. Jobs available through globalization have lifted many people out of poverty, and globalization has increased the number of students studying abroad. (<https://www.nationalgeographic.org/>)

TASK:

T1: The text primarily mentions the positive aspects of globalization. Find one negative aspect of globalization for the following headings: communication, travel, popular culture, economy, politics.

Exploitation of labour

People are exploited in many different ways, including:

- *Having wages being deducted at source*
- *Having wages and paperwork being controlled by another person*
- *Being kept in isolation and/or being fed misinformation*
- *Through psychological and physical abuse*
- *Being subjected to threats of physical violence or other forms of bullying*
- *Being forced to work long hours without breaks*
- *Being subjected to poor workplace health and safety, working conditions and an absence of legally required personal protective equipment*
- *Being made to use poorly maintained or faulty equipment*
- *Where accommodation is provided, being overcharged for cramped and unsanitary living quarters*
- *Their movement between employers being prevented, restricted or tightly controlled*
- *Having their liberty restricted in obvious or more subtle ways.*

Exploitation can happen to anyone, whether they are from the UK or abroad. Offenders often target people with vulnerabilities, whether that's down to their personal circumstances, their employment status, their language abilities or something else that isolates them from other people.

Victims do not always understand that employers are breaking the law or they are being controlled to the point where they are unable to speak out. They have sometimes fled worse abuse elsewhere in the UK or in another country.

Sexual exploitation, domestic servitude and exploitation as part of the activities of organised criminal gangs are other kinds of modern slavery. While all forms are occurring across Scotland, today, labour exploitation is believed to be the most widespread.

Workers are vulnerable to exploitation from a number of people. They can be directly exploited and abused by the owner-manager of a business or someone who works for the owner. But the owners and managers of a company might be unaware that an employee or

middleman is exploiting people working for their business. Companies can be infiltrated by organised criminal gangs. In other situations, workers being exploited may work for a third party organisation in the UK, or that operates across international borders, and they are being sub-contracted to a legitimate business.

<https://endlabourexploitation.co.uk/about/>

TASK:

T1: Find one argument which is often used in favour of sweatshops. Explain the argument. Then comment on that argument.

T2: Why do we not simply boycott the brands that use sweatshops for their products?

T3: Explain and comment on two of the following quotes:

Quotes:

Q1: *"It's not about consuming differently. It's about consuming less."*

Q2: *"We are proud of our living standard, yet our living standard is precisely the problem."*

Q3: *"We are what we buy."*

Q4: *"There is no economic growth without consumerism. And we need economic growth!"*

Q5: *"We're lucky to be living in a society based on capitalism. Stop complaining and enjoy!"*

Alternative lifestyles

The following are examples of alternative lifestyles. This is by no means an exhaustive list.

- alternative child-rearing, such as homeschooling, coparenting and home births
- restrictive dieting, such as veganism, vegetarianism, freeganism, or raw foodism
- living in unusual communities, such as communes, intentional communities, ecovillages, off-the-grid, or the tiny house movement
- traveling subcultures, including lifestyle travellers, housetrucking, and New Age travelling
- simple-living Bohemianism, Punk rock, Emo, antiquarian steampunksubculture and hippies
- body modification, including tattoos, body piercings, eyetattooing, scarification, non-surgical stretching like ears or genital stretching, and transdermal implants
- nudism and clothing optional lifestyles
- alternative medicine and natural methods of medical care or herbal remedies as medication
- adherents to alternative spiritual and religious practices, such as Ordo Templi Orientis, Thelemites, Neo-pagans, Satanists and New Age spiritual communities
- certain religious minorities, such as the Amish who pursue a non-technological or anti-technology lifestyle
- secular anti-technology community called Luddites
- special interest groups into collecting

TASKS:

1. Can you see why people would choose an alternative lifestyle over a more common one?
2. Which aspects of alternative lifestyles would be particularly appealing to you?
3. What is holding you back from living differently?