

Cultural identity - is the **identity** of belonging to a group. It is part of a person's self-conception and self-perception and is related to nationality, ethnicity, religion, social class, generation, locality or any kind of social group that has its own distinct **culture**.



How can Kazakhstan retain a cultural identity while still exploring ideas from other countries?

Week 2 / lessons 3-4



Learning Objectives

9.L1 understand the main points in unsupported extended talk on a wide range of general and curricular topics

9.C10 use talk or writing as a means of reflecting on and exploring a range of perspectives on the world.

9.S3 explain and justify their own point of view on a range of general and curricular topics

Lesson Objectives

- Practice and familiarize with a new topic-related vocabulary.
- Discuss and brainstorm on the upsides and downsides of globalization as a phenomenon.
- Create a mind map concerning the preservation of cultural specifications in the world of globalization.
- Present and define their mind maps to other peers.

Assessment criteria

Learners have met **9.C10** if they can discreetly express their viewpoints.



Pre-listening vocabulary

Facing a problem

Having difficulties/dealing with difficulties

Acquire

buy or obtain (an asset or object) for oneself

Shelter

place giving temporary protection from bad weather or danger.

Large-scale

massive/ involving large numbers or a large area; extensive

Side effects

negative consequences.

Inequality

difference in size, degree, circumstances, etc.; lack of equality.

Revenue

income, especially when of a company or organization and of a substantial nature.

Curving

form or cause to form a curve.

Offspring

a person's child or children.

Listening/Discussion

1. Lets watch the video clip about how globalization is changing the way we live.
2. Discuss the following questions:

- Why is it important for people to define their own cultural identity?
- Does our country have a strong cultural identity? Give examples.
- Are people in our country proud of the culture? Give examples.
 - Are we losing our cultural identity? How can we retain it?

Create a Mind Map

You need to create a mind map on mindmeister.com for "HOW TO PRESERVE YOUR CULTURE WHEN MOVING INTERNATIONALLY"

The image shows a screenshot of a MeisterTask project board for a 'Company Launch' project. The board is organized into columns for different stages: Website Marketing, Press Releases, Launch Party, Promo Video, and App Store Submission. Each column contains task cards with details like due dates and priority levels. Overlaid on the board is a mind map with 'Company Launch' at the center. Five main branches radiate from the center, each corresponding to a project stage: Website Marketing, Press Release, Launch Party, Promo Video, and Select Agency. Each branch further breaks down into specific tasks.

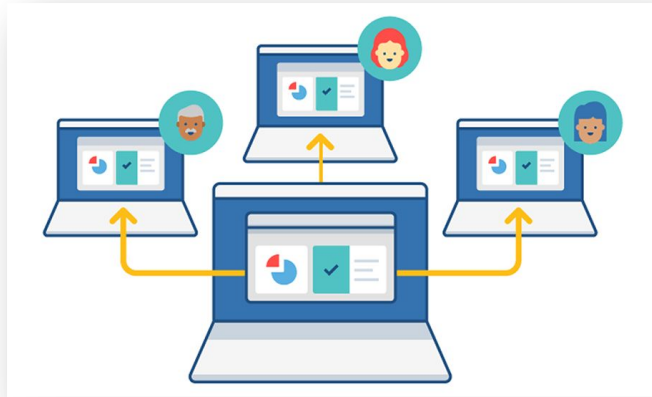
Company Launch

- Website Marketing**
 - Set up Wordpress Blog
 - Enable Google Analytics
 - Homepage Video
 - New Marketing Videos
- Press Release**
 - Submit to PR Outlets
 - Translations of Main Release
 - Draft English Release
- Launch Party**
 - Event Decorations
 - Catering & Beverages
 - Event Invitations
- Promo Video**
 - Select Agency
 - Delivery Specifications
 - HTML5 Demo Animations
- Select Agency**
 - Event Decorations
 - Catering & Beverages
 - Event Invitations

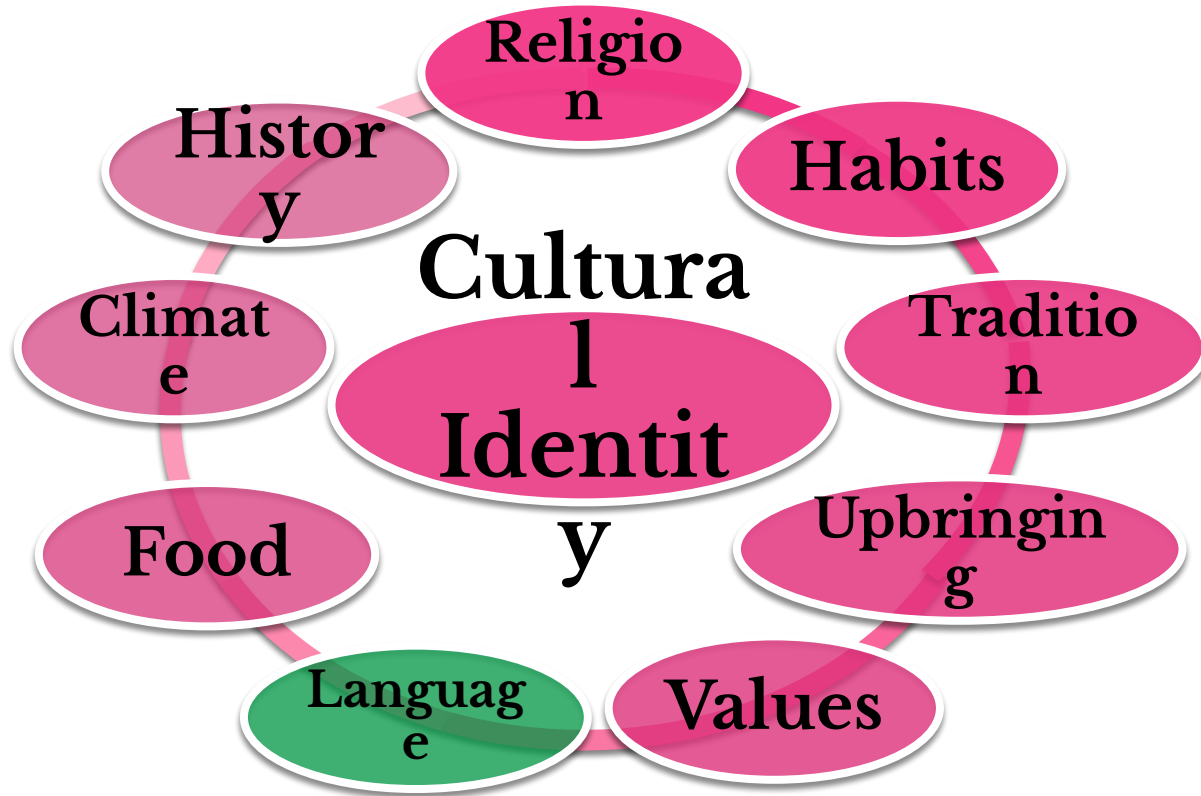
Complete the task in 5 mins

Demonstrate your mind map

- You are challenged to demonstrate and describe your mind map shortly. Mind only important features relating to the topic.
- Duration of each mind map demonstration is 2 minutes.



Factors contributing to shaping a cultural identity



LETS SEE.....

- What is the role of globalization in our cultural identity?
- What have you learnt over these lessons?