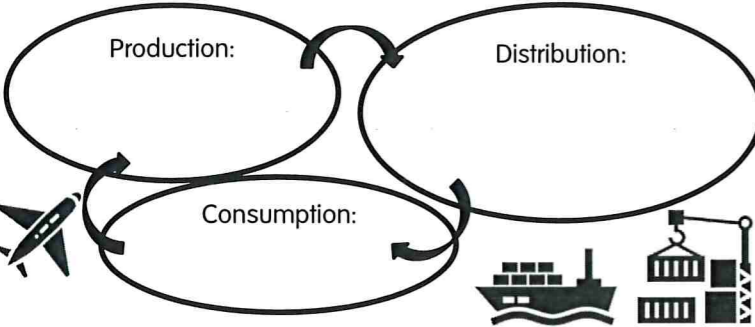
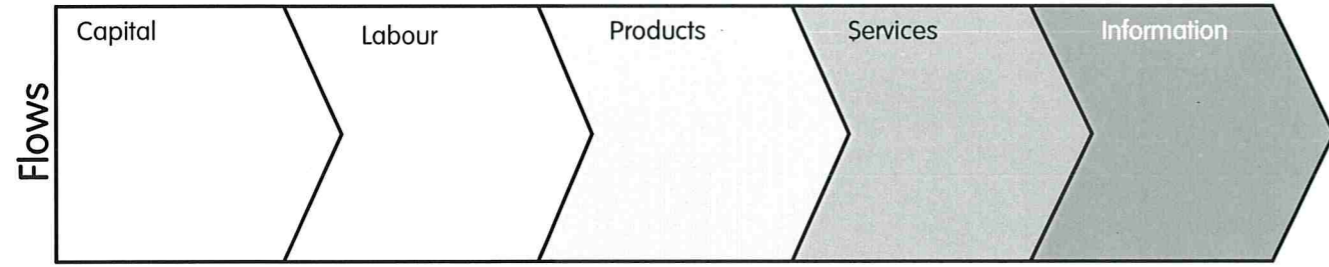




GLOBALISATION

'The increasing movement of people, goods, services and information around the world'.

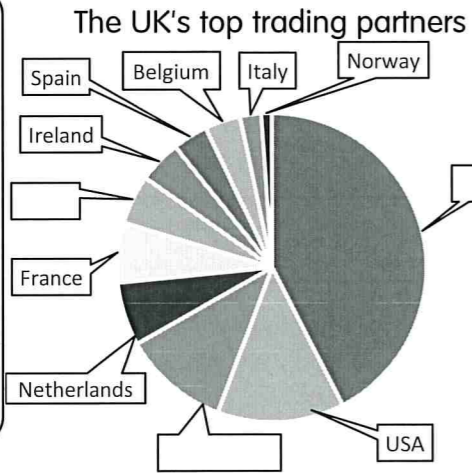


Global marketing:
TNCs build global brands that are known around the world. This can lead to _____, e.g. McDonald's is sold all over the world, the 'golden arches' are recognisable in over 100 countries.

_____ :
When brands tailor products to suit local cultures, e.g. McDonald's tailors its meals to fit in with local cuisines and religious customs.

Factors of globalisation:
Remittances, FDI and monetary aid are examples of _____ flows between countries driven by globalisation. _____ increases the diversification and merging of cultures. This can have positive and negative impacts.
Security: to protect against _____ activity such as drug/human trafficking, goods theft, arms trade and terrorism.
Transport technology has become more efficient, making it _____ and _____ to move people and goods.
_____ technology (e.g. wireless, Internet-based) has significantly increased the flow of information.

- The UN:**
- Established in _____.
 - Has _____ members and _____ observer states.
 - Operates on a global scale and has several subdivisions that cater to different global needs (e.g. _____).



