

## Marshall McLuhan

Marshall McLuhan (1911–1980) was a Canadian professor and writer interested in modern communications. In his 1967 book *Understanding Media*, McLuhan wrote that “the new electronic interdependence recreates the world in the image of the global village.” At that time, McLuhan was referring to how television allowed people all over the world to share information. With the introduction of technologies such as satellite dishes, the Internet, and email, we have moved beyond the idea of the global village to a process many call *globalization*, the movement toward markets and policies that go beyond national borders. Due to technological advances, specifically rapid forms of communication, travel, and e-commerce, the events of one part of the world have a significant impact on the rest of the world.



▲ Marshall McLuhan

### Strategy

#### Expanding a Definition

In this chapter, you are going to write two paragraphs that argue for globalization and its benefits or against globalization and its negative effects. There are many different aspects of globalization: communication, travel, business, health, culture, and environment. Within each of these topics, there are many positive and negative issues related to globalization. To write a good argument for or against globalization, you will first need to choose one aspect of the term and define it.



**3 Choosing the Best Argument** Read the two paragraphs below. Then work with a partner and discuss which one is more persuasive and why.

1 One of the most beneficial aspects of globalization is the movement of people across borders. For example, in the small town where I live in Mexico there are now shops owned and operated by people from China. For people in town, the Chinese are not quite as “foreign” as they were before. There are many other examples as well. Last year when I traveled to Dublin, I met



▲ Because of globalization, many different countries do business together.

a Spanish waitress, a Polish store clerk, a Romanian bus driver, and a Tahitian chef. Cities and towns across the world are starting to resemble the United Nations.

2 One of the most beneficial aspects of globalization is the movement of people across borders. Lots of people are moving to work in other countries. They are studying foreign languages and learning to get along with people from other cultures. This is good because the more people work and live together, the better they understand each other.

**4 Adding Supporting Examples** Look at your clustergram and the notes you made for your paragraph. Do you need to add more examples to support your arguments?

**5 Writing the First Draft** Write your argument paragraphs. Be sure to include your opinion on globalization in the topic sentence and to define what aspect of globalization you are writing about.