

Unit 3

Globalization



Unit Overview





By studying this unit, you are expected to:

- know what globalization is in Davos Man's eyes;
- learn the advantages and disadvantages of globalization;
- write a business report based on investigation.

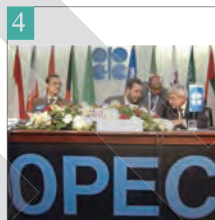


Lead-in

Task 1 Globalization can be found in many aspects of our daily life. Discuss in pairs and complete the following examples. The first one has already been given as an example.

-  My parents drive domestic cars with German technology, and the car is assembled by Indian workers.
-  We eat _____.
-  Many talents work at multinational companies _____.
-  _____ are popular among young people.
- _____.
- _____.

Task 2 The following pictures show some international organizations. Do you know them? What do they do? Discuss in pairs and write their Chinese names.



Reading A

Setting: Brown is a journalist with *The Economy*. He intends to write an article about Davos Man in the World Economic Forum and explore the issue of globalization from their perspectives.

Starting Point

Task 1 Work in pairs and discuss the questions with your partner.

1. What is the World Economic Forum? Do you know any other international economic forums?
2. Can you guess what “Davos Man” refers to? Read Reading A and see if your prediction is correct.



Globalization: in Search of “Davos Man”

William F. Browder was born in Princeton, New Jersey, grew up in Chicago, and studied in California. But don't call him an American. For the past 16 of his 40 years he has lived and worked in London and Moscow, where he runs his own investment firm, which is headquartered in Guernsey. In 1998 he gave up his American passport to become a British citizen, since his life is now centered in Europe. “National identity makes no difference for me,” he says. “I feel completely international.”

Alex J. Mandl is also a fervent believer in globalization, but he views himself very differently. He reckons he spends about 90% of his time traveling on business. But despite this, Mandl still identifies himself as an American. “I see myself as American. The fact that I spend a lot of time in other places doesn't change that,” he says.

Although Browder and Mandl define their nationality differently, both see their identity as a matter of personal choice, not an accident of birth. Both are members of the international business elite who attend the annual meeting of the World Economic Forum (WEF) in Davos. Whatever their differences are, most Davos Men and Women share at least one belief: Globalization, the unimpeded flows of capital, labor and technology across national borders, is both welcome and unstoppable. They see the world increasingly as one vast, interconnected marketplace in which corporations search for the most advantageous locations to buy, produce and sell their goods and services.

Harvard professor Samuel P. Huntington described Davos Man as an emerging global super-species and a threat. These are people who “have little need for national loyalty, view national boundaries as obstacles that thankfully are vanishing, and see national governments as residues from the past whose only useful function is to facilitate the elite's global operations.” Huntington argues that Davos Man's

global-citizen self-image is starkly at odds with the values of most Americans, who remain deeply committed to their nation. This disconnect, he says, creates “a major cultural fault line in a variety of ways. The American establishment, governmental and private, has become increasingly divorced from the American people.”

Of course, Davos makes a tempting target for anti-élitists. It's easy to feel suspicious about an event that gathers the world's business and political leaders around tables of wine and fondue and asks them to solve other people's problems. And naturally, many Davos Men don't accept Huntington's terms. “Huntington forgets that there is a difference between culture on the one hand, and attitudes and lifestyle on the other,” contends Klaus Schwab, the founder and Executive Chairman of WEF, arguing that endorsing a global outlook does not mean erasing national identity. “Globalization can never provide us with cultural identity, which needs to be local and national in nature.”

