

Y9 TERM 3 GEOGRAPHY REVISION GUIDE

Exam Date: May 2025

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UNIT 2:

GLOBALISATION



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THE REVISION GUIDE

This revision guide is aimed to **support** the work you have completed with your teacher in your **OneNote** this year. Use it thoroughly alongside your OneNote to prepare for your upcoming **May exam**. The guide is split into the following sections:

- A:** What is globalisation?
- B:** What factors have accelerated globalisation?
- C:** The role of TNCs in a globalised world
- D:** How has globalisation affected employment?
- E:** How has globalisation affected culture?
- F:** Sample Questions
- G:** Keywords



Geography
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THE EXAM: WHAT TO EXPECT

Content:

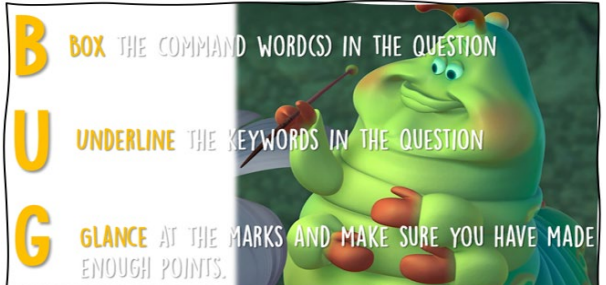
There will be two sections to the exam: **Tectonics** and **Globalisation**. Make sure you use your revision guide for Tectonics as well as this one for Globalisation.

Style of questions:

The exam will consist of a series of **short response** questions and one **extended response** question (7-mark case study required). Below are some sample answers and examiners comments. It is very important that you remember to **BUG** every question and really focus on the **command word**, so you know what the examiner wants you to write. Have a look at the table below to remind yourself of the command words to expect then read the sample answers and comments.

TYPICAL EXAM COMMAND TERMS:

- ANALYSE:** Separate information and discuss its parts.
- COMPARE:** Describe the similarities and differences of at least two things.
- DEFINE:** Give the meaning of a word.
- DESCRIBE:** Give the main characteristics or account in words.
- DISCUSS:** Bring out the important points, consider the good/bad and conclude.
- EVALUATE:** Give an opinion by exploring the pros and cons of something.
- EXPLAIN:** Give reasons on why or how something happens.
- IDENTIFY:** Give an example.



Example answers:

- (iii) **Identify** from Fig. 1.1 a year when:
- net migration was greater than natural population growth
 - there were more emigrants than immigrants
 - the largest total population growth occurred.

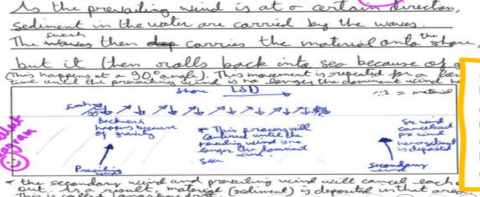
Here you can see the command word is **identify**, so the student doesn't need any explanation or detail and just needs to use Fig 1.1 only **3/3**

4. Using the map, **describe** the distribution of coral reefs (5)



A good description using the map. No need for explanation here as the question asks to describe location. This student also clearly makes at least 3 points as asked for by the number of marks **3/3**

5 **Explain** the process of longshore drift. You also **draw** a diagram (4)



A clear explanation with lots of detail. Furthermore, the student not only draws a diagram but also annotates it - this is crucial. Marks are awarded for the annotations not for creating the next Picasso painting. All points of longshore drift explained **4/4**

(e) **Explain** the location of a factory or industrial zone in a named area you have studied.

Name of area Burnaston, England.

- The location of the Toyota factory has excellent transport links. The factory in Burnaston has easy access to the M1 (a major motorway) and to the East Midlands Airport. Toyota would have made a factory here because the motorway M1 provides easy road access to the rest of the UK, therefore reducing transport costs. This also makes it easier for the workers to get to the factory. The local airport provides links to other areas of the UK as well as other countries in Europe, which will have reduced the costs of transport as they no longer need to export it from Asia.
- The local environment provides many amenities and a excellent quality of life for the workers. The area nearby to the factory has many services like cinemas and shopping centres. Toyota would have likely set up the factory here because the amenities would have provided many workers with a great quality of life and would have attracted them to work in the factory due to the incredible location. The great quality of life will attract many highly educated workers.
- The general area of the Burnaston Toyota factory is very flat making it easy for expansion. The UK has approximately 65 million people with the number likely to increase or surrounding countries like Ireland and France will. This means that the demand for the Toyota cars will be higher than the supply. Due to the land being large and flat this attracted the Toyota company to make a factory here in case there needs to be an expansion. This would reduce costs in the future as they might have had to make a new factory or transform the land in their favour.
- The area of Burnaston has already got many skilled workers. The Universities of Derby and Nottingham are nearby. This is an example of an extended response 7-mark case study question. The student uses lots of place specifics to support his argument. A good use of Point Evidence Explanation. We would be looking for 4+ PEEs here and this student does it **7/7**



A: WHAT IS GLOBALISATION?

