



Green-Schools Global Citizenship

GLOBALIZATION

The world we live in today is often described as **'the Global Village'**. The writer Herbert Marshall McLuhan used this term in one of his books (*'Understanding Media'*) describing the electronic mass media, in 1964. He felt that, due to the ever increasing ease with which we could connect and communicate with each other globally, time and space barriers were quickly disappearing.

Today, with the advance of the internet, those barriers are virtually non-existent. It means that if something happens on the other side of the world, we can know about it nearly instantly and that we have knowledge about the way people live in different parts of the world of which we knew very little before mass media and the existence of the World Wide Web. It also means that doing business world wide is easier than before. For example, the clothes we wear are often made in China, much of the coffee we drink is produced in Ethiopia and even some of the milk we produce is consumed in China, etc.

So, in one way we are much closer to each other because we can learn about each other's lives easily; but production and consumption processes are much further removed from each other than they were in the past.

Because these processes are so different from each other, it may mean that we are not always aware of the impacts the production processes of products we consume have on the people and/or the environment from where they originate. We should try to be aware of these impacts when we buy the products we use.