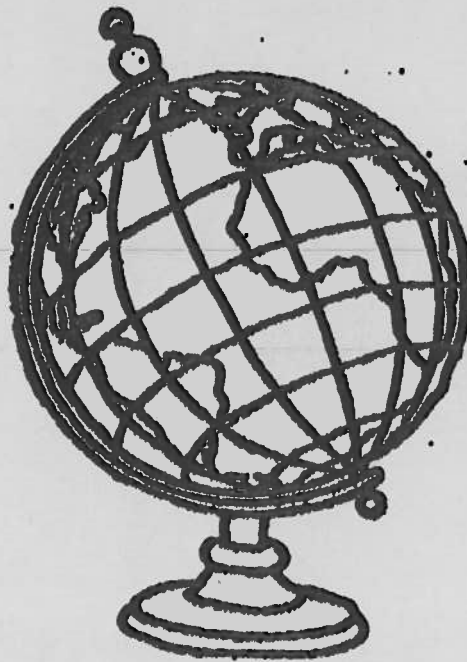


Provincial Independent Study Option Course
Grade 9 Canada in the Contemporary World (10F)
Adapted by Michelle Levesque, 2018



Grade 9 Social Studies
Reading Booklet Module 3
Canada in the Global Context
DO NOT WRITE IN THIS BOOKLET



MODULE 3: CANADA IN THE GLOBAL CONTEXT

LESSON 1: EXAMINING THE MEDIA

What is the Media?

The term *media* has become a collective noun that refers to books, television, magazines, billboards, radio, movies, and the Internet. In fact, anything that conveys a message can be considered to be media—even t-shirts with slogans written on them.

If we take our responsibilities as citizens seriously, then we should take an interest in the affairs of our community, our country, and our world. The best way to learn what is happening in our world is through media such as newspapers, television, and, ever-increasingly, the Internet. The media shapes our views of the world and our self-perception.

In today's fast-paced society, citizens need to become *media literate*. This means you need to be aware of the workings of media. Media literacy is the ability to sift through and analyze the messages that inform, entertain, and sell to you every day. You are bombarded with thousands of media messages over your lifetime. People who are media literate want to know the following:

- Who created this message, and who is the target audience? Why?
- What techniques are used to attract my attention? How and why could this message be interpreted differently by other people?
- Whose interests are being met through this message?
- From whose perspective is the message told? Does the message support or reject certain lifestyle choices, values, or beliefs?
- Whose voices are heard and whose are absent?
- How was this message displayed and distributed?

In our world of multi-tasking, commercialism, and globalization, media literacy is not about having the right answers—it is about asking the right questions.

The questions listed above are some of the obvious ones, but there are many more that can and should be asked when analyzing media sources and messages. Can you think of any? Developing critical thinking skills is an important part of being a lifelong learner and an engaged citizen.

Misinformation in the Media

The media is ever-present in your life—perhaps even more so today than for previous generations. While the media has a great power to inform, it also has the ability to *misinform*. There are several issues regarding misinformation in the media:

There is a concern that some cultural, ethnic, or racial groups are almost invisible in the media, especially television. When you see a person who is a visible minority on a television program, ask yourself "is he/she a hero or a villain; is he/she a winner or a loser?" Here is an example:
"...billionaires, bombers, and belly dancers. They are virtually the only images of Arabs that Americans ever see."

Jack G. Shaheen

■ **Stereotyping**

A stereotype is an over-generalized opinion about a person, group, place, or thing. It is usually false and often negative. Here is one that is false and positive:

"All grandmothers are good cooks."

■ **Bias**

Bias can be defined as a personal point of view, often one-sided. Some forms of media express very obvious opinions in their content. For example, editorials in newspapers and political commentators on television often express personal viewpoints on a subject. In other instances, bias can be more subtle. Some media outlets purposely ignore certain stories or choose to present only one side of an argument in order to convince their audience that the outlet's opinion is the strongest or the only opinion on a topic.

Biases are conveyed in the media through the following:

- The selection of stories. What story makes the front page of a newspaper? (In July of 1999, John F. Kennedy Jr. and two other people were killed in a plane crash, and their deaths made headlines all over the world for several days. At the same time, a famine was going on in Ethiopia and few papers bothered to even mention it, let alone put it on the front page.)
- The placement and omission of stories.
- The selection of people interviewed in radio/TV talk shows and news programs.
- The control of the owners. Media sites and newspapers are often used by their owners to deliver specific messages.



Do Learning Activity 3.1

LESSON 2: LIVING IN THE GLOBAL VILLAGE

3

Television and the Global Village



"Sunny day,
Sweeping' the clouds away,
On my way,
To where the air is sweet,
Can you tell me how to get,
How to get to Sesame Street?"

This may seem to be an odd way to begin a section entitled *The Global Village*, but there is a very good chance that you recognize the lyrics and the music to this song. If you do, it's because this is a song that millions have grown up with and remember, remaining virtually unchanged in *Sesame Street's* 40-plus years of production. *Sesame Street* is an American children's television show that began production in 1969 and since then has aired over 4,000 episodes.

Sesame Street Theme Lyrics: Reproduced from *The Vanishing Vision: The Dark Side Story of Public Television* by James Day. Berkeley, CA: University of California Press, 1995, p. 145.

Today, *Sesame Street* is aired in more than 120 countries around the world, including Canada. There are nearly 40 international versions, which are spoken in different languages and have different characters than the original. In the last 40 years, *Sesame Street* has had a huge impact on popular culture and children's television programming. The show aims to be educational for children, but also funny and entertaining. The elements that make it such a unique program have captured the affection of viewers worldwide.

Getting back to our original question: why begin our section on the global village with *Sesame Street*? The answer is because the phenomenal world-wide success of *Sesame Street* illustrates the concept of the global village. People of all races and cultures across the world are familiar with the TV show. If you remember from Module 2, the term *global village* was coined by a Canadian philosopher, Marshall McLuhan. By this, McLuhan meant that the world had become "smaller" because of modern communication technologies. In the case of *Sesame Street*, it was the widespread use of the television that spread the global message. Take a look at just some of the countries that broadcast *Sesame Street* and what the program is called in that country:

- Brazil: *Vila Sesamo*
- Mexico: *Plaza Sesamo*
- Germany: *Sesamstraße*
- Netherlands: *Sesamstraat*
- France: *1, Rue Sesame*
- Kuwait: *Iftah Ya Simsim*
- Russia: *Ulitsa Sezam*
- China: *Zhima Jie*

Globalization and Coffee

The world has become connected through advances in media, trade, travel, and communication, unlike any other time in history. Globalization is affecting our lives every day. For example, did you have coffee today? According to studies, three out of four Canadians drink coffee at least once a day. The average Canadian consumes 4.52 kg of coffee beans per year. Canadians drink over 15 billion cups of coffee a year, making coffee Canada's favourite hot beverage. The average coffee drinker consumes three cups per day. Canada does not have the appropriate climate to grow coffee beans, so most of the coffee that we drink is imported from Central and South America. Our demand for coffee creates an economic connection with other countries.

Coffee and Canadian Identity

Coffee is also seen as a symbol of Canadian national identity. Consider the following example of the *Tim Hortons* coffee shop:

Tim Horton was a Canadian hockey player who began his career in Quebec. He eventually played for the Toronto Maple Leafs, the New York Rangers, the Pittsburgh Penguins, and then for the Buffalo Sabres. The first *Tim Hortons* store was opened in 1964 in Hamilton, Ontario. It has since grown into Canada's largest national chain of coffee and doughnut shops, with over 2,000 stores across Canada. The term *double-double* (coffee with two creams and two sugars) is now in the *Canadian Oxford Dictionary*; it is believed to have started at Tim Horton's coffee shops.

Tim Hortons locations are now located in the U.S. states of Michigan, New York, Ohio, Kentucky, Maine, West Virginia, Massachusetts, Connecticut, and Rhode Island. Today, the Canadian coffee shop has become an international chain with 500 locations in the United States. International demand for coffee allowed a Canadian company to expand into the global marketplace.



Do Learning Activity 3.2 and Assignment 3.1

Three Types of Media

We get most of our news from media. Each news source we use will have a particular (and possibly different) perspective on an issue than other sources. In general, there are three types, or levels, of news media:

- **Local:** The newspaper, radio, and television news programs of your town, city, or province
- **National:** Media outlets such as the Canadian Press or the CBC
- **International:** The Associated Press and Reuters

These three types of media may all cover the same issue, but have different views or stances on certain events. How do you know whether the information is correct or accurate? This is a trick question because there is often no "right" answer. The better answer is, "it depends on your own viewpoint regarding an issue." As a receiver of news information, you should be able to read or listen to different viewpoints, take into account the sender of the information and her or his view, and formulate your own opinion.

Three Types of News Stories

1. **Lead Stories:** These are usually about "breaking news"—current events that occurred that day or the previous day. Lead stories are usually important to the people in the area in which they occur and most often appear on the front page of the local newspaper.
2. **Human Interest Stories:** These are a type of news story concerned with the activities of a few named people. It is often considered to be the "story behind the story," in that it shows the personal emotions behind an important news story affecting many people.
3. **Feature Stories:** These are stories not based on "breaking news." Their interest lays in some factor other than the news value. They are not "front page news."

Canadian Perspectives on Global Issues

An issue is a topic that creates debate, and which people see from differing perspectives. When it comes to global issues, Canada often has its own unique view. Canadian views on world issues on some occasions mirror those of our closest neighbour and ally, the United States; however, sometimes there are differences. A good example of this was the 2003 U.S.-led invasion of Iraq. The American (and British) government believed that occupation and war in Iraq was a necessity for world peace and security. Canada disagreed and therefore did not participate in the invasion of Iraq.