New Words



fervent /'fɜ:vənt/ <i>adj.</i>	强烈的 believing or feeling something very strongly and sincerely
reckon /'rekən/ <i>v.</i>	估算, 估计 to guess a number or amount, without calculating it exactly
élite /er'li:t/ <i>n.</i>	(社会) 精英, 上层人士 a small group of people who are powerful or important because they have money, knowledge, special skills, etc.
unimpeded /,ʌnɪm'pi:dɪd/ <i>adj.</i>	未受阻碍的, 未被耽搁的 not interrupted or delayed
unstoppable /ʌn'stɒpəbəl/ <i>adj.</i>	不可阻挡的, 阻止不了的 unable to be stopped
interconnected /,ɪntəkə'nektɪd/ <i>adj.</i>	互相关联的, 互相联系的 being connected to each other
advantageous /,ædvən'teɪdʒəs/ <i>adj.</i>	有利的, 有益的 helpful and likely to make you successful
obstacle /'ɒbstəkəl/ <i>n.</i>	障碍, 干扰 something that makes it difficult for you to succeed
thankfully /'θæŋkfəli/ <i>adv.</i>	感激地, 感谢地 in a grateful way
vanish /'væniʃ/ <i>v.</i>	突然不见, 消失 to disappear in a sudden and mysterious way
residue /'rezɪdju:/ <i>n.</i>	残余, 剩余 the part of something that remains after the rest has gone or ended
starkly /'stɑ:kli/ <i>adv.</i>	(尤指坏事) 明显地 harshly, clearly and in an unavoidable manner, esp. for something unpleasant
divorce /dɪ'vɔ:s/ <i>v.</i>	使分离, 使彻底脱离 to completely separate one thing from another so they are not connected in any way
tempting /'temptrɪŋ/ <i>adj.</i>	吸引人的, 诱惑人的 highly attractive and able to arouse hope or desire
fondue /'fɒndju:/ <i>n.</i>	乳酪火锅 a dish composed of melted cheese with eggs, etc.

endorse /ɪn'dɔːs/ v.

(尤指公开地) 赞同, 支持 to express support for someone or something, esp. in public

Phrases and Expressions

at odds with

与……不一致, 与……相矛盾 different from or opposite to

Proper Names

Princeton

普林斯顿 (美国新泽西州中部的自治市镇)

New Jersey

新泽西 (美国州名)

Guernsey (Island)

根西岛 (英国的海外属地)

World Economic Forum (WEF)

世界经济论坛

Klaus Schwab

克劳斯·施瓦布 (世界经济论坛发起者, 论坛主席)

Understanding the Text

Task 2 Match the names with the opinions according to the text.

- | | |
|-------------------------|--|
| 1. William F. Browder | A. Cultural identity should be local and national in nature. |
| 2. Alex J. Mandl | B. Davos Man is an emerging global super-species and a threat. |
| 3. Samuel P. Huntington | C. I feel completely international. |
| 4. Klaus Schwab | D. I see myself as American without any hesitation. |

Task 3 Decide whether the statements are true (T) or false (F) according to the text.

- 1. According to Mandl, nationality is an accident of birth but not a matter of personal choice.
- 2. Davos Men and Women see globalization as the unimpeded flows of capital, labor and technology across national borders.
- 3. Huntington believes that Davos Man's mentality is in compliance with most Americans' mentality and commitment to their nation.
- 4. Huntington argues that national boundaries are obstacles for the free flows of resources.
- 5. Klaus Schwab thinks that globalization means attitudes and lifestyle rather than cultural identity.

Dealing with Language

Task 4 Read the terms in the box. Match them with the related explanations.

national identity flows of capital accident of birth global citizen marketplace

- _____ : No one has any control of, or responsibility for, the circumstances of their birth or parentage.
- _____ : It is the world of commercial activities where goods and services are bought and sold.

3. _____: It is a person's identity and sense of belonging to one state or to one nation, a feeling one shares with a group of people, regardless of one's citizenship status.
4. _____: One sees himself or herself as a member of a wider community—locally, nationally and internationally, realizing that the world is fundamentally intertwined.
5. _____: It is the movement of money for the purpose of investment, trade or business production.

Task 5 Write the proper forms of the following words with the hint in brackets.

- | | |
|------------------------------------|-----------------------------------|
| 1. different _____ (<i>n.</i>) | 2. complete _____ (<i>adv.</i>) |
| 3. global _____ (<i>n.</i>) | 4. definition _____ (<i>v.</i>) |
| 5. advantage _____ (<i>adj.</i>) | 6. thank _____ (<i>adv.</i>) |
| 7. culture _____ (<i>adj.</i>) | 8. accept _____ (<i>adj.</i>) |

Task 6 Translate the sentences with the cues of key words and phrases in brackets.

