

Exercise walk-through

Globalized Culture After 1900 ■ 9.6

eXercise

You must be able to

- state what political and social changes did to the arts
- state when popular and consumer culture became more global
- state what consumer culture transcended
- explain why the CED dates the change to the second half of the century

Method — The arts

Political and social changes of the 20th century led to changes in the arts, and arts, entertainment and popular culture increasingly reflected the influence of a globalised society.

Method — The date

In the second half of the century, popular and consumer culture became more global. The CED dates the change, and 9.1's communication technologies explain why.

Method — Transcendence

Consumer culture became globalised and transcended national borders. A cultural claim with a political edge: what people buy and watch stopped matching where they live.

Method — Why the second half

The technologies of 9.1 — radio, television, cellular communication, the internet, containerised shipping — arrive or spread in those decades. Culture globalised when its carriage did.

Practice 2.1 ■ 2 marks

State what political and social changes did to the arts.

Solution 2.1

Method: The arts

Worked steps

they led to changes in the arts **B1**, which increasingly reflected the influence of a globalised society **B1**.

Practice 2.2 ■ 2 marks

State when popular and consumer culture became more global and why.

Solution 2.2

Method: The date

Worked steps

in the second half of the century **B1**; 9.1's communication technologies spread in those decades **B1**.

Practice 2.3 ■ 2 marks

Consumer culture transcended national borders.

- (a) State what this means in practice.
- (b) State the link to 9.1.

Solution 2.3

Method: Transcendence

Worked steps

(a) what people buy and watch stopped matching where they live **B2**. (b) 9.1's technologies reduced the problem of geographic distance **B1**.

Exam-style 3.1 ■ 1 mark

The CED dates the globalisation of popular and consumer culture to

A the first half of the century

B the second half

C 1900

D 2000 onwards

Solution 3.1

Method: The date

A the first half of the century

B the second half 

C 1900

D 2000 onwards

Worked steps

B. the second half.

Exam-style 3.2 ■ 1 mark

Consumer culture is said to have

- A** transcended national borders
- B** remained national
- C** disappeared
- D** been abolished

Solution 3.2

A transcended national borders



B remained national

C disappeared

D been abolished

Worked steps

A. the CED's own verb.

Exam-style 3.3 ■ 1 mark

The same film is watched in a hundred countries in one month.

- (a) State what makes this possible.
- (b) Explain why culture globalised when its carriage did.

Solution 3.3

Method: Why the second half

Worked steps

(a) communication technologies that distribute it simultaneously **B1**. (b) a cultural product reaches only as far as its distribution **B1**, so a change in carriage is a change in reach **B1**.