In this learning activity, you will need to find news sources. It may be a good idea to get your learning partner to help you with this task. If you are having difficulty, please contact your tutor/manager.



Do Learning Activity 3.3

Canada and the World

We live in a global village, which means that Canada does not exist in isolation from the rest of the world. We influence events in other parts of the world and are likewise influenced by events in other parts of the world. How are we connected to other countries? Canada has connections to and relationships with other countries through the following:

Trade	International trade is the movement of goods from one country to another. Canada buys from and sells goods to other countries.
Communication	Canada is linked to other countries through the world's vast communication technologies. These technologies include satellite television, telephone, and the Internet.
Environment	Concern for the protection and sustainability (maintenance) of the world's environments is a global issue. Every year, eight of the world's leaders meet at a G8 Summit to discuss topics of global importance, including the environment. Canada has hosted the G8 Summit in 2002 and 2010.
Entertainment	The entertainment industry often goes beyond national borders, and Canada is most affected by the entertainment industry of the United States. Just consider all of the American music, television, and movies you can access. Here is a quick film fact: The top-grossing movie of all time is Avatar (2009) making \$2.78 billion in the box office as of 2011, whereas Canada's highest grossing movie, <i>Ban Cop, Bad Cop</i> , earned \$11 million in box office sales.
Sports	The most famous international sporting federation is the International Olympic Committee (IOC). This organization is responsible for the Olympics. The modern Olympic Games began in 1896 in Athens, Greece, and Canada has sent athletes to every competition. Canada has hosted the Olympics three times: the Summer Games in Montreal (1976), the Winter Games in Calgary (1988), and the Winter Games in Vancouver (2010). It has also hosted other major international sporting events such as the Commonwealth Games and Pan-Am Games.
Military	Groups of countries have formed military alliances for centuries, usually for mutual protection. Canada has been a part of such alliances. The North Atlantic Treaty Organization (NATO) is an example.

Canada's International Involvement

Canada has been involved in international affairs since Confederation in 1867. In what capacity has Canada been involved with other countries? Let's look at Canada's recent international involvement.

Trade Negotiations and Agreements

Canada is a member of several organizations whose aim is to enhance trading relations. These include the following:

The World Trade Organization (WTO)	The WTO is an international trade organization with 153 member countries (as of 2010). The initial purpose of the organization was to create and enforce the rules of trade on a global level. The various trade agreements are negotiated and signed by governments of the participating nations. The WTO has created a system that regulates the import and export of goods and services. Most trading relations between countries are established through the WTO.
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The North American Free Trade Agreement (NAFTA)

The North American Free Trade Agreement is an economic treaty among Canada, the United States, and Mexico. It is one of the largest trade agreements in the world. The main purpose of NAFTA was to lower and get rid of taxes on goods (called tariffs). This makes it easier and faster to trade between the three countries. NAFTA was signed by all three countries in 1994.

Canada-European Free Trade Association (Canada-EFTA FTA)

The Canada-EFTA FTA began negotiations in 1998. The trade agreement was approved in 2009. This reduced, and in some cases eliminated, tariffs on Canadian goods that were sold to Iceland, Liechtenstein, Norway, and Switzerland. It is Canada's first trans-Atlantic free trade agreement.



Note:

A *tariff* is a tax put on goods entering a country from another country. *Free trade* is trade without tariffs.

Peacekeeping Operations

A peacekeeping operation is a technique used by the United Nations to protect international peace and security. When a violent conflict breaks out between two countries, or when a country is threatened because of fighting or rebellion among its citizens, the UN can vote to send peacekeepers to the area. The member countries of the UN will send civilian and military personnel to monitor the conflict area. The job of a peacekeeper is to

- promote a ceasefire between the groups in conflict
- negotiate a compromise between the groups in conflict
- protect humanitarian workers and ensure that aid is delivered to civilians

In a peacekeeping mission, UN soldiers are sent to help keep the peace. They do not choose sides and do not fight unless they need to do so for their own safety.

Summary

The systems of government developed by First Nations, Métis, and Inuit Peoples were flexible, loosely organized, and allowed a great deal of independence. To many Europeans, First Nations, Métis, and Inuit governments were so loosely structured that it seemed as if they had no government at all. In the next lesson, you will cover the changes made to First Nations, Métis, and Inuit government through the *Indian Act* and land treaties.



Note:

A *civilian* is a person who is not active in the military. *Military* refers to soldiers or the armed forces.

As of 2010, Canadian peacekeeping operations have been deployed in the following regions of the world:

Middle East

United Nations Truce Supervision Operation

UNTSO has been based in the Middle East since 1948, soon after the end of the Second World War. It was the very first peacekeeping operation to be organized by the United Nations. The UNTSO troops are there to bring stability to the region, which includes supervising peace treaty agreements between nations and preventing violent conflict.

Golan Heights (United Nations Disengagement Observer Force)

The Golan Heights is an area located on the border of Israel and Syria. It has been a disputed area for a very long time and has caused a lot of tension and hostility between the two countries. UNDOF was established in 1974 when Israeli and Syrian forces both agreed to come to an agreement over the Golan Heights. UNDOF exists to make sure that fighting does not start up again.

United Nations Interim Force in Lebanon

UNIFIL was created in 1978 to resolve a conflict between Israel and Lebanon. Lebanon was suffering from an Israeli invasion. The Lebanese government had basically collapsed and UNIFIL had to step in to help Lebanon once again become a peaceful and secure area.

Iraq-Kuwait Observation Mission

In 1990, Iraq invaded its tiny neighbour Kuwait in order to take control of its oil resources. The international community did not approve of Iraq's actions, and UNIKOM was established the following year. The goal of UNIKOM was to manage the Iraq-Kuwait border and report any hostile action from either side. UNIKOM's operation was suspended in March 2003 to prepare for the U.S.-led invasion of Iraq.



Note: Canada takes part in peacekeeping missions as part of the United Nations (UN). Each mission has a name and a corresponding acronym. For example, the peacekeeping mission in Western Sahara (a country in Africa) is called the United Nations Mission for the Referendum in Western Sahara. The acronym for this operation is MINURSO.

Europe

United Nations Peacekeeping Force in Cyprus

Cyprus is a very small island located in the Mediterranean Sea. It is surrounded on opposite sides by Greece and Turkey. The population of Cyprus includes both Greek and Turkish people. This caused fighting between the two countries over ownership of the island. After years of fighting, the UN established a peacekeeping force in 1964 to monitor the situation and create boundaries between the two sides. A lot of humanitarian aid has gone to Cyprus.

United Nations Observer Mission in Georgia

From 1988-1992, there was a violent civil war in Georgia. The war was fought between the Georgian government and the Abkhaz authorities. Abkhazia is a disputed territory that neighbours Georgia. UNOMIG was created in 1993. The following year there was a ceasefire agreement signed between the two sides. UNOMIG did not leave Georgia until 2009.

United Nations Interim Mission in Kosovo

In 1999, the United Nations set up a temporary administration in Kosovo until the region could establish its own independent government. In addition to maintaining law and order, UNMIK was responsible for organizing health and education, banking, mail, and telecommunications services.

Asia

United Nations Military Observer Group in India and Pakistan

In the 1940s, there was violent and bloody fighting between Hindus and Muslims in the area that is now India and Pakistan. British India had both groups living together, which caused a lot of tension. The country was partitioned (split) into two in 1947, but fighting continued between the people. UNMOGIP was established in 1949 to supervise the ceasefire agreement.

United Nations Mission of Support in East Timor

East Timor is a nation in South-East Asia. It was formally a Portuguese colony. In 1975, East Timor was invaded by its neighbour, Indonesia. In 1999, the UN Security Council decided to step in and help East Timor in its struggle. UNMISSET was established and for three years helped guide the nation to independence. On May 20th, 2002, East Timor became an independent country and was re-named Timor-Leste. In September 2002, Timor-Leste became a member of the United Nations.

Africa

United Nations Mission for the Referendum in Western Sahara

Western Sahara is a desert region that borders the Atlantic Ocean. It is believed to be rich in natural resources. Most of the country has been controlled by Morocco since 1976. The local Saharan people are fighting for their independence. They are represented by the Polisario, a group that is supported by the country of Algeria. The government of Morocco and Polisario were able to come to an agreement concerning Western Sahara, but MINURSO was created to maintain the peace and help the Saharan people re-claim the territory.

United Nations Mission in Sierra Leone

Sierra Leone suffered from a 10-year long civil war from 1992-2002. The war was fought between the government and local rebels. Tens of thousands of people died at the hands of the rebels. Others had their hands or feet hacked off if they did not join the rebel army. In 1999, the UN Security Council established UNAMSIL to support the government and implement the Lome Peace Agreement. The aim was to disarm and demobilize the rebels. The UN peacekeeping operation was concluded in 2005.

United Nations Organization Mission in the Democratic Republic of Congo

The Second Congo War took place in the African country of the Democratic Republic of the Congo. It began in 1998 and ended in 2002. It involved nine African countries and over 20 different armed groups. The Lusaka Ceasefire Agreement was signed in July of 1999 and, a few months later, the United Nations established MONUC to ensure that the agreement would be followed. Although the war officially ended in 2002, fighting has been ongoing since 2005.

United Nations Mission in Ethiopia and Eritrea

As a former Italian colony, Eritrea is a small territory that was taken over by Ethiopia in 1962. After 30 years of bloody fighting, Eritrea, much like East Timor, won its struggle to gain independence. For a while there was relative peace between the two countries. Tensions flared up again in 1998 over ethnic and economic differences. Peace talks began in 2002, which were supported by Algeria and the Organization of African Unity. The UN established UNMEE as a way to maintain contact between both nations and to prevent any more fighting.

