

Chapter 2

1. (c)
2. Ethno-scapes = The bits and pieces of customary, ethical and religious knowledge and practice – including preferences in music, food, marriage styles, business skills, and so on – which migrants transport to the host societies where they settle; Idea-scapes = Bits and pieces of thought concerning e.g. the nature of democratic government, the universality of human rights, the critique of patriarchal culture or the preference for modernity rather than tradition (or vice versa); Finance-scapes = The movement of currencies, shares, bonds, credit and debts, derivatives or monetized risks (see chapter 4) across national boundaries; Media-scapes = The images, messages and information spread through the digital circuits and conduits provided by film, TV, the Internet, magazines and so on; Techno-scapes = The fragments of knowledge and learning pertaining to science, engineering, industry and information technology carried between countries and cultures; Consumption-scapes = The seductive lifestyle alternatives linked to the brands disseminated through advertising by corporations and which offer enticing glimpses of how to build various identities. These may be especially attractive to global youth.
3. You should find this answer in the textbook.
4. Further influences of reflexivity on globalization:
 - We are seeing the emergence of a network of concerned global citizens who are often critical of established policies. They have a potential to forge strong cross-border alliances.
 - Reflexive individuals need to acquire educational and scientific knowledge. This empowers them to challenge the truth claims of powerful global organizations and elites more effectively. The reality of modernization is that humans have been equipped to devise potentially dangerous technologies and industrial complexes. These now threaten the biosphere thereby creating vast new risks.

- At the same time the wider transformations bound up with modernity have undermined the previous identities of class, family, patriarchy, community, etc. This leaves scope for individuals to express their reflexivity through the search for new identities and freedoms including, perhaps, cosmopolitan identities and affiliation.
5. (a) = False; (b) = False; (c) = True; (d) = False; (e)= True.