1. 这些人构成了有决定权的精英集团。(élite)
2. 他总是言行不一。(at odds with)
3. 中国承诺发展低碳经济。(be committed to; low-carbon economy)
4. 把政治和经济完全分开是很难的。(divorce... from)
5. 旅行社将为客户提供器材、场地、住宿等服务。(provide... with)

Activity 1

Look at the logos of some companies with international presence. Do you know them? What industries are they in? Where are the headquarters? Who are their major competitors around the world?

Work in groups. Discuss the questions and complete the table according to your discussion.

Companies	Industries	Headquarters	Global competitors
 McDonald's			
 Lenovo			
 Pepsi			
 L'Oréal			
 Dove			

Reading B

Setting: Blue Fairy is a soft drink company. It is now operating in many countries around the world. Therefore, it is crucial for its staff to learn some international customs while doing business abroad.

Task 1 Discuss in groups: Are there any taboos in your hometown which are very different from the city where you study?

Seven Unusual International Customs You Never Knew

Globalization is one of the main buzzwords of the 21st century. We feel its presence in almost every field of life and we increasingly find we need to communicate with people from many different cultures. When traveling, it's important to brush up on the customs and etiquette of the global village. Here are seven distinct customs to be considered.

1. Avoid giving certain flowers in Russia.
Be careful when presenting flowers to a friend or business associate in Russia. Yellow blooms signify deceit or a relationship breakup. Skip red carnations, too. Traditionally, red carnations are placed on the graves of the dead.
2. Don't expect a "Thank You" card for these gifts in China.
Clocks and straw sandals are associated with death and funerals in China. Deemed inappropriate and morbid, you'll risk damaging the relationship if you present these gifts on any occasion to someone in China.
3. Skip the salt in Egypt.
When tucking into a meal in Egypt, bypass the salt shaker. It's insulting to your host to sprinkle salt on your food. If you have to season your plate, it means that you find the meal's taste repulsive.
4. Always use a knife and fork in Norway.
In Norway, table manners are extremely important. Most meals, including sandwiches, are eaten using utensils.
5. Be "blunt" in the Netherlands.
Gift giving should be a happy, positive experience. When selecting a present for someone in the Netherlands, don't purchase fancy kitchen knives or scissors. Giving sharp, pointy objects as gifts is considered unlucky.



6. Skip the tab in Turkey.

When doing business in Turkey, it's the custom for your host to pay for your meal. Requests to split the bill will be viewed as a polite gesture, but won't be accepted. If you would like to pay your fair share, Turks recommend inviting your host to a follow-up meal.

7. Stick to the sauna in Finland.

In Finland, saunas are the preferred way to relax and socialize with family and friends. Don't be surprised if your business meeting is followed up with an invitation to let off steam in a local sauna. If you receive such a request, rest assured that your business meeting went well.

Of course, not much is expected of first time visitors—allowances will be made. However, you will be expected to understand more each time you visit. It's best to remember: "When in Rome, do as the Romans do."

New Words



buzzword /'bʌzwɜ:d/ *n.*

(尤指关于某项活动或某个主题的) 时髦词语
a word that has become very popular, esp. relating to a particular activity or subject

presence /'prezəns/ *n.*

存在 the existence of someone or something in a particular place

associate /ə'səʊʃieɪt/ *n.*

(尤指生意上的) 伙伴, 同事 someone you work with, esp. in business

bloom /blu:m/ *n.*

花 a flower, or a group of flowers

signify /'sɪgnɪfaɪ/ *v.*

代表, 象征 to be a sign or symbol of something

deceit /dɪ'si:t/ *n.*

欺骗, 欺诈 dishonest behavior that is intended to trick someone

breakup /'breɪkʌp/ *n.*

(关系或婚姻的) 破裂 the end of a serious relationship or marriage

carnation /kɑ:'neɪʃən/ *n.*

康乃馨 a white, pink, or red flower that smells sweet and is often worn as a decoration at formal ceremonies

grave /ɡreɪv/ *n.*

坟墓 the place in the ground where a dead body is buried

funeral /'fju:nərəl/ *n.*

葬礼 a ceremony for burying or burning a dead person

deem /di:m/ *v.*

认为 to consider that someone or something has a particular quality

morbid /'mɔ:brɪd/ *adj.*

(兴趣、思想等) 病态的 showing a strong interest in subjects such as death that most people think are unpleasant

