



UNIT 3

MODERN WORLD AND AGE OF DIGITAL GLOBALIZATION

After completing this lesson, students will be able to:

- demonstrate attentive listening skills to respond orally with standard pronunciation
- discuss how authors use language, including figurative language, considering the impact on the reader. Discuss their own reading critically
- examine the mechanics of developing a book review report write a book review report
- use paraphrasing skills to paraphrase a poem
- acquire and use appropriate words and phrases for reading, writing, speaking, and listening; independently gather vocabulary when considering a word or phrase important for comprehension or expression
- use all types of tenses correctly in speech and writing. Use gerunds, infinitives, and participles. Use the aspect of time correctly in speech and writing

Main Theme: Digital Globalization

Sub Theme:

- Impact of digital globalization on the English Language, Impact on culture and economy,
- MOOC (Massive Open Online Courses), Twitter/ LinkedIn

Pre-Reading Questions

- Have you heard the term globalization? What do you think it means?
- When did globalization begin and how?

Globalization is the process through which ideas, knowledge, information, goods and services spread around the world. In business, the term is used in an economic context. It describes integrated economies marked by free trade, free flow of capital amongst countries and easy access to foreign resources, including labour markets. It maximizes returns and benefits for the common good of all people.

Globalization is driven by the convergence of cultural and economic systems. This convergence promotes, and in some cases necessitates increased interaction, integration and interdependence among nations. The more countries and regions of the world become intertwined politically, culturally, and economically, the more globalized the world becomes.

Money, products, materials, information, and people are flowing swiftly across national boundaries today more than ever. Advances in technology have enabled and accelerated this flow and thus are resulting in increased international interactions and dependencies. These technological advances are especially visible in transportation and telecommunications.

The recent technological changes have played a vital role in globalization. The internet has increased the sharing and flow of information and knowledge, access to ideas and exchange of cultures among different Nations. It has contributed to closing the digital divide between developed and developing countries. The introduction of 4G and 5G technologies has

While Reading Questions

- How can we make the world more globalized?
- What do you know about technological changes in the world?

dramatically increased the speed and responsiveness of mobile and wireless networks.

Globalization changes the way nations, businesses, and people interact. Specifically, it changes the nature of economic activity among nations by expanding trade, opening global supply chains and providing access to natural resources and labour markets. Resultantly trade, financial exchange and interaction occur among nations and also promotes the cultural exchange of ideas. It removes the barriers set by geographic political boundaries and political economies.

Media is one of the major contributors to digital globalization which refers to different means of communication like radio, television, internet, etc. Mass media is a section of the media determined to reach a greater audience. Most globalization theorists believe that media has played an important role in the acceleration of globalization. The increase in the importance of economic, cultural, and technological integration between countries, has a great impact on our society's personal lives. Globalization has a great influence on the media and further its impact on us. The most visible effect of globalization is widespread communication. The introduction of newspapers, magazines, the internet, and TV has immensely helped to spread information and has helped people to come together from all over the world. role of internet in the media globalization.

While Reading Questions

- Does media play any role in expanding the impact of globalization?

The internet has done a revolution to the impact of globalization in the media. The contribution of the internet in the role of media has changed over the past few years and has increased distinctively. In society, digital media is intensely transforming consumer behavior and traditional media business models. Be it at school work or home everybody has access to the internet these days. People especially students are heavily active on social networks like Facebook and LinkedIn. In fact, these social networks sometimes bring integrity and help people stay connected. It acts as a platform to society for better connectivity and hence being aware or updating themselves regarding what is happening around them.

The many types of exchanges that globalization facilitates can have both positive and negative effects. For instance, the exchange of people and goods across borders can bring fresh ideas and help businesses. However, this movement can also heighten the spread of pandemics and promote ideas that might destabilize political economies.

The term *globalization* as it's used today came to prominence in the 1980s, reflecting several technological advancements that increased international interactions. IBM's introduction of the personal computer in 1981 and the subsequent evolution of the modern internet are two examples of technology that helped drive international communication, commerce, and globalization.

There are two types of globalization. In **Economic globalization** the focus is on the

integration of international financial markets and the coordination of financial exchange. Free trade agreements, such the North American Free Trade Agreement and the Trans-Pacific Partnership are examples of economic globalization. Multinational corporations, which operate in two or more countries, play a large role in economic globalization. Cultural globalization, on the other hand, focuses in a large part on the technological and societal factors that are causing cultures to converge. These include increased ease of communication, the pervasiveness of social media and access to faster and better transportation.