GLOBAL GOVERNANCE

GLOBAL SYSTEMS and GLOBAL GOVERNANCE

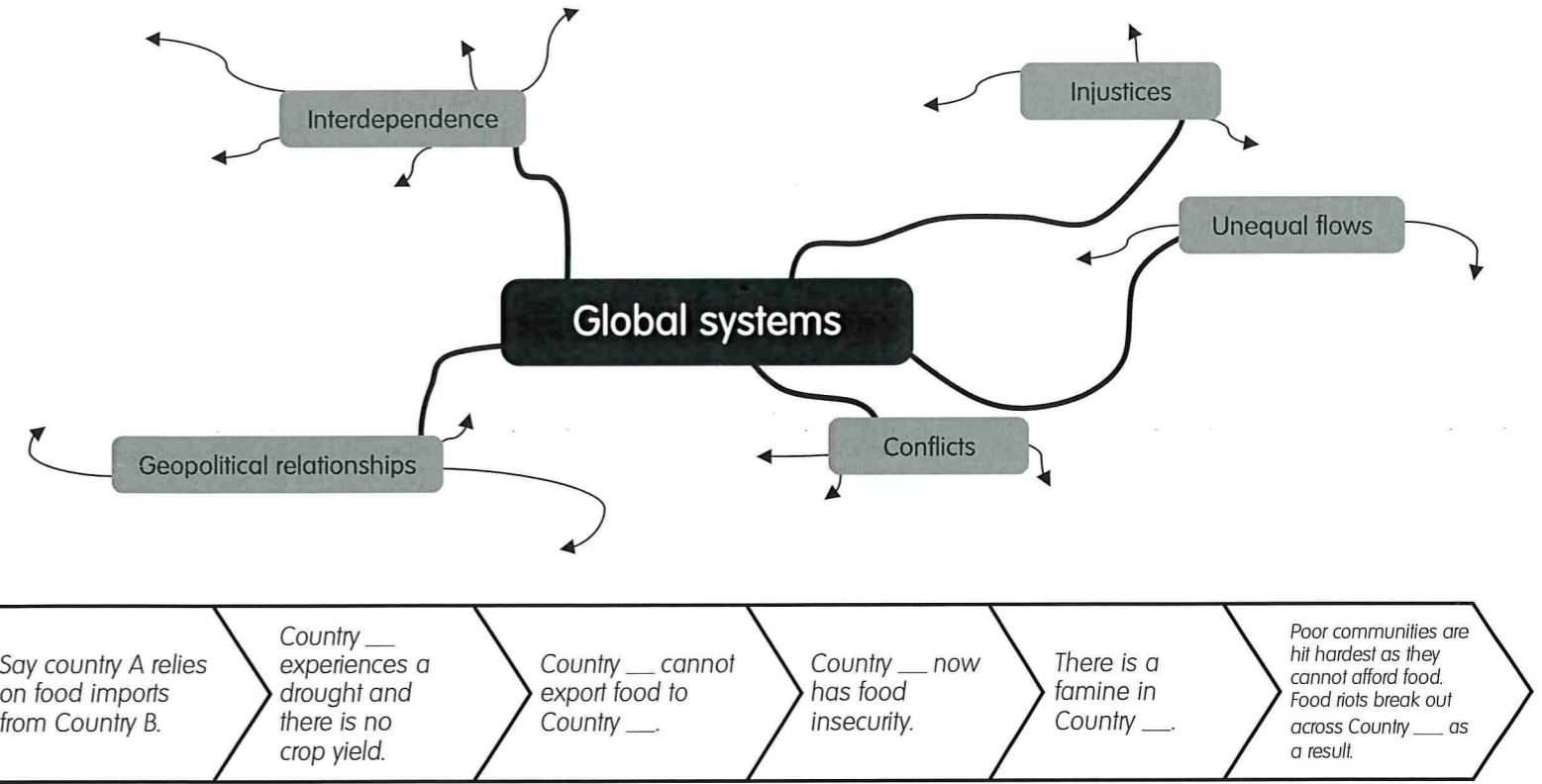
INTERNATIONAL TRADE AND ACCESS TO MARKETS



Pros of TNCs

Cons of TNCs

Fairtrade is



SYNOPTIC GEOGRAPHY

CASE STUDY IN WORLD-TRADED FOOD

Cocoa beans





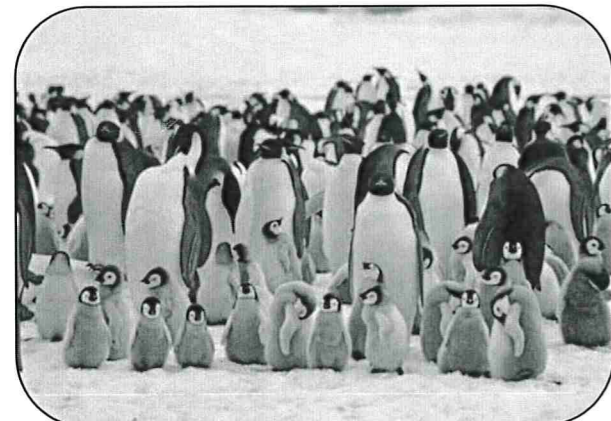
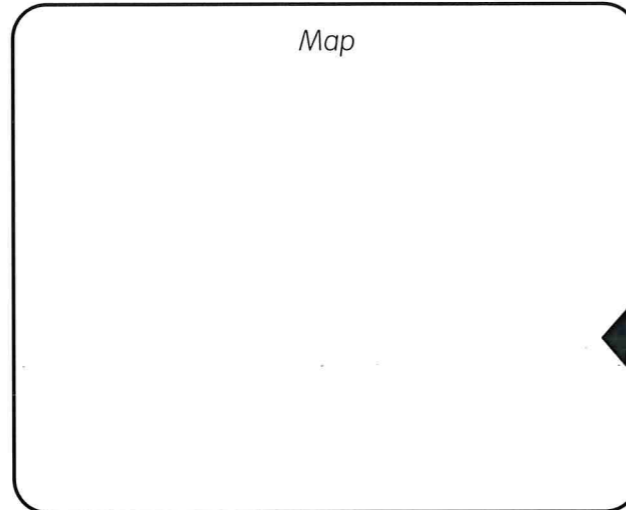
WHAT IS A GLOBAL COMMON?

A global common is

There are currently four global commons:

-
-
-
-

The 'tragedy of the commons' is

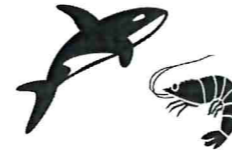


A colony of Emperor penguins in Antarctica

THE ROLE OF NGOS IN ANTARCTICA

THREATS TO ANTARCTICA

Whaling, sealing, fishing and krill catching:



Climate change:



Tourism:



Scientific research:



Mineral exploitation:



Ocean acidification:



THE IWC WHALING MORATORIUM

- Initiated by _____.
- Suggested a stop in commercial whaling from _____.
- In order to _____.
- Does not include whaling by _____ communities (who exercise for subsistence whaling).
- Some exceptions – for example, whales may be taken, with permission from the IWC, for _____.
- _____ continue whaling (often at the objection of the IWC or under the guise of research).



IGOS AND ANTARCTICA

THE ANTARCTIC TREATIES

The Antarctic Treaty of 1959:

The Protocol on Environmental Protection to the Antarctic Treaty (Madrid Protocol) 1991:



SYNOPTIC GEOGRAPHY

