



Reading worksheet *Globalization*

Date: May 11th.

Activity 1: Word list – Before reading

Look for the meaning of the following words.

1. Globalization	8. brand	15. Business	22. Guarantee
2. Ongoing	9. Politician	16. Mass media	23. Rights:
3. Combination	10. Hampering	17. Consumer	24. Fiber optic communication
4. Promote:	11. Prosperity	18. Financing	25. Interconnectedness
5. Economic	12. Interdependence	19. Capital	26. Interaction
6. Income:	13. Accelerate	20. Regulate	27. Successful
7. Sociocultural	14. Driving force	21. Relationship	28. Set up

Activity 2: A Case Study

Complete the following exercise by reading the short passage about a brief history of the Coca-Cola Company and fill in the blanks.

The Coca-Cola Company

The Coca-Cola Company was founded in the United States in 1886. The company set up bottling plants in Canada in 1906. In 1928, it introduced the soft drink Coca-Cola at the Olympic Games which were held in Amsterdam. In the 1940s, the company began to set up bottling plants in countries around the world. Coca-Cola is popular because it has been advertised as a brand of soft drink connected with fun, friends and good times. Its international image was successfully promoted by a 1971 commercial, where a group of young people from all over the world gathered on a hilltop in Italy to sing "I'd Like to Buy the World a Coke." In 1978, the Coca-Cola Company was selected as the only non-Chinese company allowed to sell packaged cold drinks in the People's Republic of China. Today, the company produces nearly 400 brands in over 200 countries. More than 70 percent of the company's income comes from outside the United States. Coca-Cola is an extraordinarily successful example of multinationalization. Its success raises the question of why and how it has been so successful. The multinationalization of the Coca-Cola Company is also often used as an example to illustrate the concept of economic globalization.

Fill in the blanks



- The company was founded in _____ in _____.

- It set up bottling plants in _____.

- The soft drink Coca Cola was introduced at the _____.

- The company was allowed to sell its cold drinks in _____.

- It produces nearly _____ brands of drinks over _____ countries.

Activity 3: Questions to think about.

1. What is globalization? Write a two-line answer

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2. Why do you think Coca-Cola became a multinational company?

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3. In what ways does globalization affect the world?

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