bypass /'baɪpɑ:s/ *v.*

避开, 越过 to avoid someone or something

sprinkle /'sprɪŋkəl/ <i>v.</i>	撒, 洒 to scatter small drops of liquid or small pieces of something
season /'si:zən/ <i>v.</i>	给……调味 to add salt, pepper, or other spices to food
repulsive /rɪ'pʌlsɪv/ <i>adj.</i>	可憎的, 令人讨厌的 causing a feeling of strong dislike; very unpleasant
utensil /ju:'tensəl/ <i>n.</i>	(烹调、进餐用的) 用具, 器皿 something that you use for cooking or eating with
pointy /'pɔɪnti/ <i>adj.</i>	有尖头的, 尖的 with a point at the end
tab /tæb/ <i>n.</i>	(餐费或饮料费的) 账单 a bill for the cost of a meal or drinks that you have bought
split /splɪt/ <i>v.</i>	分摊, 分担 to share something by dividing it into separate parts
Turk /tɜ:k/ <i>n.</i>	土耳其人 someone from Turkey
sauna /'səʊnə/ <i>n.</i>	桑拿浴 a period of sitting or lying in a special room heated to a very high temperature, often followed by a quick bath in cold water

Phrases and Expressions

tuck into	津津有味地吃, 狼吞虎咽地吃 to eat food with enthusiasm because you like it or because you are hungry
rest assured (that)	肯定, 感到有把握 to feel certain about something
make allowance(s) for...	体谅 (某人) to let someone behave in a way you do not normally approve of, because you know there are special reasons for their behavior

Task 2 Choose the best answer for the statements or questions according to the text.

- Bringing a clock to your host's as a gift is a taboo in China because _____.
 - it looks ugly
 - it means death
 - nobody likes it
 - it is expensive
- When sending a gift to your friend in the Netherlands, you should avoid _____.
 - sharp knives
 - red carnations
 - yellow flowers
 - long chopsticks
- When doing business in Turkey, which way is acceptable to pay the bill?
 - Go Dutch.
 - Let the host pay the bill.
 - You always pay the bill.
 - None of the above.
- In Finland, if you are invited to a sauna, it means _____.
 - you are bribed
 - nothing
 - your business went successfully
 - your customer does not like you

5. Where does this passage probably come from?
 A. A news report. B. A tourist guide.
 C. A museum guide. D. A science book.

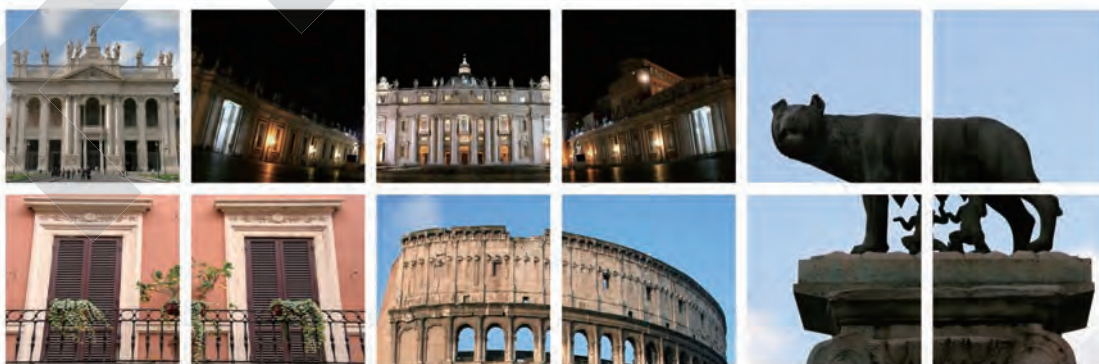
Task 3 Complete the sentences with the correct form of the words and phrases in the box.

presence	associate	signify	insult	split the bill
stick to	deceit	season	blunt	buzzword

- You should _____ your training program.
- We decided to _____ for our dinner.
- The knife is so _____ that it can't be used.
- We were graced with the _____ of our chairman.
- It is discouraging to think how many people are shocked by honesty and how few by _____.
- Stir in the eggs and _____ it with salt and pepper.
- Sustainability is in fact a new _____ in the tourism and travel business.
- He is not a friend but a business _____.
- Their behavior was a(n) _____ to the people they represent.
- The striped band round a policeman's sleeve is to _____ that he is on duty.

