

B3 Combining sources (Unit 1.9)

1 Practice A

The two texts below reflect different approaches to the topic of globalisation.

Read them both and then study the extract from an introduction to an essay which mentions the two sources.

Answer the questions which follow.

(a)

It has been argued that globalisation is not a new phenomenon, but has its roots in the age of colonial development in the seventeenth and eighteenth centuries. However, its modern use can be dated to 1983, when Levitt's article 'The Globalisation of Markets' was published. Among the many definitions of the process that have been suggested, perhaps the simplest is that globalisation is the relatively free movement of services, goods, people and ideas worldwide. An indication of the positive effect of the process is that cross-border world trade, as a percentage of global GDP, was 15 per cent in 1990 but is expected to reach 30 per cent by 2015. Among the forces driving globalisation in the last two decades have been market liberalisation, cheap communication via the internet and telephony, and the growth of the BRIC (Brazil, Russia, India and China) economies. (Costa, L. 2008)

(b)

Considerable hostility to the forces of globalisation has been demonstrated in both the developed and developing worlds. In the former, there is anxiety about the outsourcing of manufacturing and service jobs to countries which offer cheaper labour, while developing countries claim that only a minority have benefited from the increase in world trade. They point out that per-capita income in the 20 poorest countries has hardly changed in the past 40 years, while in the richest 20 it has tripled. The markets of Western nations are still closed to agricultural products from developing countries, and while there is free movement of goods and capital, migration from poor countries to rich ones is tightly controlled. (Lin Y. 2006)

(Lin Y. 2006)

Essay extract

Costa (2008) argues that globalisation, although not a modern phenomenon, has recently accelerated, encouraged by forces such as the liberalisation of markets and cheap communication. In particular it has had a powerful effect in increasing world trade, especially benefiting the BRIC economies such as Brazil and China. However, Lin (2006) emphasises the negative reactions that have been produced by the process. She highlights the fears of unemployment in richer nations created by outsourcing work, matched by the concerns of poorer states that they are not sharing in the economic growth due to barriers to their trade and labour.

(i) *The extract summarises ideas from both Costa and Lin. Find an example of a summary in the extract and match it with the original text in (a) or (b).*

Summary	Original

(ii) Which verbs are used to introduce the summaries?

(iii) Which word marks the point where the writer switches from considering Costa to dealing with Lin?

(iv) What other words or phrases could be used at this point?

2 Practice B

Read the third text on globalisation below, and then complete the paragraph from an essay titled: 'Globalisation mainly benefits multi-national companies rather than ordinary people – Discuss', using all three sources.

*Multi-national companies have undoubtedly benefited from the relaxation of the import tariff regimes which previously protected local firms, allowing them to operate more freely in markets such as India which have recently liberalised. These corporations have evolved two distinct approaches to the challenge of globalisation. Some, e.g. Gillette, have continued to produce their products in a few large plants with strict control to ensure uniform quality, while others, for instance Coca-Cola, vary the product to suit local tastes and tend to manufacture their goods on the spot. They claim that an understanding of regional differences is essential for competing with national rivals.
(Brokaw, P. 2002)*

Lin (2006) demonstrates