Military Operations

A military operation is different than a peacekeeping operation. In a peacekeeping mission, soldiers under the direction of the United Nations are sent to an area to help keep the peace. In a military operation, soldiers are sent from Canada alone or as part of an international alliance (such as NATO). They are sent to fight—to enter a field of combat and to attack, capture, or defend territory and people.

Where have Canadians been involved militarily? To begin with, Canada participated in both World Wars, sending 650,000 troops to the First World War and 1,000,000 to the Second World War. Since the end of the Second World War (1945), Canada has sent combat troops to these areas of the world:

**Korean War,
1950-53**

On June 25, 1950, communist North Korea invaded South Korea. Within weeks, the United Nations, under the direction of the United States, organized an international army and invaded Korea to assist the South Koreans. A truce agreement between the North and South was signed in June 1953. 26,791 Canadians served in the Korean War, and 516 died.

Gulf War, 1991

In August 1990, Iraq invaded the tiny country of Kuwait. After Iraq refused to leave Kuwait, an international coalition led by the United States attacked Iraq in January of 1991. Canada sent over 4,000 personnel to participate in the Gulf War. While a relatively small force, Canada provided a valuable service to the coalition. A ceasefire was declared in February 1991 after the defeat of the Iraqi armed forces.

**War in Kosovo,
1999**

Between March and June of 1999, NATO forces were involved in intensive bombing raids over Yugoslavia in an attempt to halt attacks on ethnic Albanians in Kosovo. During this time, the Kosovo Liberation Army was disbanded and disarmed. Canada contributed manned RCAF planes to perform strikes.



Notes: NATO (North Atlantic Treaty Organization) is a military pact that was established in 1949. Its members include the US, Canada, the UK, and other European countries. It was originally established for the purpose of opposing the USSR and communism during the Cold War (1945-1992). It still exists today as a military alliance of which, ironically, the former USSR is a partial member.

Afghanistan, 2001

On October 10, 2001, the United States and Britain launched the first round of air strikes on Kabul, Afghanistan in response to the September 11 attacks on U.S. targets. The focus of the attack was Afghanistan's Taliban leadership, as well as training camps belonging to Osama bin Laden's al-Qaeda organization. Canada joined the conflict in Afghanistan against the Taliban a week later. By July 2005, Canada prepared to send more troops to Afghanistan. The Canadian Forces renewed its presence as part of the United States-led campaign against terrorism called *Operation Enduring Freedom* (OEF). In February 2006, the Canadian forces further increased its presence in the south of Afghanistan by moving to Kandahar (a city in Afghanistan). Canada also signed the *Afghanistan Compact*, which was pledged to assist with security in Afghanistan until February 2011.

As of 2012, 158 Canadian soldiers have died in Afghanistan.



Notes: The Taliban is a group in Afghanistan that believes in a medieval brand of the religion Islam. Al-Qaeda is a worldwide network of militant Islamist organizations. It is the international terrorist network that claimed responsibility for the September 11, 2001, attacks on the United States. Al-Qaeda means "the base." Osama bin Laden was the founder of al-Qaeda.

the International Olympic Committee. Here are a few other international sporting organizations in which Canada is a member.

International Ice Hockey Federation	The International Ice Hockey Federation was founded in 1908. It is a partnership of hockey associations from various countries governing the sport of ice hockey and in-line hockey for both men and women.
International Skating Union	The International Skating Union (ISU) was established in 1892. It covers several types of skating: Figure Skating, Synchronized Skating, Short Track Speed Skating, and Speed Skating.
Special Olympic Games	The Special Olympics were founded in 1968 and are an international organization dedicated to empowering individuals with intellectual disabilities to become physically fit, productive, and respected members of society through sports training and competition.
Pan-Am Games	The first Pan-American Games took place in 1951 in Buenos Aires, Argentina. The Pan-American Games are held every four years and bring together athletes from the countries of North and South America in a festival of sport and international friendship. In 1967 and 1999, the games were held in Winnipeg.
Commonwealth Games	The first Commonwealth Games were held in 1930 in Hamilton, Ontario. Since then, the games have been conducted every four years except for 1942 and 1946, due to the Second World War. They brought together all the countries in the world that were formerly part of the British Empire. From 1930 to 1950, the games were known as the British Empire Games, and then the British Empire and Commonwealth Games until 1962. From 1966 to 1974, they took on the title of British Commonwealth Games and from 1978 onwards they have been known simply as the Commonwealth Games.

Environment

International environmental organizations that Canada belongs to include the following:

The Forest Stewardship Council	A non-profit environmental organization based in Bonn, Germany. The council advises countries on how to manage their forests and lumber industries in environmentally appropriate ways. People who are interested in supporting the sustainable consumption of lumber are advised to buy lumber that the council has certified. The council was established in 1993.
WWF (the World Wildlife Fund)	One of the world's largest environmental organizations with a network of offices in nearly 60 countries. The WWF was established on September 11, 1961. Its founders include the biologist Sir Julian Huxley, Prince Bernhard of the Netherlands, Max Nicholson, and the naturalist and painter Sir Peter Scott who designed the original black and white panda logo. WWF is dedicated to halting the devastation of the planet's natural environment and building a future in which humans live in harmony with nature by <ul style="list-style-type: none">■ conserving the world's environment■ ensuring that the use of renewable natural resources is sustainable (can be maintained without running out)■ promoting the reduction of pollution and wasteful consumption
Greenpeace	Founded in 1971 in Vancouver, BC, Greenpeace is an international environmental organization that promotes direct, non-violent action to halt threats to the environment. Its confrontational tactics have earned the group widespread publicity for its causes, which include ending commercial whaling and the slaughter of baby seals, halting the dumping of toxic wastes, and creating a nuclear-free world.



Do Learning Activity 3.4 and Assignment 3.2

GLOBAL RESPONSIBILITIES

The Canadian Government's Perspective

In Module 2, you learned about your responsibilities as a citizen of Canada and as a citizen of the world. What responsibilities does a democratic, wealthy, pluralistic country like Canada have in the global village? The Canadian Department of Foreign Affairs released this statement about Canada's responsibilities to the world:

"Our world is smaller and more crowded than ever before. While independent countries remain the basic building blocks of international society, they now share the landscape with a host of other actors. Globalization has connected people and places in ways that were previously unimaginable, and has blurred the lines around national economies. In the process, globalization has generated extraordinary levels of wealth. Yet many have been left behind and unexpected threats have emerged.

Economic, political, technological and demographic forces will increase, making the world of 2020 dramatically different from the world of today. Yet this changing context also represents a tremendous opportunity for Canada. As a rich and open economy, with a skilled and adaptable population, we are well placed to gain from these global transformations. But we can do more than benefit. We can also contribute. A series of positive developments, both at home and abroad, has come together to provide Canada with a unique chance to make a difference.

Effective multilateral governance is essential for Canadian security and prosperity. Multilateral action is in turn dependent on countries accepting their responsibility to both their citizens and to other countries. Our support for these three core priorities—prosperity, security and responsibility—reflects the fact that they are closely related and mutually reinforcing. Canada's future depends on our skill in pursuing all three together."

(end of statement)

Let's take a closer look at some of the statements in the above extract:

"Globalization has connected people and places in ways that were previously unimaginable...In the process, globalization has generated extraordinary levels of wealth. Yet many have been left behind and unexpected threats have emerged."

What does this mean?

Globalization has connected the world and has made many countries like Canada and the USA wealthy, but much of the world remains poor. What is Canada's global responsibility to the poor world?

"As a rich and open economy...we are well placed to gain from these global transformations. But we can do more than benefit. We can also contribute. A series of positive developments, both at home and abroad, has come together to provide Canada with a unique chance to make a difference."

As the world comes closer together because of globalization, Canada will benefit economically. We have the opportunity to help poor countries meet their needs as well. What is Canada's global responsibility in helping the developing world grow economically?

"Effective multilateral governance is essential for Canadian security and prosperity."

What does this mean?

Multilateral governance is a term describing the relationship between different national governments of the world. We must play a part in the role of world governance to protect our own safety and wealth at home. What is Canada's global responsibility in maintaining relationships with other countries?

According to Canada's Department of Foreign Affairs, our country has three responsibilities to the world as a whole:

We have a responsibility to help maintain peace and security in the world. Areas of international importance include the following:

- Failed or Failing States:
 - Countries like Somalia, Afghanistan, Haiti, and Sudan have trapped millions of vulnerable civilians in a cycle of misery, poverty, and violence by failing to keep political authority, by lacking security and other basic services, and by failing to protect essential human rights.
- Terrorism
- Weapons of Mass Destruction (WMD)
- Transnational Crime
- Landmines
- Non-proliferation and Disarmament
- Regional Flashpoints:
 - Areas of the world where conflicts may turn into full-scale wars (e.g., China/Taiwan, North Korea/South Korea, India/Pakistan and the Middle East)

Defense

Diplomacy refers to Canada's relations with other countries. The Canadian government has stated it will focus on the following four key areas:

- Revitalizing our relationship with the United States and seeking greater ties with Mexico
- Helping to build a more secure world—in particular, providing counter-terrorism, suppressing organized crime, reducing the spread of WMD, and improving human security
- Emphasizing global responsibilities, including the environment and health
- Building international relationships beyond North America (USA and Mexico)

Diplomacy

Canada's development cooperation policy and programs will help to do the following:

- Advance Canadian values of global citizenship, equity, and environmental sustainability
- Focus on reducing poverty in countries throughout the world
- Organize Canadian citizens to participate in reducing global poverty

Development



Do Learning Activity 3.5

Canada's Role in International Organizations

There are many reasons for groups of nations to cooperate with one another and there is evidence that as the world becomes more of a global village, this interdependence will increase. Canada plays a role in many international organizations. International organizations (sometimes called global or transnational organizations) are groups of countries working together for a common goal.

