This week we focus on globalisation, a contentious concept that has the potential to reap benefits and consequences for different sections of society.  
Globalisation has, for example, facilitated free-trade agreements between countries, expanded the growth of markets and labour forces and led to more consumer choice and transactions.

Multi-national corporations who establish supply chains and labour in other countries support the economies of several nations whilst reducing the costs of production for the company and lowering sale prices for consumers. But what are the moral obligations of corporations that deliberately target low-income or third world countries because they provide cheap labour?

Aside from the responsibilities of producers, what impact do consumers have in relation to environmental pollution, waste and human rights issues when they buy excessive, low-cost or non-sustainable goods? These are the issues we interrogate this week.

Table

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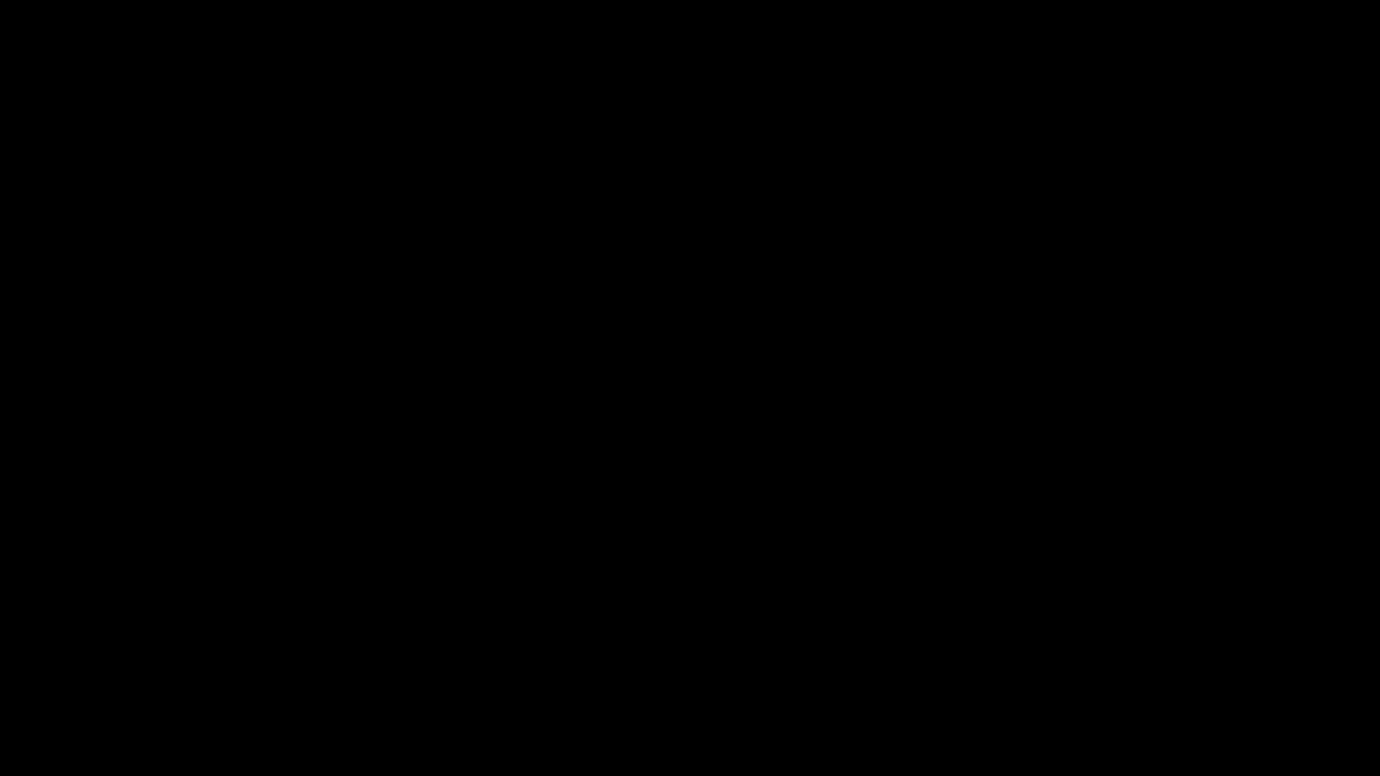
DOUBLE CLICK TO WATCH VIDEO

 Watch

* You should watch this short documentary as part of your preparation for this topic. It provides some historical context for the development of globalisation and ponders its future in light of Covid-19. Please watch this video before reviewing this week's concept presentation.

<https://youtu.be/KJhlo6DtJIk>

* In the first of three presentations for this topic, Fae introduces the concept of globalisation and outlines some of the historical developments that led to its emergence.