What is Globalisation?

Globalisation refers to the process by which businesses, cultures, and economies become interconnected and interdependent across the globe. It involves the spread of ideas, goods, services, information, and people across national borders.

•Key Features of Globalisation:

1. **Economic integration:** Increased trade, investment, and the flow of capital.
2. **Cultural exchange:** The spread of cultural ideas, media, and products across countries.
3. **Technological advances:** Faster communication, transportation, and access to information.



Are you still unsure of what globalisation means? Scan the QR code here to watch a video explanation.



B: WHAT FACTORS HAVE ACCELERATED GLOBALISATION?

Driving Forces of Globalisation: A Shrinking World

There are several factors that have led to an increasingly globalised world.



Make sure you can **Point** and **Explain** factors that have accelerated globalisation.

1. Technology

- Better Communication:** The internet, mobile phones, and social media make it easy for people to communicate with others anywhere in the world, in real-time.
- Faster Travel:** Planes and trains can move people and goods quickly across the globe, reducing time and cost.
- Containerisation:** Shipping containers made it cheaper and faster to transport goods across oceans, connecting ports worldwide.



2. Trade Agreements

- Easier Trade:** Agreements like the World Trade Organization (WTO) and NAFTA make it easier for countries to trade with each other by reducing taxes and trade barriers.
- Free Trade Areas:** Groups of countries, like the EU, have made it easier to move goods and services across borders without many restrictions.

3. Transnational Corporations (TNCs)

- Big Companies Everywhere:** Large companies like Coca-Cola and Apple sell their products all over the world, and have factories in different countries. This means jobs and products are spread across the globe, linking countries together.



4. Cultural Exchange

- **Global Media:** TV, movies, and online platforms like **Netflix** allow people to experience different cultures and entertainment from around the world.
- **Social Media:** Platforms like **Instagram** and **Twitter** let people share ideas and experiences, connecting cultures across borders.



Have a look at the images to the right. Are there any other factors that have led to an **increased globalised world**?



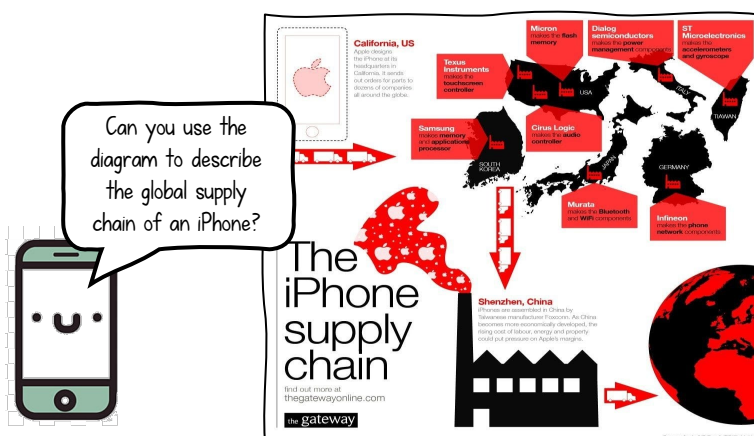
C: THE ROLE OF TNCs IN A GLOBALISED WORLD

What are TNCs (Transnational Corporations)?

A TNC is a company that operates in multiple countries. It has its **headquarters** in one country but has factories, offices, or retail outlets in other countries. TNCs like **Apple** and **Coca-Cola** are examples, and they help drive **globalisation** by connecting economies and markets worldwide.

Example: Apple's Global Supply Chain

1. **Raw Materials:** Apple sources materials like **lithium** from **Australia** and **cobalt** from **Congo**.
2. **Production:** Products like iPhones are assembled in **China** and **Vietnam**.
3. **Design:** Apple's headquarters in **California** is where design and innovation happen.
4. **Sales:** Apple products are sold worldwide through stores and online platforms.