Task 4 Translate the paragraph into Chinese.

Do you think studying or living in a foreign country is something that sounds very exciting? Like many young people who leave home to study or work in another country, do you think you would have lots of desirable fun? Certainly, it is a new experience, which brings the opportunity of discovering fascinating things and a feeling of freedom. In spite of these advantages, however, there are also some challenges you will encounter. Because of the different beliefs, norms, values, and traditions you have, you may have difficulties adjusting to a new culture. This is culture shock.



Activity 2 

When traveling, it's important to learn about the customs and etiquette of the foreign countries because what you consider as polite behavior at home may be considered inappropriate in other countries. Read the three stories and give advice to the characters on how to behave appropriately in these situations.

A. It was hard for Sam to concentrate on what Martin was saying. Martin was visiting from Chile and English was not his native language, but that was not the problem. Sam was all too aware of Martin standing too close to him. He didn't feel comfortable about it.

B. When Lin met a lady from America, he didn't know whether he should shake hands with her or not. But taking politeness into consideration, he reached out his hand. Do you think it is the right thing to do?

C. A Frenchman went to a party and the host didn't introduce him to others. So he chatted with one of the guests. Do you think the Frenchman is impolite?

Listening



Task 1 Listen to the passage. Fill in the blanks with what you hear.



Have you noticed that the nations of the world have become (1) _____ interconnected? Think about it. At the (2) _____, the shirt you buy is made in Mexico and the shoes in China. Your CD player comes from Japan. You can travel to Moscow and eat a Big Mac there and you can watch an American film in Rome. Today goods are made and sold all over the world, (3) _____ globalization. A German company can (4) _____ cars in Argentina and then sell them in the United States. A businessman in Great Britain can buy part of a company in Indonesia one day, then sell parts of another business in China the (5) _____, thanks to globalization. Fast food companies open (6) _____ around the world almost every day. Globalization (7) _____ countries to move closer to each other. People, companies and organizations in different countries often (8) _____ and (9) _____ together. We can (10) _____ goods, money and ideas faster and cheaper than ever before.



Work in pairs: Can you list more examples of globalization in your daily life?



Task 2 Listen to an interview. Decide whether the statements are true (T) or false (F) according to what you hear.



- 1. Richard is Japanese.
- 2. Richard thinks that globalization has more advantages than disadvantages.
- 3. TV manufacturers closed their US factories because they lacked money.
- 4. Diseases can spread very fast around the world as the result of globalization.
- 5. With the development of globalization, we still have a lot of problems to deal with.



Work in pairs and discuss: Can you list more advantages and disadvantages of globalization?

Task 3 Listen to an interview. Fill in the blanks according to what you hear.



Name of company	Frito-Lay
Keys to success	<ul style="list-style-type: none"> • A global product offers (1) _____ with which local brands cannot compete. • Consumers are drawn to “global” as a(n) (2) _____.
Advertising campaigns	<ul style="list-style-type: none"> • It focuses on educating consumers in the hope of changing their (3) “_____.” • In China, their ads show potatoes actually being (4) _____. • In Turkey, they distributed pamphlets providing (5) _____ and suggesting ways to eat the products.
Operations in China	<ul style="list-style-type: none"> • They believe that by training (6) _____ the company is helping to build an educated (7) _____ that will play a major role in the country’s (8) _____.

Communication Project

Setting: Tong Ren Tang is a Chinese-honored brand that has a long and brilliant history. After years of development, it is now trying to compete in the international market. But some are not optimistic about traditional Chinese medicine competing in the international market and think that localization is the best approach for Tong Ren Tang.

Task 1 Divide the class into two teams: Team A is for globalization, and Team B for localization.

Task 2 Discuss within your team. Each team should list their reasons.

Team A

I Am for Globalization Because...

- _____
- _____
- _____
- _____
- _____
- _____

Team B

I Am for Localization Because...

- _____
- _____
- _____
- _____
- _____
- _____

Task 3 Hold a debate between the two teams.

Tips:

1. You can begin from the advantages and disadvantages of globalization. If you are for globalization, you should also think about the disadvantages because the other team may use them to make their argumentation.
2. Take notes while listening to the other team presenting their ideas.