There are two main types of international organizations:

- **International Intergovernmental Organizations**

This is a group of independent countries working toward a common goal (e.g., United Nations, Commonwealth, *la Francophonie*).

The organization usually begins by way of a treaty and may enter into agreements among its members or with outside countries.

- **Non-governmental organizations (NGOs)**

These are private organizations set up by citizens and not governments (e.g., Amnesty International, Greenpeace, Doctors without Borders [*Médecins Sans Frontières*]).

Let's take a brief look at these organizations and Canada's role within them.

United Nations

The United Nations, or UN, is an international intergovernmental organization established in 1945. Almost all countries in the world are members. UN membership "is open to all peace-loving States that accept the obligations contained in the United Nations Charter and, in the judgment of the organization, are able to carry out these obligations." The membership of nations is referred to as the General Assembly. In order to admit a nation into the General Assembly, a recommendation must be given by the Security Council. As of 2013, there were 193 United Nations members. The organization's headquarters are in New York City.

Canada's Role

Canada was one of the founding members of the UN and has been an active and committed participant in the United Nations since its beginning. Individual Canadians have played very important roles within the United Nations, and many of the organization's great accomplishments have had a Canadian contribution.

- John Humphrey was a Canadian scholar and human rights activist who authored the first draft of the Universal Declaration of Human Rights.
- Lester B. Pearson, the 14th Prime Minister of Canada, played an instrumental role in the establishment of the United Nations peacekeeping force. He was awarded the Nobel Peace Prize in 1957 for spearheading efforts to resolve the Suez Crisis of 1956.

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eventually led him to be the under-secretary general of the United Nations. In 1972 and 1991, he was the chair of the United Nations Conference on the Human Environment (in Stockholm) and the United Nations Conference on Environment and Development (in Rio de Janeiro) respectively. He also served as founding Executive Director of the United Nations Environment Program.

- In 1998, Louise Fréchette, a Canadian diplomat and civil servant, was appointed the first ever UN Deputy Secretary-General. The post was created to assist the UN Secretary-General in managing general UN operations, as well as various programs and activities.
- On July 1, 2004, Madame Justice Louise Arbour (a former justice of the Supreme Court of Canada) became High Commissioner for Human Rights.
- Stephen Lewis, a former Canadian politician and diplomat, completed a five-year term (2001-2006) as the UN envoy for HIV/AIDS in Africa.

Commonwealth of Nations

The Commonwealth consists of 54 independent sovereign states, which have joined this association on a voluntary basis. The members of the Commonwealth are connected and share links in the areas of trade, finance, law, culture, sports, health, democratic governance, and education. The most prominent state is Britain, joined by its former colonies. The British monarch is the head of state for a few of the countries involved, but not all. The majority of the Commonwealth countries are republics, but there are also others that recognize their own indigenous (Native) monarchies as the heads of the state. However, all members recognize Queen Elizabeth II (the British monarch) as the head of the Commonwealth.

Canada's Role

Canada was a founding member of the Commonwealth in 1931. Canada is one of the Commonwealth's strongest supporters and promoters. Canada has played leading roles in several of the Commonwealth's initiatives, including the following:

- The effort to peacefully dismantle apartheid (a political system in South Africa from 1948 to the early 1990s that racially separated the different peoples living there and gave particular privileges to those of European origin). Canada acted as chair of the Commonwealth Committee of Foreign Ministers on Southern Africa, which was established at the 1987 Commonwealth Heads of Government Meeting in Vancouver. This committee helped coordinate the actions of Commonwealth countries to encourage South Africa's peaceful transition to a democratic government.
- Canada was a member of the Commonwealth Ministerial Action Group (CMAG) for seven years until March 2002. CMAG's initiatives revolved around democratic reform in the countries of Nigeria, Pakistan, and Sierra Leone.
- Every year, Canada contributes nearly \$30 million to institutions and programs that are under the jurisdiction of the Commonwealth. These programs are generally aimed towards development in poorer countries.
- Canada also contributes to several educational initiatives as part of the Commonwealth.

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The Commonwealth headquarters are based in London, England. Many Canadians are employed in senior level positions with the organization and have greatly contributed to research studies and action plans regarding political and economic developments. Commonwealth meetings and conferences are often hosted in Canada and involve a variety of participants. Canadian members of parliament (MPs), members of non-governmental organizations, and regular Canadian citizens are all able to become (and have been) involved in Commonwealth programs.

La Francophonie

La Francophonie is an international organization that was founded in 1970. It consists of countries whose national official language, or minor official language, is French. There are 56 member states. Additionally, countries such as Belgium, Lithuania, Poland, the Czech Republic, Slovakia, and Slovenia are invited to summit meetings, but only as observers and not as participants. The issue that *la Francophonie* is most concerned with is preserving the French language and each nation's cultural diversity. This aim is especially important to consider in an increasingly globalized and interconnected world because it emphasizes individual identities. The organization's involvement in the fields of culture, science, economy, justice, and peace has resulted in increased awareness of such issues, especially through open forum discussions.

Canada's Role

Canada's two official languages are English and French. The French language is an important part of Canada's history, traditions, and culture. For these reasons, Canada was one of the first countries to promote the institutions of *la Francophonie* in the international arena and has taken a leadership position in the organization. As an active member of *la Francophonie*, the Canadian government is better able to represent its citizens internationally concerning matters of culture, politics, economics, and technology. As well, it is an important platform to establish positive international relations between Canada and other French-speaking countries. As a member of *la Francophonie*, Canada has the capacity to establish and develop programs and policies that will strengthen the international francophone community in a uniquely Canadian way.

The members of *la Francophonie* meet every two years at the *Summit of la Francophonie* conference. Canada has hosted three summits: Quebec City (1987), Moncton (1999), and Quebec City again (2008). The 2008 summit was especially significant since it was held on the 400th anniversary of the founding of Quebec City.

Amnesty International

Amnesty International was founded in 1961 by a British lawyer and grew to 70,000 members in 65 countries during its first 10 years. By 1981, Amnesty International had more than 300,000 members in about 100 countries. Today, there are almost two million Amnesty International members around the world.

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This is an international, non-governmental organization with the goal of promoting the human rights outlined in the Universal Declaration of Human Rights and other international standards.

In particular, Amnesty International campaigns to

- free all people who have been imprisoned on account of non-violent expressions of their race, religion, or political views (prisoners of conscience)
- ensure fair and prompt trials for political prisoners
- abolish the death penalty
- discontinue the use of torture and other cruel punishments towards prisoners
- prevent the kidnapping and murder of important figures for political gain
- enforce condemnation of all human rights abuses committed by governments or by other groups

Canada's Role

Amnesty Canada members work on a variety of human rights concerns in Canada. The primary concerns for Amnesty Canada is to protect the rights of refugees and Indigenous peoples and to ensure that Canadian corporations operating abroad are doing everything in their power to protect the rights and freedoms of their employees. The organization also puts pressure on the Canadian government to consider human rights in all aspects of its foreign policy plan. Between 1986 and 1987, Amnesty Canada members successfully campaigned to prevent the return of the death penalty in Canada.

Greenpeace

Founded in Vancouver, BC in 1971, Greenpeace is an independent organization that seeks to expose environmental mismanagement and exploitation by governments and corporations using non-violent methods. The organization campaigns to fundamentally alter the traditional attitudes and beliefs held about the environment in order to promote a healthy and peaceful world. Its mission is to preserve and protect the natural environment through the championing of responsible and just environmental solutions.

Canada's Role

Greenpeace was founded in Canada by a small group of activists (led by Bob Hunter, a man from Winnipeg) who were protesting against nuclear testing that was being done off the coast of Alaska by the American government. Greenpeace is currently operating in 40 countries worldwide and boasts over 90,000 supporters in Canada. Individual supporters are vital to Greenpeace because the organization does not accept funding or donations from the government or private corporations. This policy is to ensure that the Greenpeace objectives can remain non-biased and are not influenced in any way by a third party. Greenpeace Canada, in accordance with Greenpeace International, presents a strong voice at international environmental conferences. The following objectives are listed on Greenpeace Canada's website:

- **Creating an energy revolution to address the number one threat facing our planet: climate change.**
- **Protecting the world's ancient forests and the animals, plants and people that depend on them.**
- **Defending our oceans by challenging wasteful and destructive fishing, and creating a global network of marine reserves.**
- **Campaigning for sustainable agriculture by rejecting genetically engineered organisms, protecting biodiversity and encouraging socially responsible farming.**
- **Creating a toxic-free future with safer alternatives to hazardous chemicals in today's products and manufacturing.**

Doctors without Borders (MSF)

Doctors without Borders (*Médecins Sans Frontières*) is a non-profit, private organization that was established in 1971 by a small group of doctors from France. The organization was founded in the belief that all people have the right to high-quality medical care, regardless of race, religion, political affiliation, or nationality. MSF provides medical care in case of emergency, such as natural or human-made disasters, and for the treatment of endemic diseases. It is active in more than 80 countries, particularly in poor Third World nations and states in war. MSF consists of both volunteer and permanently employed health-care staff and is funded by contributions from the general public, non-profit organizations, corporations, and governments.