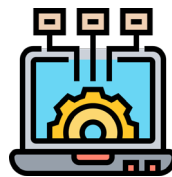


Why Do TNCs Have Headquarters in One Country and Production in Others?

- **Headquarters:** TNCs often set up their headquarters in **high-income countries (HICs)** for access to **capital**, a **skilled workforce**, and a **stable economy**.
- **Production:** TNCs move production to **low-income countries (LICs)** to take advantage of **cheaper labor**, **access to resources**, and **less regulation**.

Positive Impacts of TNCs on Host Countries

1. **Job Creation:** TNCs bring jobs to **LICs**, improving local employment.
2. **Technology & Skills:** They bring new technologies and expertise.
3. **Economic Growth:** TNCs can boost the local economy through investment and trade.
4. **Improved Living Standards:** Jobs can increase wages and living conditions.



Can you **Point and Explain** both positive and negative factors of TNCs on host countries?

Negative Impacts of TNCs on Host Countries

1. **Exploitation of Labor:** Low wages, long hours, and poor working conditions are common.
2. **Environmental Damage:** Unsustainable use of resources can harm the environment.
3. **Economic Dependence:** LICs may rely too much on TNCs, weakening their own economies.
4. **Profit Repatriation:** TNCs send profits back to the source country, not always benefiting the host country.

D: HOW HAS GLOBALISATION AFFECTED EMPLOYMENT?

Employment Sectors and the Impact of Globalisation

Globalisation has had a profound impact on the structure of employment across the world, affecting all four sectors of the economy: **primary**, **secondary**, **tertiary**, and **quaternary**. Here's a breakdown of how each sector has been influenced by globalisation, particularly through the rise of Transnational Corporations (TNCs) and global trade.

1. Primary Sector (Raw Materials & Agriculture)

The **primary sector** includes activities like farming, mining, and fishing.

Impact of Globalisation:

- **Resource Demand:** Increased global demand for resources leads TNCs to operate in LICs, offering cheaper labor and access to resources.
- **TNCs in Agriculture/Mining:** Companies like **ExxonMobil** and **Coca-Cola** have expanded operations in LICs.

Positive: Job creation and investment in LICs.

Negative: Overuse of resources and poor working conditions.



2. Secondary Sector (Manufacturing & Industry)

The **secondary sector** involves turning raw materials into products.

Impact of Globalisation:

- **Outsourcing:** TNCs move manufacturing to countries like **China** and **Vietnam**, where labor is cheaper.
- **Job Creation:** Provides employment in developing countries, but often with low wages.

Positive: Increased employment and economic growth in LICs.

Negative: Poor working conditions and low wages.

3. Tertiary Sector (Services)

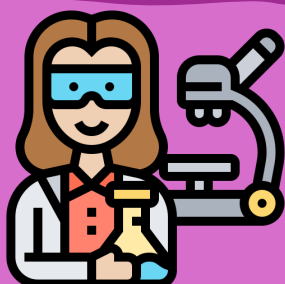
The **tertiary sector** includes services like finance, retail, and tourism.

Impact of Globalisation:

- **Service Expansion:** TNCs like **Amazon** and **HSBC** expand services globally.
- **Growth in Tourism & Retail:** More international travel and online shopping, creating jobs in these sectors.

Positive: More skilled jobs in technology, finance, and tourism.

Negative: Job displacement due to automation and online services.



4. Quaternary Sector (Knowledge & Innovation)

The **quaternary sector** focuses on knowledge-based services like research and technology.