The effects of globalization can be felt locally and globally, touching the lives of individuals as well as the broader societies in many ways:

- **Individuals:** Here, a variety of international influences affect ordinary people. Globalization affects their access to goods, the prices they pay and their ability to travel to or even move to other countries.
- **Communities:** This level encompasses the impact of globalization on local or regional organizations, businesses and economies. It affects who lives in communities, where they work, who they work for, their ability to move out of their community and into another country, amongst other things. Globalization also changes the way local cultures develop within communities.
- **Institutions:** Multinational corporations, national governments and other organizations such as colleges and universities are all affected by their country's approach to and acceptance of the phenomenon of globalization. Globalization affects the ability of companies to grow and expand, a university's ability to diversify and grow its student body and a government's ability to pursue specific economic policies.

While Reading Questions

- What are the effects of globalization and how it affects your life?

To conclude, globalization is a long-standing trend that is in the process of changing and possibly slowing. There are advantages and disadvantages of open borders and free trade that globalization promotes. In a modern, post-pandemic world, individuals, businesses, and countries must consider both pros and cons of globalization.

By : Ben Lutkevich, Technical Features Writer



Post-Reading Questions

- What do you think are the advantages of globalization in terms of economic development?
- How would your life be different if globalization hadn't happened?



Glossary

Words	Pronunciations	Meanings
integration	,mɪt'greɪʃən	a process of combining different parts or elements into a unified whole
interdependence	,ɪntədɪ'pendəns	mutual reliance or reliance of one thing on another
dependencies	dɪ'pendənsɪz	factors that rely on or are influenced by something else
convergence	kən'vɜ:dʒəns	act of coming together or meeting at a common point
necessitates	nɪ'sesɪteɪts	requires or makes something necessary
intertwined	,ɪntə'twaɪnd	interconnected or closely linked
swiftly	'swɪftli	quickly
logistics	ləʊ'dʒɪstɪks	detailed coordination and organization of a complex operation
constraints	kən'streɪnts	limitations or restrictions that hinder or control a situation
barriers	'bæriəz	obstacles that prevent progress or movement
prominence	'prɒmɪnəns	well-known or standing out
disruption	dɪs'rʌpʃən	act of interrupting or disturbing a process
pandemic	pæn'demɪk	a widespread outbreak of a disease that affects a large geographic area
Successes	/sək'ses/	Achievements or favorable outcomes resulting from one's efforts or actions.



Reading and Critical Thinking

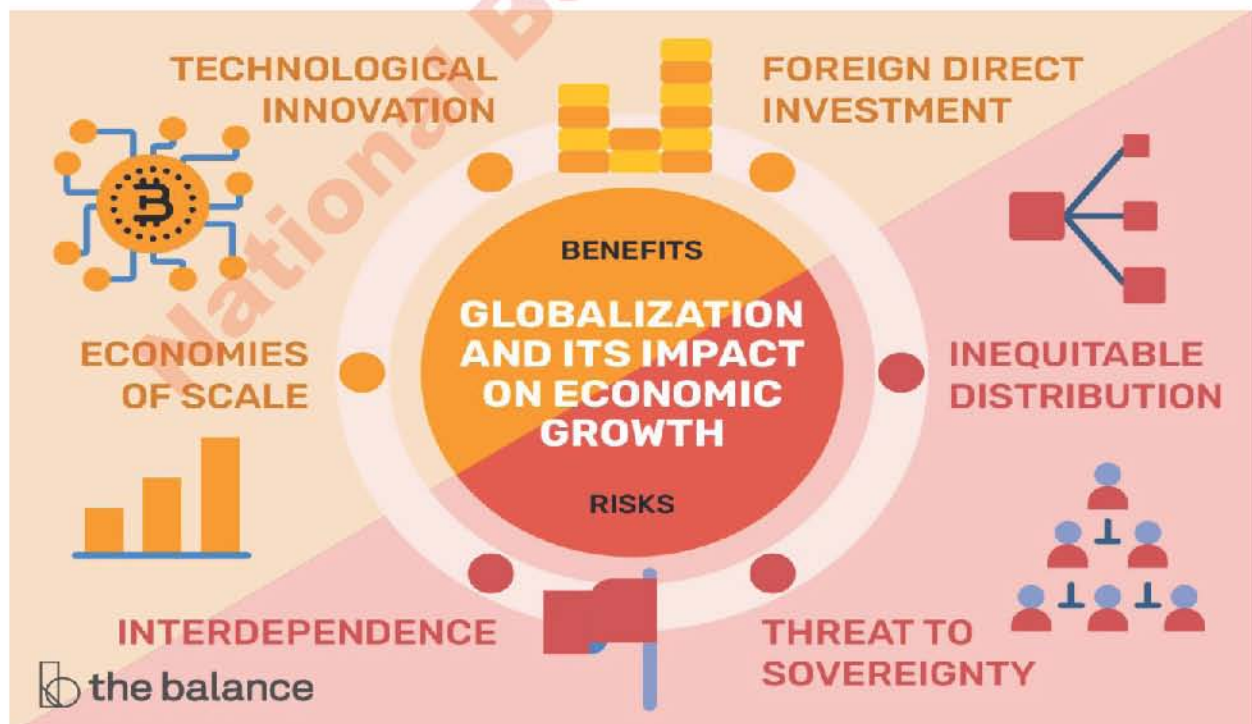
- Q1. Define globalization with reference to business and economic development around the world?
- Q2. How do you think globalization has influenced the world?
- Q3. Shed some light on the positive role played by media in accelerating the process of globalization.
- Q4. What negative consequences does globalization have for the world in general?
- Q5. How do you think globalization has improved people's lives? Relate the answer to your daily life.



