The Slow Food Movement: The Global Local

The theoretical balance between global and local

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| --- | --- | --- |
|  | Pro-glocal | Pro-global |
| Producer |  |  |
| Consumer |  |  |
| Local economy |  |  |

Strongly global: The failure of Tesco

Strongly local: Cuban agriculture

**7. Global interactions at the local level**Defining glocalization: Distinguish between the terms globalization and glocalization.Adoption of globalization: Examine the extent to which commercial activities at a local scale have become globalized. Examine the reasons why the level and rate of adoption varies from place to place.

* Local responses to globalization: Evaluate the relative costs and benefits of local commercial production to the producer, the consumer and the local economy, compared with the costs and benefits of globalized production.

Suggest reasons why the adoption of globalization varies from place to place.

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Summary of summary:

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Summary of today’s lesson

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Before next time: Decide where you stand on the issue of globalization. Do you think it is a force for good in the world? Do you think it is harmful to culture, social bonds, and economies? Or something else?

Key terms

Glocalization

Slow Food

Hybridisation

Comparative advantage

Starter activity:. Look at a photo (or online visualization tool) of a major street near you. Identify (a) the global brands on offer and (b) the extent to which they have been made more ‘local’ e.g. by having translated or dual language signage.

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## GLOBALIZATION IS DEAD, LONG LIVE GLOCALIZATION...?