Canada's Role

The Canadian branch of MSF was founded in 1991. Since that time, over 700 Canadians have volunteered with MSF in over 40 countries including Afghanistan, Angola, Bosnia, Cambodia, Colombia, Liberia, Rwanda, Sri Lanka, and Sudan. These field operations respond to public health emergencies caused by armed conflict, epidemics, food insecurity, and environmental crises.



Do Learning Activity 3.6

LESSON 6: CANADA'S MILITARY AND AFGHANISTAN

Afghanistan

Afghanistan is a country surrounded by land with a population of about 30 million people. It neighbours Pakistan and Iran. The country's unique geography of mountains, plains, rivers, and deserts creates an interesting climate—it can be very hot or very cold. Afghanistan often experiences earthquakes as well as floods. In the 1960s, Canada started providing Afghanistan with \$10-20 million a year for natural disaster relief and humanitarian aid.

The 1970s was an important decade in global history. The Cold War (1947-1991) was ongoing between the Soviet Union (modern-day Russia) and the United States of America. The battle between communism and democracy was central to this conflict. Afghanistan faced its own political struggle in the late 1970s, which resulted in its government being overthrown by a communist party.



Note:

The Cold War began after the Second World War ended. The United States and the Soviet Union had been allies during the WWII, but quickly became suspicious of each other. The United States believed that the Soviet Union wanted to spread communism and disorder throughout the world, and the Soviet Union believed that the United States was trying to achieve complete world domination. It is called the Cold War because no physical fighting actually took place between the two superpowers, although fighting did happen in other countries (like Afghanistan).



Note:

Communism is a social and political theory that is based on the idea of doing away with class, money, and national borders. Simply put, everybody shares everything, including farms and factories. In the most extreme form of communism, everyone would be economically and socially equal to each other.

The ruling communist party in Afghanistan did not have much public support, so it turned to the Soviet Union for military assistance. In 1979, the Soviet Union invaded Afghanistan to support the unpopular Afghan government against the growing anti-communist and Islamic fundamentalist movement. The anti-Communist group was called the Mujahedeen forces. The United States, Saudi Arabia, and Pakistan trained and supplied the Mujahedeen forces.



Note:

Mujahadeen is a military force of Muslim guerilla warriors engaged in a jihad (holy war). Some call the mujahadeen international warriors but others refer to them as terrorists.

After 10 years of hard and bloody fighting, the Mujahedeen forces successfully forced the Soviet Union out of Afghanistan. The Soviet defeat in Afghanistan contributed to its defeat in the Cold War, and more generally to the fall of the Soviet Union.

The ongoing conflict displaced thousands of people and destroyed the country's infrastructure (things needed to run a country: structures such as politics, services such as health care, and facilities like schools). Amidst all of the chaos, it was the perfect atmosphere for al-Qaeda to establish its operations base. Al-Qaeda is an Islamic militant group that was led by Osama bin Laden.

Once Afghanistan was free from the Soviet invasion, the different groups that made up the Mujahedeen forces (Islamic resistance) began to fight amongst themselves. One of these groups was the Taliban, which proved to be the most powerful. In 1996, the Taliban seized control of Kabul, the capital city.

The Taliban was a very traditional religious and political group. Many view their beliefs as old-fashioned and extremely unfair. They did not have a positive impact on the Afghan people. They created strict rules for the population, such as banning television and music, and stopped women from attending school, working outside of the home, or even walking outdoors without being accompanied by a male.

Because of these harsh rules, the Taliban was only recognized by a few countries worldwide. The Taliban allowed Afghanistan to be a safe haven for Osama bin Laden and al-Qaeda operations.

In 2001, al-Qaeda organized and carried out a series of terrorist attacks against the United States. At this point, there are many important considerations and distinctions that can be made:

- The Muslim-Arab world has a history of European and American colonialism and the general population did not experience economic wealth after the Second World War
- Tension between the Western (North American and European) countries and the Arab-Muslim countries was very high because of the Israel-Palestine conflict
- Al-Qaeda felt the US was wrong to interfere with Middle Eastern affairs
- The Taliban acted as the government and enforced laws but were not elected by the Afghan people
- Al-Qaeda was recognized internationally as a terrorist organization
- The United States government (congress) passed a law that would allow the President (George W. Bush) to invade Afghanistan

Ultimately, the deadly attacks on the World Trade Center in New York and the Pentagon in Washington (known as the 9-11 attacks) were the reason for the United States declaring war against the Taliban. The North Atlantic Treaty Organization (NATO) allowed member nations to join the conflict for the purpose of defence.

Within a month of the invasion of Afghanistan by the U.S. and NATO troops, the Taliban and al-Qaeda were successfully driven out. Many of the leaders survived and it was not until 2011 that Osama bin Laden was killed by a United States special forces unit.

The events of September 11th, 2001, and the subsequent war in Afghanistan have had a deep and long-lasting impact not only on Americans, but on the entire world.

Take a moment to consider how the war has changed, or contributed to, our ideas of

- national security and defence
- global alliances
- peacekeeping
- human rights (particularly religious freedom)
- democracy and government

One consequence of the war in Afghanistan was the decision by the United States to wage the War on Terror against Iraq. Think about our vocabulary for modern-day warfare: terrorism, militant groups, and weapons of mass destruction. These have become common terms in the 21st century.

Canada and the War in Afghanistan

The relationship between Canada and Afghanistan was completely altered after the events of September 11, 2001 (9-11). Despite the many years of humanitarian assistance and friendly relations, Afghanistan became engaged in a war with the United States, Canada's most important international ally.

The decision to go to war is always a difficult choice for any country. This decision for Canada was especially controversial and Canadian politicians, diplomats, and the general public were involved in many debates and discussions concerning Canadian involvement. The following chart summarizes some of the main arguments for and against entering into the war:

Canada should be involved	Canada should not be involved
<ol style="list-style-type: none"> 1. Canada should support its closest military ally, the United States 2. Canada has a commitment to NATO, which decided to intervene as a measure of defence 3. The Afghan people and the military needed outside support to overthrow the Taliban 	<ol style="list-style-type: none"> 1. Canada's reputation as a peacekeeping nation would be questioned 2. The war had no clear objectives or measures of success 3. The war would require a huge commitment of resources and personnel

The United Nations Security Council decided to support the mission's aim of rooting out terrorism in Afghanistan. The first round of attacks on Kabul took place shortly after 9-11 and was carried out by the American and British air forces.

On October 8, 2001, nearly a month following the attacks on the World Trade Center, Canada announced that it would contribute air, sea, and land forces to Operation Enduring Freedom.



Note:

Operation Enduring Freedom (OEF) is the US-led military response in Afghanistan as a result of the terrorist bombings of September 11, 2001.

The goal of the war from the NATO perspective was to demolish Taliban training camps, displace or kill leaders of the militant group, and effectively halt all terrorist activity. It is hard to say whether or not the impact of the war on Afghani civilians was seriously taken into consideration.

Here is a timeline of Canadian military involvement in Afghanistan:

- 2001**
 - A series of suicide attacks by the terrorist group al-Qaeda take place in the United States.
 - United Nations Security Council (UNSC) adopts Resolution 1368, supporting efforts to root out terrorism in Afghanistan.
 - The United States and the United Kingdom launch Operation Enduring Freedom to dismantle the al-Qaeda terrorist network in Afghanistan and to remove the Taliban regime from power.
 - Canada announces that it will contribute air, land, and sea forces to Operation Enduring Freedom.

- 2002**
 - Canada re-establishes diplomatic relations with Afghanistan.
 - Canadian troops deploy to Afghanistan as part of US-led Operation Enduring Freedom.

- 2003**
 - Canada opens its embassy in Kabul.

- 2004**
 - Canada commits \$250 million in aid to Afghanistan, and \$5 million to support the 2004 Afghan presidential election.

- 2005**
 - Canada assumes leadership of the Kandahar Provincial Reconstruction Team (KPRT) and command of a challenging military mission: securing with just 2,500 soldiers a large rural province (Kandahar) that is the size of Nova Scotia.

- 2006**
 - London Conference approves the Afghanistan Compact, which establishes the framework for international cooperation with Afghanistan for a five-year period.

- 2007**
 - Prime Minister Harper directs \$200 million in additional reconstruction and development funds in support of Canada's efforts in Afghanistan.
 - The Government of Canada commissions an Independent Panel to examine Canada's mission in Afghanistan and to make recommendations on the future of Canada's role within Afghanistan.

- 2008**
 - The Independent Panel issues its report, recommending more focused priorities, clear benchmarks, more frequent communications to Canadians regarding Canada's engagement in Afghanistan, and integrated planning.
 - Parliament votes to extend the combat mission in Kandahar to 2011.
 - Canada sets the future course for its engagement in Afghanistan until 2011, establishing six priorities and three signature projects for Afghanistan, and shifts 50% of its programming to Kandahar.

- 2009**
 - Canada introduces the Afghanistan Challenge, a fundraising initiative that supports the development projects of Canadian organizations and raises awareness about projects that benefit the lives of Afghans.
 - As part of its commitment to better inform Canadians of Canada's role in Afghanistan, Canada launches its cross-Canada tour of the Afghanistan360 multimedia exhibit.

- 2010**
 - Government announces Canada's new role for 2011-2014.

- 2011**
 - Afghanistan announces that Afghan forces will begin assuming responsibility for security in seven areas in Afghanistan.
 - Canada ends its combat mission in Kandahar province.
 - Canada begins a new engagement based out of Kabul.
 - The last rotation of troops returns to Canada from Kandahar after completing the close-out of military operations in Kandahar province.

- 2012**
 - Prime Minister Stephen Harper issues a statement and confirms that Canada's military mission in Afghanistan will come to a firm and final end once the training mission concludes on March 31, 2014.