Oral Communication

Pair Activity

Look at the picture below and discuss with your partner.



Group discussion

Divide the class into groups. Ask the students to work in groups and share an instance of digital globalization with reference to Pakistan keeping in view the topics and questions given below.

Group 1: E-commerce and Online Marketplaces

- i. How do you think the ability to sale and purchase of goods from the global market has influenced local business in Pakistan?
- ii. Share a few examples of popular online selling hubs in Pakistan, and how they contributed towards digital economy?

Group 2: Telecommunications and Internet Connectivity

- i. How does the expansion of mobile networks along with improved connectivity influence digital globalization in Pakistan?
- ii. How access to information and communication technologies has transformed the lives of ordinary Pakistanis?

Group 3: Social Media and Digital Communication

- i. How have social media platforms like Facebook, Instagram, and Twitter influenced communication and connectedness in Pakistan?
- ii. Can you provide examples of how social media has been used for cultural exchange, activism, or business promotion in Pakistan?



Group 4: Online Education and Remote Work

- i. How has the concept of remote work and freelancing grown in Pakistan due to digital globalization?
- ii. Can you share examples of online learning platforms and their role in expanding educational opportunities?

Group 5: Digital Financial Services

- i. How have digital banking and financial services evolved in Pakistan, and what role have they played in financial inclusion?
- ii. Can you provide examples of mobile payment solutions and their impact on financial transactions in the country?

Teacher's Point



Guide your students to demonstrate attentive listening skills to respond orally with standard pronunciation.
Ask the students to work in groups and share an instance of digital globalization.

Group 6: Cybersecurity and Data Privacy

- i. What challenges and risks does digital globalization pose to cybersecurity and data privacy in Pakistan?
- ii. What measures are being taken by the government to address cybersecurity concerns in Pakistan?

Each group can discuss these questions, conduct research, and share their findings with the class. This approach allows for a thorough examination of various aspects of digital globalization in Pakistan and encourages critical thinking and discussion among students.



Vocabulary and Grammar

Gerunds

A gerund is a verb form ending in -ing that functions in a sentence as a noun. Although both the present participle and the gerund are formed by adding -ing to a verb, the participle does the job of an adjective while the gerund does the job of a noun.

Examples

Jumping is fun.

He liked skiing.

He had a unique way of whistling.

Swimming is good for health.

Infinitives

An infinitive is a verb form—often preceded by 'to'—that can function as a noun, an adjective, or an adverb.

Examples

To jump is fun.

I like to ski.

She had a suggestion to offer.



Participles

A participle is a verb form that can be used as an adjective to modify nouns and pronouns. It can end in "-ing," "-ed," or other irregular forms.

Examples

Holding the torch steadily, Jenny approached the monster.

The dancing parrots entertained the crowd.

The wrecked sailboat washed up on shore.

Q 1. For each of the following sentences, decide if the word or phrase in *italics* is a participle, a gerund, or an infinitive.

1. They complimented me on my *singing*.
2. Jenny likes to dance in the rain.
3. There are many ways of *cooking* this dish.
4. A broken heart will mend over time.
5. "Happiness is *having* a large, loving, caring, close-knit family in another city." — George Burns
6. *Traveling* is good for the mind.
7. To arrive on time, Sam took the metro.
8. We do not have the funding to build the proposed sports facility.
9. The students were confused by the professor's lecture.
10. He agreed to wait for a better time.

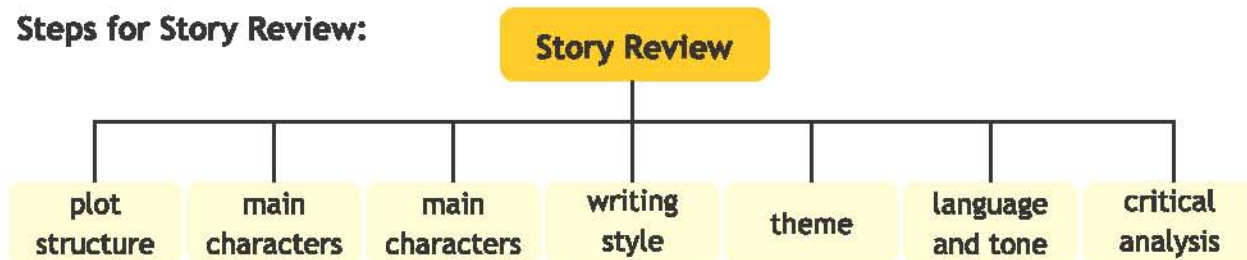
Q 2. Go through the main text and find out gerunds, infinitives and participles. Also, use them in meaningful sentences keeping in view the correct sentence structure and grammar.