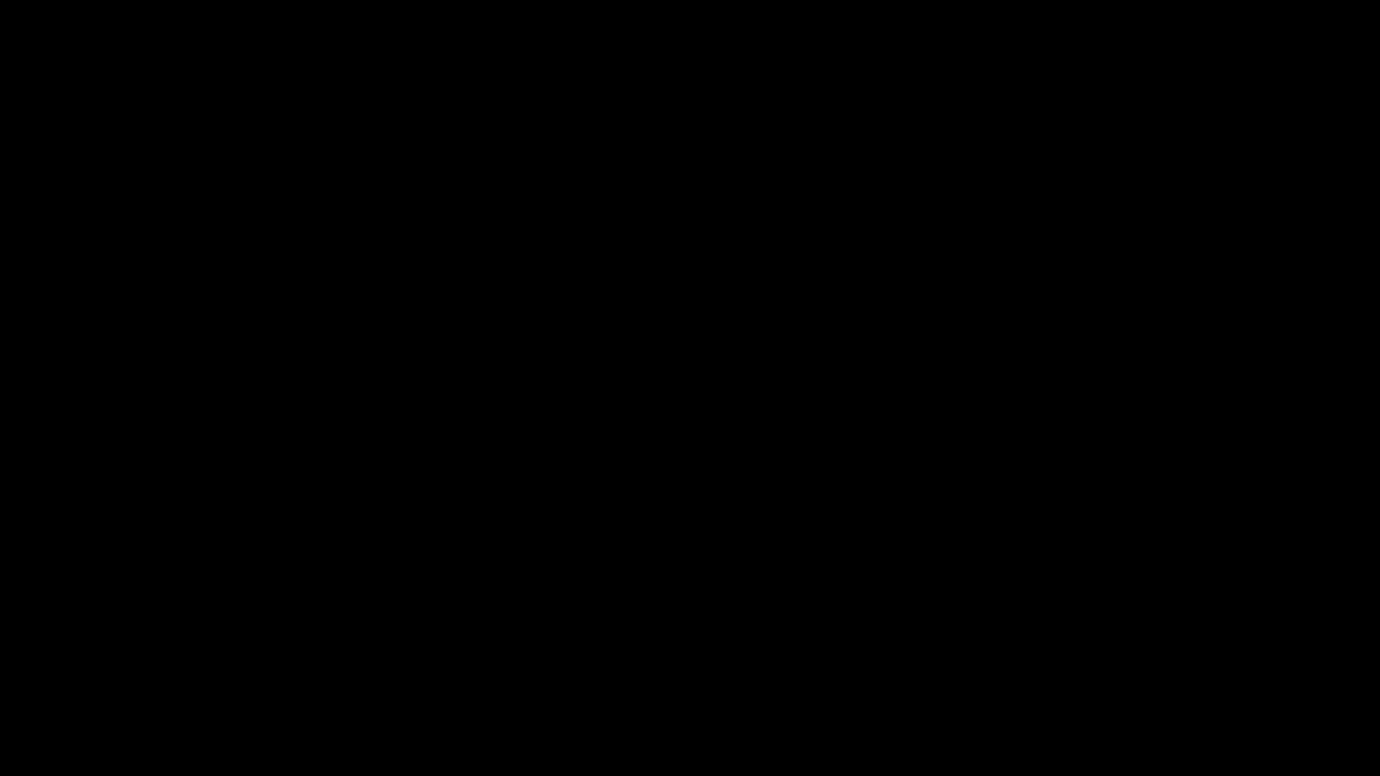
Once you have watched the presentation, watch this short video which illustrates the dual perspectives of globalisation as both a positive enabler of social change and a contributor to climate change.

**Watch:** Understanding Globalisation with a Smartphone | RMIT Explainer Animation (2 minutes)

<https://youtu.be/DESE8x3p8Z0>

## **6.2 - The Benefits of Globalisation**

Globalisation remains a highly contested term in which some perceive positive benefits from a globally connected world, especially for a healthy economy. Others criticise globalisation as negatively impacting society and culture.

In part two of this week's presentation, Fae outlines some of the positive perspectives regarding globalisation, providing examples of how human communication and media technologies have expanded under a global system of interaction.

Once you have listened to this presentation, please watch the short clip by marketer, Eric Qualman (2019), which highlights the benefits of globalisation to mass media, specifically in the way media hosting platforms like Netflix can maximise profits by facilitating the distribution of third-party and owned content.

**Watch:** Digital transformation video (1 minute)

<https://youtu.be/mw9_m39fokM>

## **6.3 - Negative Consequences of Globalisation**

### Watch

Notwithstanding the affordances and opportunities for nations to communicate and trade across global boundaries, globalisation is also linked to catastrophic consequences for individuals, media audiences, local communities and the environment. In the final part of this week's topic, Fae discusses some of the negative implications of globalisation for society.   
  
**Negative consequences of globalisation**9m 00s