As of March 18, 2013, Canada has lost 158 Canadian Forces personnel to the war.

Post-traumatic stress disorder, commonly referred to as PTSD, is a condition that affects a participant, a victim, or a witness of a traumatic event or tragedy.

PTSD can alter a person's personality, can affect his or her personal health, and change the individual's outlook on life. This condition is triggered by severely frightening or violent situations, such as war.

War veterans are among the most likely people to develop symptoms of PTSD, which include the following:

- Introversion (keeping to oneself)
- Joylessness
- Trouble sleeping
- Intrusion (inescapable haunting memories)
- Avoidance (avoiding anything that might trigger an unpleasant memory)
- Hyperarousal (jumpy, unable to focus, irritable, perhaps violent)
- Depression
- Physical illness

All of these symptoms interfere with a person's life in a negative way. Fortunately, awareness surrounding PTSD has increased. Soldiers returning from war have been able to access more resources to help them return to living a happy, normal life. Cognitive behavioural therapy is the most effective treatment of PTSD. This is a psychological treatment that helps the individual overcome personal struggles caused by PTSD. Medication is another treatment option as well.

It is important to remember the sacrifices that these men and women have made for our country, and to offer them all of the support they need once they return home.

Canadian Duties

How does Canada's military presence in Canada and around the world reflect our duties to the global community? In Lesson 5, you learned that the Canadian government defined these duties as

- maintaining world peace and security
- building co-operative relationships with other countries
- improving the living conditions of all people

In 2005, Governor General Adrienne Clarkson and her husband John Ralston Saul spent New Year's Eve in Afghanistan with Canadian troops. The Governor General used her annual New Year's message to pay tribute to the work of Canadian soldiers, past and present.

Clarkson spoke about the previous year, 2004, which was the 60th anniversary of the D-Day invasion and the 1943-45 Italian campaign during the Second World War. She noted that the sacrifices of soldiers made Canada "the diverse, dynamic and fundamentally decent country we are today."



Do Learning Activity 3.7 and Assignment 3.3

How We Commemorate

How do we commemorate the Canadian men and women who have served their country in both military and peacekeeping roles over the past several decades? First, let's look at the word *commemoration*. The *Canadian Oxford Dictionary* defines *commemorate* as a verb, to "preserve in memory by some celebration." Some other words that have a similar meaning include the following:

- Memorial
- Tribute
- Honour
- Celebration
- Remembrance

In Canada, our most common way to commemorate our military and peacekeeping efforts is through Remembrance Day, November 11. Here are some facts about Remembrance Day, as cited on the Veterans Affairs Canada website:

- Remembrance Day commemorates Canadians who died in the First and Second World Wars and the Korean War. It takes place on November 11 every year.
- The first Remembrance Day was conducted in 1919 throughout the Commonwealth. Originally called Armistice Day, it commemorated the end of the First World War on Monday, November 11, 1918, at 11 a.m.: the eleventh hour of the eleventh day of the eleventh month.
- From 1923 to 1931, Armistice Day was held on the Monday of the week in which November 11 fell. Thanksgiving was also celebrated on this day.
- In 1931, M.P. Allan Neill introduced a bill to hold Armistice Day on a fixed day: November 11. During the bill's introduction, it was decided the word *Remembrance* would be used instead of *Armistice*. The bill passed and Remembrance Day was conducted on November 11, 1931. Thanksgiving Day was moved to October 12 that year.
- The flower of the poppy plant is the symbol of Remembrance Day. Replica poppies are sold by the Royal Canadian Legion to raise money for veterans.

How do we commemorate? In the most basic way, we pause to honour and remember our veterans and what they sacrificed on our behalf. We say "thank you" to them and to the brave men and women who continue to fight for freedom and peace at home and around the world.

What else do we do? How do we say "thank you"?

On November 11th, we wear poppies

Poppies are worn as the symbol of remembrance, a reminder of the blood-red flower that still grows on the former battlefields of France and Belgium. During the terrible bloodshed of the second Battle of Ypres in the spring of 1915, Lieutenant Colonel John McCrae, a doctor serving with the Royal Canadian Army Medical Corps, wrote of these flowers that lived on among the graves of dead soldiers:

*In Flanders Fields the poppies blow
Between the crosses, row on row,
That mark our place; and in the sky
The larks, still bravely singing, fly
Scarce heard amid the guns below.*

John McCrae

(Reprinted from <www.veterans.gc.ca/eng/history/other/remember/how>.)

Laying of Wreaths

It is a tradition to lay flowers on graves and memorials in memory of the dead. Wreaths have been associated with Veterans Day, and the poppy is very popular in wreaths used on Remembrance Day.

Flag at Half-Mast

Lowering a flag to half-mast is a sign of honour and respect. It is believed that this tradition began when ships would lower their sails to honour important people.

National War Memorials

There are memorials to commemorate the service of Canadian troops in Canada and overseas. The National War Memorial in Ottawa was originally designed to recognize those who served in the First World War. It has since been rededicated to symbolize the sacrifice made by Canadians in the Second World War, in Korea, and in subsequent peacekeeping missions. The National War Memorial symbolizes the unstinting and courageous way in which Canadians give their service when values they believe in are threatened. Advancing together through a large archway are figures representing the hundreds of thousands of Canadians who have answered the call to serve; at the top of the arch are two figures, emblems of peace and freedom. (Reprinted from <www.veterans.gc.ca/eng/remembrance/history/other/remember/how>)

Two Minutes of Silence

The two minutes of silence provide a significant way of remembering wartime while thinking of peace. Two minutes is certainly not enough time for thought and reflection. As we pause and bow our heads, we remember those brave men and women who courageously volunteered for the cause of freedom and peace.

The "Last Post" and "Reveille" are traditional military bugle calls to signal the start (Reveille) and end (The Last Post) of the day. The "Last Post" is used in memorial services as a final farewell.

2005: Year of the Veteran

The Canadian government declared the year 2005 as the "Year of the Veteran." Throughout the year, Canadians honoured and remembered the many contributions and sacrifices of our veterans.

The Importance of Remembering

Why is it important to hold a memorial for people we have never known, or to reflect on wars that took place long ago and far away? In May 2000, at a ceremony held at the Canadian War Memorial in Ottawa, Governor General Adrienne Clarkson summed up the importance of remembering. Here is an extract from her eulogy:

The veterans who are with us today know what it is like to see a friend die in their youth. They understand the horrors of war. This is why the Unknown Soldier is a symbol of all sacrifice, of every soldier in all our wars. This is why we must remember. Lest we forget the reason why we live in peace and democracy. It's our duty to remember, even after the last veteran is gone. This Unknown Soldier was not able to live out his allotted span of life to contribute to his country. But in giving himself totally through duty, commitment, love and honour he has become part of us forever. As we are part of him.



Note:

The tomb of the Unknown Soldier is an unidentified soldier whose body is honoured as a memorial. In the First World War, huge numbers of soldiers died without their remains being identified. Nations began having a symbolic "Tomb of the Unknown Soldier" that represented those unidentified soldiers.

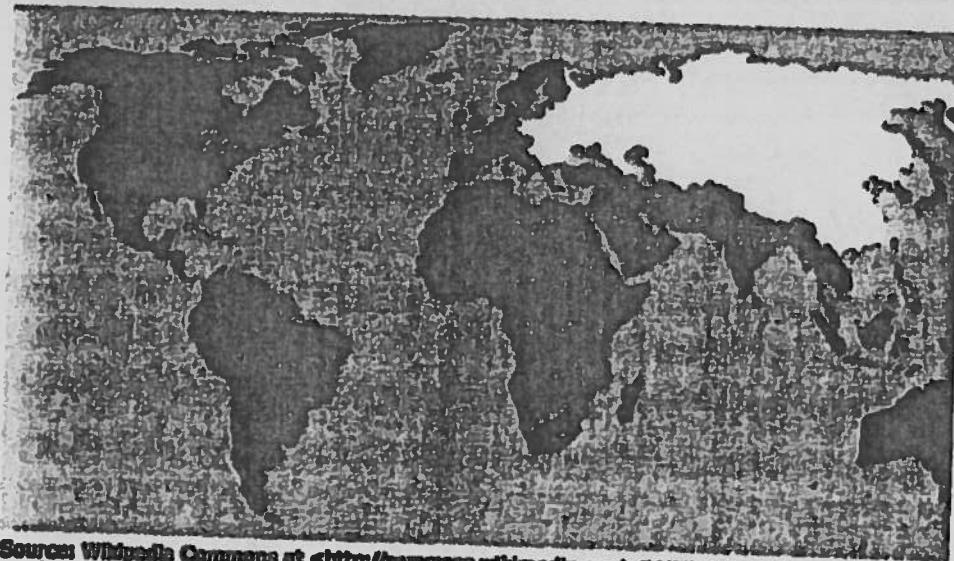


Do Learning Activity 3.8

Categorizing the World's Countries

Categorizing the countries of the world into groups is not an easy task. No two countries on Earth are alike politically, economically, socially, or geographically. In the past, countries were categorized into First, Second, and Third World countries.

First World	<ul style="list-style-type: none"> ■ Well developed economies ■ Educated population ■ Democratic government 	<ul style="list-style-type: none"> ■ Western Europe ■ Canada ■ Japan ■ Australia ■ United States
Second World	<ul style="list-style-type: none"> ■ Relatively wealthy ■ Mostly educated population ■ Communist government 	<ul style="list-style-type: none"> ■ Eastern Europe ■ Russia ■ China ■ Cuba ■ North Korea
Third World	<ul style="list-style-type: none"> ■ Economically poor ■ Suffering from debt 	<ul style="list-style-type: none"> ■ Most of Asia, Africa, and Latin America



Source: Wikipedia Commons at <http://commons.wikimedia.org/wiki/File:World_map_worlds_first_second_third.gif>

The map above depicts the three categories, where black areas are First World, the white areas are the Second World, and the grey areas are Third World. Second and Third World countries are no longer accepted terms. Today, it is more appropriate to use *developing* and *developed* or *industrialized* and *unindustrialized*.