Writing

Q 1. Read the story "The Gift of Maggie" by O Henry. Compose a book review report keeping in view the steps mentioned below.

Steps for Story Review:



Teacher's Point



Guide your students to examine and compose a book review report. Guide students to keep in mind plot, tone, theme and language while writing a book review.

Connected by the World

A world of nations, connected by trade,
A network of people, from every shade,
Globalization, a force that brings us together,
To create a world, that's bound forever.

Through trade, we share, our resources and goods,
From the east to the west, and all that's in between,
We create a world, that's full of diversity,
And a culture, that's rich in humanity.

Communication, the key to our connection,
A tool, that's helped us, overcome all obstruction,
From phone calls to video conferencing,
We're connected, in every way we're imagining.

Transportation, the thread that binds,
A way to travel, that's fast and kind,
From planes to ships, and every other ride,
We're connected, to every corner of the world, wide.

And in this connected world, we're building,
A community, that's strong and willing,
To face every challenge, and to find every solution,
In a world that's free, from every confusion.

by: Gabriel Cruz



Theme

The poem is about the concept of globalization and the interconnectedness of the world. It describes that nations are connected through trade. The poet also talks about how people from different backgrounds interact with each other. The world has become a global village because of the advancement in communication and transportation. A global community has emerged over the time which can face problems and find their solutions by working together in the hope of a better world.

Q 2. Highlight gerunds, infinitives, and participles in the poem "Connected by the World".

Q 3. Read and comprehend the poem titled 'Connected by the World.' Also, paraphrase the poem using tenses correctly.

MOOC (Massive Open Online Courses): A change in imparting quality education

A MOOC is an online course aimed at self-paced unlimited learning and open access via web. The term MOOC was coined by Dave Cormier of the University of Prince Edward Island.

MOOCs will overcome these barriers in terms of low tuition fees or free resources, no need to have high end infrastructural support, puts an end to non-availability qualified and competent instructors for the course, self-paced learning and removes multiple level of decision makers. In the schooling level students can pursue the courses to fine tune their basics, advance their knowledge to prepare for competitive exams. In professional courses students can augment their skill sets through MOOCs which will help them to stand apart from the crowd while getting interviewed for internships or jobs in reputed firms.

At the industry level, the employees are expected to enhance their skill sets regularly to meet changing scenarios of job market or employer's need to make transition to the new technologies, services or processes by keeping their learning curve to minimum. MOOCs provide the excellent platform for the employees of any organization to enhance their skills by getting certified from the course providers.

(by Manoj T)

Teacher's Point



- Guide your students to identify and use all types of tenses correctly in speech and writing. Use gerunds, infinitives, and participles.
- Guide your students to use paraphrasing skills to paraphrase a poem
- Paraphrasing is technique in which we express the meaning of a text or poem in our own words keeping in mind the main theme. It involves rephrasing the content.

Group Work

Q 4. Complete the following activity after reading the paragraph on MOOC given in the chapter.

Step 1: A brief explanation of MOOCs, LinkedIn, and Twitter. Discuss the importance of professional development and networking in today's digital age.

Step 2: Engage the participants in a brainstorming session to gather their thoughts and understanding of MOOCs, LinkedIn, and Twitter. Write down their ideas on a whiteboard or flip chart.

Step 3: Divide the participants into groups and assign them topics as follows;

Group 1: Benefits of MOOCs for professional development

Group 2: Benefits of LinkedIn for networking and job searching

Group 3: Benefits of Twitter for professional networking and staying updated

Step 4: Interactive presentations by group members.

(Allow each group some time to research their assigned topic and come up with a short presentation. Encourage them to find examples, success stories, or case studies related to their topic.)

Q 5. Develop an expository essay in which significance of MOOCs (Massive Open Online Courses) and digital learning is highlighted.

- Start with a logical structure having an introduction, body paragraphs, and a conclusion. : Begin each body paragraph with a topic sentence that introduces the main point of that paragraph.
- Write in a clear and simple manner.
- Use precise and concise language to effectively communicate ideas.
- Write a concluding statement. Include the main points in your conclusion.
- Check for spelling, punctuation, and formatting errors.
- Revise and edit your essay for clarity, coherence, and grammar.

By following these points, you can create a well-structured and informative expository essay on the given topic.