Writing

Setting: Lotus is a supermarket chain. It is planning to expand its presence in China and establish a new outlet. Linda, the assistant of the CEO, is asked to write a report on the location choice of the new outlet based on preliminary investigation.

Task 1 A typical business report may include the following sections. Work in groups. Discuss with your group members and write down the content usually included in each part section.

Section	Content to be included
Aim	
Introduction	
Findings	
Conclusion	
Recommendation	

Task 2 The following table is the result of the preliminary investigation on the four options for the location. Work in groups. Read the table and tell your group members what information you get from it.

	Business climate	Communication with the rest of the region	Office rents
Kunming	1	4	10
Shanghai	9	9	1
Shenyang	6	7	5
Xi'an	4	5	6

* 10=very favorable

Task 3 Based on your discussion on Task 1 and Task 2, complete the report by filling in the blanks.

Report on the Location Choice of the New Outlet

Aim

Our company is planning to expand our presence in China and is considering establishing a new supermarket.

(1) _____

We have four options and will decide based on a comparison of (2) _____. The table shows the score for each factor, with 10=very favorable and

(3) _____. Consideration of all the factors will help us find the most suitable place to build the supermarket.

(4) _____

- Kunming is located in the southwest. Its communication with the outside world is (5) _____, and rents are (6) _____. But because the tourism industry is major industry, business is a relatively low key.
- Of the four cities, Shanghai's business climate and regional exchange are the best. It is a major city with a long history of international, national and local business activities. But (7) _____ may be a challenge.
- Shenyang is located in the east. Its business climate, communication and rent levels are average.
- Xi'an is a(n) (8) _____ (著名的历史名城), which is located in west central China. Compared to Shanghai, the commercial atmosphere and communication are poor.

(9) _____

To sum up, we think Shanghai is the most suitable place to build a new supermarket. It is (10) _____ (国际化都市, 也是全球最大的金融中心之一). There are abundant opportunities for us to expand our business even though (11) _____.

(12) _____

- Investigate which area in Shanghai needs a new supermarket.
- Negotiate with the local government on investment in Shanghai and seek for preferential policies.
- Negotiate to cut the cost of the rents as much as possible.



China Insights

China's battle against poverty 中国扶贫

Poverty is one of the most serious problems facing the world in the 21st century. The United Nations Millennium Development Goals, established in 2000, call for halving global poverty by 2015. October 17 is the International Day for the Eradication of Poverty and also China's national Poverty Alleviation Day.

The saying goes that "When the granaries are full, people follow appropriate rules of conduct." People's well-being is always the top priority for China. China is one of the most populous countries in the world, and so eradicating poverty in the country is of great importance to the world's poverty reduction. Since the launch of reform and opening up in 1978, China has made great economic and social progress. The hundreds of millions of people that China has lifted out of poverty account for over 70 percent of global poverty reduction during the period. Since the 18th National Congress of the Communist Party of China (CPC), China has put into place targeted poverty alleviation and elimination measures, increased input in poverty alleviation programs, and found new ways to achieve results. From 2013 to 2019, China fulfilled its yearly goals of poverty reduction and helped a total of about 93.5 million people emerge from poverty. China has helped more people out of poverty than any other country. It is also the first country in the world to complete the UN Millennium Development Goals. By November 2020, all poverty-stricken counties in China have been lifted out of poverty.

贫困问题是21世纪最严峻的全球问题之一。2000年，联合国“千年发展目标”提出要在2015年之前将全球贫困水平降低一半。联合国把每年10月17日定为“国际消除贫困日”，这一天也是中国“扶贫日”。

“仓廩实而知礼节。”中国自古就讲究藏富于民。作为人口大国，中国的减贫对世界消减贫穷具有重要意义。改革开放40多年来，中国经济社会发展取得巨大成就，几亿贫困人口脱贫，完成这期间全世界超过70%的减贫任务。中共十八大以来，中国通过实施精准扶贫、精准脱贫，加大扶贫投入，创新扶贫方式，推动扶贫开发工作呈现新局面。2013年至2019年，中国完成全部年度减贫目标，全国累计减少贫困人口9,348万人。中国是世界上减贫人口最多的国家，也是世界上率先完成联合国“千年发展目标”的国家。2020年11月，我国所有贫困县全部脱贫。