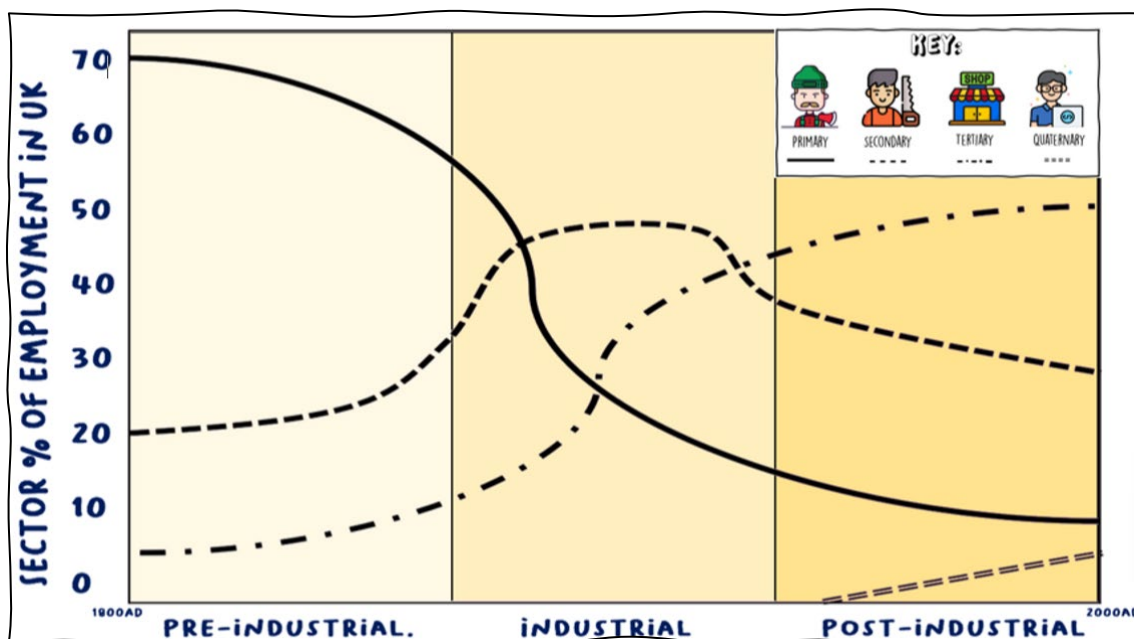
Impact of Globalisation:

- **Knowledge Sharing:** Research and development centers spread globally, especially in tech.
- **Tech Growth:** Companies like **Google** and **Facebook** create demand for tech-related jobs.

Positive: High-skilled job creation in tech and research.

Negative: Digital divide creates inequality in job access across countries.

Globalisation follows the stages of the **Clarke-Fisher Model**, as economies shift from the **primary** sector to **secondary**, **tertiary**, and **quaternary** sectors. With **TNCs** outsourcing production to **LICs**, these countries see growth in manufacturing, while **HICs** move towards services and technology-based industries. This transition reflects the **economic development** stages shown in the Clarke-Fisher model, which you can see in the graph below.



E: HOW HAS GLOBALISATION AFFECTED CULTURE?

Culture refers to the shared beliefs, values, customs, and practices of a group of people, expressed through language, religion, art, music, food, and social behaviors. **Cultural traits** are specific elements that distinguish one culture from another, such as:

- **Language:** The way people communicate.
- **Religion:** Spiritual beliefs and practices.
- **Cuisine:** Traditional foods.
- **Clothing:** Fashion reflecting cultural identity.
- **Art and Music:** Creative expressions of culture.



Globalisation and Cultural Homogenisation

Globalisation is the increasing **interconnectedness** of the world, which often leads to **cultural homogenisation**—the spread of global cultural norms, usually Western, that make cultures around the world more alike.



- Global Brands:** Companies like **McDonald's** and **Starbucks** spread a similar consumer experience worldwide.
- Global Media:** Platforms like **Disney**, **Netflix**, and **social media** promote Western ideas, creating shared cultural references and reducing local diversity.
- Social Media:** Platforms like **Instagram** and **TikTok** encourage global trends and similar lifestyles across different cultures.

While globalisation promotes cultural exchange, it can also reduce cultural uniqueness by overshadowing local traditions.



Global culture has both **positive** and **negative** impacts. While it increases **connectivity**, fosters **cultural exchange**, and drives **economic growth**, it also leads to the erosion of **local traditions**, the **dominance** of Western ideals, and **cultural homogenisation**. Balancing these benefits and challenges is crucial as we navigate a more **interconnected** world.



Positives

1. **Increased Connectivity:** People across the world can easily connect, share ideas, and collaborate, breaking down geographical barriers.
2. **Cultural Exchange:** Exposure to different cultures promotes understanding, tolerance, and appreciation of diversity.
3. **Access to Global Products:** Consumers can enjoy products from around the world, from food to technology, improving quality of life.
4. **Economic Growth:** Global culture drives international trade, boosting economies through the exchange of goods, services, and ideas.
5. **Innovation and Technology:** Sharing knowledge and innovation across borders accelerates progress in fields like medicine, technology, and science.
6. **Global Awareness:** A shared culture fosters awareness of global issues, such as climate change, that require international cooperation.