Instead of First World, people use the terms *developed country* or *industrialized country*. A developed country is a nation that enjoys a relatively high standard of living through the use of technology and by encouraging a diversified economy. Most countries with a high per-capita gross domestic product (GDP) are considered to be developed countries.

Which of the world's countries are considered developed/industrialized? According to organizations like the World Bank, the list includes the following:

- Austria
- Italy
- Iceland
- Canada
- Belgium
- Luxembourg
- Liechtenstein
- Israel
- Denmark
- Netherlands
- Monaco
- Japan
- Finland
- Portugal
- Norway
- New Zealand
- France
- Spain
- San Marino
- United States
- Germany
- Sweden
- Switzerland
- Greece
- Britain
- Vatican City
- Ireland
- Andorra
- Australia

Instead of *Third World*, people use the terms *developing country* or *unindustrialized country*. Developing countries have a low standard of living and little industrialization in relation to their populations. These countries usually have low levels of economic development, as well as low levels of social development (education, health care, life expectancy etc.)



Note:
 The World Bank Group is an international organization with two aims: 1) to end extreme poverty, and 2) to boost shared prosperity. There are five institutions that make up the World Bank. Each institution has a different mandate. The main area of focus for the World Bank is development in poor countries.



Note:
GDP or **Gross Domestic Product** is the total dollar value of all final goods and services produced by a country in a year. When you divide this dollar amount by the country's population, you get the *per capita* GDP. This tells you how much money each person would receive if the country's "profits" were distributed equally among its citizens: the higher the dollar amount, the wealthier the country. In 2004, Canada's GDP per capita (person) was \$31,500.

In 2012, Canada's GDP per capita (person) was \$52,219. This number is well above the national poverty line in Canada, which in 2009 was \$18,421 for one person. When we compare this number to an African country like Chad, in which the GDP per capita was \$885 (2012), it becomes even more obvious that we live in an industrialized and developed country.

Can you think of a good reason why this disparity (gap between the rich and poor) should be so high?

Canada as an Industrialized Nation

What makes Canada an industrialized/developed country? Well, you read above that an industrialized country is one that has a high GDP as well as high standard of living and a diversified (varied), strong economy. What are some other indicators of an industrialized nation? An industrialized country is one that

- enjoys a relatively high standard of living
- has a high per-capita GDP
- has an economy based on industries like manufacturing, trade, and services
- has a high Human Development Index

While Canada ranks in the top 10 on the UN's Human Development Index, this high quality of life is not shared with Indigenous people in Canada. "Registered Indians living on reserves are ranked approximately 68th, somewhere between Bosnia and Venezuela, while off-reserve Indians are ranked 36th." (Fogden)



Note:

Standard of living is the level of material comfort as measured by the goods, services, and luxuries available to an individual, group, or nation.

The UN Human Development Index (HDI) measures poverty, literacy, education, life expectancy, and other social factors. It is a standard means of measuring well-being, especially child welfare.

Most people agree that in order for a country to become industrialized, it must possess the following four qualities:

1. An educated/literate and healthy population to be workers and consumers
2. A network of transportation routes (like highways, harbours, and airports) to ship goods to and from factories
3. Money (either from people who live in the country or outside investors) to build industries
4. A government that is stable, does not fall into corruption, and that seeks to better the country's economy by passing laws that favour industrial growth

Let's look at Canada's level of industrial development. To do so, we will compare Canada to an unindustrialized country, the nation of Somalia. Somalia is a country found in Eastern Africa, bordering the Gulf of Aden and the Indian Ocean, east of the country of Ethiopia.



Note:

Statistics are for 2010 unless otherwise stated

	Canada	Somalia
Population	34,568,211	10,251,568
Life Expectancy	81.57 years	51.19 years
Government Type	Confederation with parliamentary democracy	In the process of building a federated parliamentary republic
Infant Mortality	4.78 deaths/1000 births	107.42 deaths/1000 births
Adult Literacy (over age 15)	99% can read and write	37.8% can read and write
Major Infectious Diseases	none	Degree of risks very high Examples: bacterial and protozoal diarrhoea, hepatitis A, typhoid fever, malaria, dengue fever, and rabies are high risks in some locations
GDP Per Capita	US \$43,400	US\$600 (2010)
GDP By Sector	Agriculture: 1.7% (2012) Industry: 28.5% (2012) Services: 69.8% (2012)	Agriculture: 59.3% Industry: 7.2% Services: 33.5% (2012 est.)
Industries	Transportation equipment, chemicals, processed and unprocessed minerals, food products; wood and paper products; fish products, petroleum, and natural gas	A few light industries, including sugar refining, textiles, wireless communication
Highways	Total: 1,042,300 km Paved: 415,600 km (including 17,000 km of expressways) Unpaved: 626,700 km (2008)	Total: 22,100 km Paved: 2,608 km Unpaved: about 19,492 km (2000)
Labour Force	18.89 million	3.447 million (2007) (very few skilled labourers)
Airports with Paved Runways	Total: 522	Total: 7
Harbours/Ports	Fraser River Port, Montreal, Port Cartier, Quebec City, St. John's, Sept Isles, Vancouver, Halifax, Hamilton	Berbera, Kismaayo



Do Learning Activity 3.9

LESSON 9: OUR CONSUMER-BASED SOCIETY

Consumerism

The term *consumerism* refers to two ideas. First, it describes a business model: an economy benefits from increased consumption (that is, the buying and using up) of goods and services. One way for a business to ensure continued sales is to produce large quantities of low-priced goods. Second, consumerism refers to a personal belief: that buying and owning lots of possessions will lead to status and happiness.

Let's explore some of the problems of a consumer-based society:

"The average North American consumes five times more than a Mexican, ten times more than a Chinese person, and thirty times more than a person from India. We are the most voracious consumers in the world, a world that could die because of the way we North Americans live. Give it a rest. November 26th is Buy Nothing Day."

Adbusters Foundation (Advertisement, 1997)

"If every human being on this planet wanted to live as we do in Toronto, we'd need five more planets. So there is no way our lifestyle can be enjoyed by everybody on Earth, but everyone wants to be like us."

David Suzuki (December 21, 1999)

"The world is consuming goods and services at an unsustainable pace with serious consequences for the well-being of people and the planet."

Worldwatch Institute (*The State of the World 2004*)

The consumer class is defined as people who use televisions, telephones, and the Internet, and who adopt a culture of excess in their eating, transportation, and buying habits. More than a quarter of the world's population—around 1.7 billion—are now part of the consumer class, with the same lifestyles that were once limited to the rich nations of Europe, North America, and Japan. In China alone, 240 million people have joined the ranks of consumers.

According to *Worldwatch*, "Higher levels of obesity and personal debt, lack of leisure (free) time, and a degraded (declining in quality) environment are all signs that excessive consumption is diminishing the quality of life for many people." The Worldwatch Institute believes that governments, businesses, and citizens need to shift focus away from an "unrestrained" hoarding of goods in order to find ways to ensure a better life for all.



Note:

The Worldwatch Institute is an independent research organization that works for an environmentally sustainable and socially fair society, in which the needs of all people are met without threatening the health of the natural environment or the well-being of future generations. It publishes *The State of the World*, which is an annual report on world issues.

What are the negative issues associated with a consumer society? According to Worldwatch's report, they include the following:

- **Inequalities between the consumer class and non-consumers**
 - 12% of the world's population lives in North America and Western Europe and consumes 60% of Earth's resources.
 - North Americans spend an estimated \$35 billion per year on bottled water, yet 1.1 billion people around the world (1 person in 5) do not have safe drinking water.
 - In 2002, 1.12 billion households owned at least one television set, while almost 2.8 billion people on the planet struggle to survive on less than \$2 per day.
- **Health costs of uncontrolled consumption**
 - Smoking contributes to around 5 million deaths worldwide each year. Canada spends \$4.4 billion each year on health care for smoking-related illnesses (Alberta Health Services).
 - In Canada (as of 2013), an estimated 25.3% of adults are obese, which is a dramatic rise since 2003, when the rate was 22.3%. In 2005, obesity-related conditions accounted for more than \$4 billion in health care costs in Canada (Public Health Agency of Canada).



Note:

Being overweight means that a person weighs more than is healthy for her or his age and size. When a person is obese, he or she has an abnormally high, unhealthy amount of body fat that often leads to medical problems like heart problems, diabetes, and high blood pressure.

- **Environmental effects of consumerism**
 - Forests, wetlands, and other natural ecosystems are shrinking to make way for people and their homes, farms, businesses, and factories.
 - Despite the existence of alternative sources, more than 90% of paper still comes from trees—eating up about 1/5 of the world's total wood harvest.
 - An estimated 75% of global fish stocks are now fished beyond their sustainable limit and no longer have the ability to keep up with the number of fish that are being removed.

What Can We Do?

Many people and groups are working on creative solutions to help people maintain a good quality of life while, at the same time, reducing the negative aspects of consumption. *The State of the World 2004* report suggests a variety of solutions to the issues facing consumer-based societies such as our own:

- **Ecological tax reform**
 - 1 Governments can introduce laws that help reduce negative impacts on our natural resources. They can also place taxes on manufacturers who harm the environment.