Negatives

1. **Loss of Cultural Identity:** Local traditions, languages, and customs may be overshadowed or replaced by global trends, leading to cultural erosion.
2. **Western Dominance:** Global culture is often driven by Western ideals, which can marginalize non-Western cultures and perspectives.
3. **Homogenisation:** Global culture may lead to a lack of diversity, as everyone begins to adopt similar behaviors, fashion, and lifestyles.
4. **Economic Inequality:** While some benefit from globalisation, others may be left behind, leading to growing disparities between wealthy and poorer nations.
5. **Environmental Impact:** Global consumption patterns can increase demand for resources, leading to overexploitation and environmental degradation.
6. **Cultural Appropriation:** The blending of cultures can sometimes lead to the misrepresentation or appropriation of traditional customs or symbols.

What is Glocalisation?

Glocalisation is the process of adapting global products or ideas to fit local cultures and markets. Instead of imposing a one-size-fits-all approach, businesses and cultures blend global influences with local customs, preferences, and needs. This allows for the benefits of globalisation while preserving local identity and diversity.

Can you explain how the image shows the impacts of a globalised world?



Examples of Glocalisation:

- **McDonald's:** While McDonald's is a global brand, it adapts its menu to local tastes. In **India**, for example, McDonald's offers **vegetarian** options like the **McAloo Tikki** burger, catering to the country's dietary preferences.
- **Coca-Cola:** Coca-Cola adjusts its marketing campaigns and flavors to suit local tastes. In **Japan**, they offer unique flavors like **green tea Coca-Cola** to appeal to Japanese consumers.

F: SAMPLE EXAM QUESTIONS

1. EXPLAIN WHAT IS MEANT BY GLOBALISATION (2)
2. EXPLAIN TWO FACTORS THAT HAVE LED TO AN INCREASINGLY GLOBALISED WORLD (2+2)
3. DESCRIBE WHAT A TNC IS AND GIVE AN EXAMPLE OF ONE (2+1)
4. EXPLAIN THE POSITIVE IMPACTS FOR A LIC WHEN A TNC LOCATES THERE (3)
5. EXPLAIN THE NEGATIVE IMPACTS FOR A LIC WHEN TNC LOCATES THERE (3)
6. EXPLAIN WHY LICs TEND TO HAVE A HIGH PROPORTION OF PEOPLE WORKING IN PRIMARY AND SECONDARY SECTORS (4)
7. WHAT IS MEANT BY HOMOGENIZATION? (2)
8. DEFINE GLOCALISATION (2).
9. EXPLAIN THE POSITIVE IMPACTS OF A GLOBAL CULTURE (4)
10. EXPLAIN THE NEGATIVE IMPACTS OF A GLOBAL CULTURE (4)



G: SAMPLE EXAM QUESTIONS



Being confident with your **keywords** and **definitions** is super important if you want to be a **Geographical Genius!**

- **Globalisation:** The process by which countries, cultures, and economies become interconnected through the exchange of goods, services, information, and ideas.
- **TNCs (Transnational Corporations):** Large companies that operate in multiple countries, often with headquarters in one country and production or services in others, e.g., **Apple** or **McDonald's**.
- **Homogenisation:** The process of making things uniform or similar, often leading to the loss of local differences as global influences spread.
- **Cultural Erosion:** The decline or loss of cultural practices, traditions, and identities due to external influences, often from globalisation.
- **Westernisation:** The spread of Western cultural values, norms, and practices, often replacing local traditions, particularly through global brands, media, and language.
- **Cultural Traits:** Specific elements of a culture, such as language, religion, clothing, food, and customs, that distinguish one group from another.
- **Primary Sector:** The part of the economy involved in the extraction and harvesting of natural resources, such as agriculture, mining, and fishing.
- **Secondary Sector:** The part of the economy that involves turning raw materials into finished goods, such as manufacturing, construction, and production industries.
- **Tertiary Sector:** The part of the economy focused on providing services, such as retail, tourism, healthcare, education, and finance.
- **Quaternary Sector:** The part of the economy focused on knowledge-based services, including research, development, information technology, and education.
- **Glocalisation:** The adaptation of global products or ideas to local cultures and markets, blending international and local practices to meet local needs and preferences.
- **Cultural Identity:** The shared characteristics, traditions, and values that define a particular group or society, often shaped by history, religion, and language.
- **Outsourcing:** The practice of hiring outside companies or countries to produce goods or provide services, often to reduce costs.