- **Take-back laws**
 - Some European countries already have adopted these. These laws require companies to "take back" products such as electronics (which contain hazardous waste) at the end of their useful lives. Many countries also ban land-filling (garbage dumps) and incineration (burning) of hazardous products. Manitoba controls the disposal of many hazardous products including car batteries, paints, antifreeze, and pesticides.
- **Durability**
 - Industries can reduce their negative impact on the environment by finding ways to reduce the amount of raw materials that they need to create products and by producing products that are more durable and long-lasting.
- **Personal responsibility**
 - We can change our consumer habits. We can rethink everything from our use of energy and water to our consumption of food.

LESSON 10: GLOBALIZATION, TRANSNATIONAL CORPORATIONS, AND HUMAN RIGHTS

What is Globalization?

Globalization is the process of integrating and connecting people across the world. Globalization can take many forms, including the following:

- **Cultural Globalization**
 - 1 People have access to the art (books, films, and music), stories, entertainment, and news from other countries.
- **Legal Globalization**
 - 1 Countries join international organizations such as the United Nations to promote order and human rights.
- **Economic Globalization**
 - 1 Countries sign trade agreements, such as NAFTA, to allow for an easier transfer of goods across their borders.

Our advances in technology and communications have connected the world as never before. Similar to many other worldwide events, globalization has benefited some through the creation of new markets and new sources of wealth. At the same time, globalization has disadvantaged others and created conflict and injustice.

What are Transnational Corporations?

Transnational corporations are companies with headquarters in one country (usually an industrialized country) and numerous branches and production factories in other countries. Transnational corporations have been a driving force behind economic globalization, and have become very powerful and important on the world stage. As of the year 2000, the world's 60,000 transnational corporations controlled an estimated 70% of world trade.

In 2010, *Fortune Magazine* ranked the world's top-10 transnational corporations according to revenue:

Corporation	Revenue (in millions of US dollars)
Wal-Mart Stores	\$ 408,214
Royal Dutch Shell	\$ 285,129
Exxon Mobil	\$ 284,650
British Petroleum	\$ 246,138
Toyota Motor	\$ 204,106
Japan Post Holdings	\$ 202,196
Sinopec	\$ 187,518
State Grid	\$ 184,496
AXA	\$ 175,257
China National Petroleum	\$ 165,496

What are Human Rights?

You learned about human rights in Module 1. If you recall, human rights are certain natural, undeniable rights belonging to all humans, regardless of race, sex, nationality, sexual orientation, religion, or language. These basic rights are protected in the United Nations Universal Declaration of Human Rights (UDHR). This declaration guarantees such rights as

- life, liberty, and security
- freedom from slavery and torture
- recognition and equality before the law
- labour rights
- the right to an adequate standard of living

Although these rights are guaranteed by the UDHR, violations often go unpunished.

How have globalization and transnational corporations contributed to human rights violations?

Today's globally interconnected economy and the economic policy of free market expansion have given corporations from developed countries access to the huge labour forces in developing countries, usually with the support of those countries' governments. Developing countries generally have much lower wage rates than developed countries. Lower wages mean lower costs to produce goods for the transnational corporations that operate there. Unfortunately, workers in these countries often end up earning much less than they need for an adequate standard of living.



Note:

Free market expansion is an economy in which there is open trading of goods with prices determined by supply and demand. Internationally, there is a free movement of goods in and out of countries, and trade is not restricted by tariffs (trade taxes) or other trade barriers.

Other human rights abuses that have been committed by some transnational corporations include

- violations of labour rights in sweatshops
- employing child workers
- supporting corrupt military dictatorships in countries where they conduct business

What is Corporate Social Responsibility?

Corporate social responsibility is the commitment of corporations to respect and protect human rights, avoid doing business with corrupt governments, and to contribute to positive social change globally. Corporate social responsibility has been enshrined in the *UN Global Compact*. Signed by 1,100 corporations, the compact requires signatories to commit to 10 fair and equitable business principles, one of them being respect for human rights. The principles fall under the categories of human rights, labour, the environment, and anti-corruption. (see <www.unglobalcompact.org/AboutTheGC/TheTenPrinciples/index.html>.)

How has Canada encouraged socially responsible behaviour among Canadian corporations?

The Canadian government has supported increased corporate social responsibility in Canadian and international businesses. It is also committed to promoting greater awareness of corporate activity among Canadian citizens. In 2002, Canada was the main sponsor of the *Americas Conference on Corporate Social Responsibility (CSR Americas)*, which brought together businesses, the public, government officials, and investors to exchange views on the future of socially responsible business dealings.

How has globalization increased global citizenship?

Today, there is a global movement that promotes a more equal distribution of wealth, as well as a more global approach to human rights and social justice. Thanks to technological advancements in communications, such as television and the Internet, it is possible to see events as they happen on the other side of the world and to communicate with people in other countries who share the same concerns. These advancements are also the by-products of globalization, which has made the world a more interconnected and accessible place.

Along with advancements in communications, advancements in transportation have made it easier for journalists to investigate allegations against corporations and governments and to share their findings with the public within a very short period of time. The result is an increased clarity and access to information that was previously difficult to obtain. Responsible global citizens can then use this to inform themselves and campaign for the rights of those around the world.

LESSON 11: YOU, THE CONSUMER

The Origins of Products

What is the last item you bought? Was it a video game, a new pair of running shoes, or a new bike? Maybe it wasn't necessarily an item; perhaps it was a cup of coffee or a chocolate bar. Did it occur to you *where* the product was produced and *who* actually made the good? Most people do not consider these questions. Take a look at the tag on the shirt you're wearing. Where was it made? Who might have sewed it? How much was this person paid and under what conditions did she or he work?

People living in wealthy, industrialized countries like Canada buy most of the goods and services that they need. A hundred years ago, many Canadians still made most of the goods they needed--they farmed or hunted for their food, they sewed their own clothes, and they often built their own homes. As you learned earlier, we have become a consumer-based society and because of international trade we have become unaware and, perhaps even more so, unconcerned about where our goods are produced.

To recap, globalization (via international trade) has benefited some, through the creation of new markets for their goods, new sources of labour and new sources of wealth. At the same time, globalization has disadvantaged others by creating conflict and injustice.



Do Learning Activity 3.10

Being Aware of Your Consumer Choices

Running shoes are among some of the most popular style of shoe sold each year. When is the last time you bought a new pair of running shoes? How many running shoes do you think are sold in Canada each year? While that is almost impossible to statistically determine, here are a few facts about running shoes and their sales:



- The National Sporting Goods Association in the United States estimated that \$2.46 billion was spent in the U.S. alone on running/jogging shoes in 2011.
- The world's largest running shoe maker, Nike, earned more than \$20 billion in sales in 2011.
- The United States is the world's biggest running shoe market, accounting for 42% of the \$48 billion spent globally each year on running shoes. The United States is also the birthplace of hot trends in footwear.

But where are these shoes made and who makes them? Let's focus on the largest running shoe manufacturer in the world, Nike.

Nike and Oxfam

You may be familiar with Nike's famous "swoosh" logo or the slogan *Just Do It*. In the past, Nike has come under scrutiny about its manufacturing practices. Human rights groups such as Oxfam Australia have accused Nike of using sweatshops to produce their products.



Note:

A sweatshop is a facility where workers are paid low wages and work for long hours and under poor conditions. These workers are exploited for their labour.

Nike does not manufacture any of its gear in Canada or the USA. The company has factories in Asian countries like China, Vietnam, and Indonesia. In 2005, Nike released an overview report of its 700 factories worldwide. The report admitted to some of the following mental and physical abuse experienced by Nike factory workers:

- An average of 60 hours of work per week, with forced overtime
- Restricted access to the washroom and drinking water during working hours
- Physical, verbal, and in some cases sexual harassment and abuse
- Wages that are well below what is required for basic living expenses

North American consumers pay over \$100 for shoes that cost less than \$5 to make. The profit (money made per purchase) goes to the company, not to the foreign workers.

Nike's Response

In 2001, Nike admitted that it "blew it" by employing children in developing countries. The company also admitted that ending the practice might be difficult.

Nike's company chairman, Philip Knight, addressed the reports that stated that children as young as 10 years old were working in the factories in Pakistan and Cambodia. He insisted that Nike standards would never knowingly allow a child to be employed, but that accidents happen. Nike said that any child who was discovered to be working in the factory would be taken out, paid a wage, and sent to school until they are old enough to return.

Nike also presented its shareholders with its first "corporate responsibility report." The mere fact that Nike produced such a report was welcomed in some quarters, but its main critics, including labour groups such as Oxfam's NikeWatch, said they were not convinced.

According to Oxfam's website, it believes that the following five steps must be taken by Nike in order to reach a solution:

1. Pay workers a fair and decent living wage
2. Allow workers to form trade unions
3. Create a safe space and a confidential complaints process
4. Ban short-term contracts
5. Respect the rights of the worker

(Source: <www.commondreams.org/headlines01/1020-01.htm>)

Your Role in a Consumer Society

So where do you fit in this scenario? To begin with, you can be aware of the choices you make when you purchase goods and services in your daily life.

Educate Yourself

There are many Internet sites that deal with issues relating to the fair production of goods:

- **Clean Clothes Campaign:** Deals with fair trade in the clothing industry. Find it online at <www.cleanclothes.org>.
- **Make Trade Fair:** Examines international trade. Find it online at <www.maketradefair.com>.
- **Oxfam Australia:** Researches worker rights in developing countries. Find it online at <www.oxfam.org.au/explore/workers-rights>.

Raise Your Voice

Write a letter or send an email to companies asking them to explain how and where their products are manufactured. You can also sign petitions and support workers' campaigns.



Do Assignment 1.4