



INTERNATIONAL HUMANITIES CHALLENGE

Who Are We in a Changing World?

Does globalisation strengthen or threaten cultural identity?

Exploring ideas. Challenging thinking. Connecting the humanities.

What Makes a Culture?

Language



Music

Food

Clothing



Traditions

Film



Sport

**Beliefs &
Values**

If you could keep only THREE, which would matter most for preserving a culture?

Agree as a pair or group.

What If Your Language Disappeared?

Imagine nobody born after 2050 speaks your language.

What would actually be lost?

Welsh

A language that experienced major decline; followed by deliberate revival efforts.

Māori

A language that experienced major decline; followed by deliberate revival efforts.

Can a language come back?

Save the Language

Only 10% of young people now speak your language.

You may introduce THREE measures:

- Teach it in every school
- Create TV, music & social media
- Make it an official language
- Pay people to learn it
- Require bilingual public signs
- Fund cultural festivals
- Create apps & games

Which THREE?

Which would make young people WANT to use it?



Did It Work?

Welsh

Government support
Welsh-medium education
Television & media
Bilingual public life

Māori

Language nests
Education
Broadcasting
Greater public recognition

Can governments save a culture — or can only people save it?



Then There's K-Pop...

A culture doesn't only need protecting.

Sometimes it spreads.



K-pop



Film & TV



Food



**Beauty &
Fashion**



**Language
Learning**

How did something distinctly Korean become global?

Your Culture Goes Global

Your team will introduce ONE part of your culture to teenagers around the world.

Food • Music • Celebration • Game • Clothing • Story • Tradition • Something else

1. NAME IT

Give your cultural export a memorable name or slogan.

2. PITCH IT

Prepare a 20-second pitch.

3. SELL IT

Give ONE reason teenagers around the world would love it.

5 minutes. No research.



But What Happens When Culture Travels?

K-pop becomes less Korean when it is designed for global audiences.

Foreign versions of traditional food are still authentic.

Anyone should be allowed to wear clothing from another culture.

A language can absorb foreign words without losing its identity.

Choose ONE. Agree or disagree? Explain.



The Culture Museum — 2125

It is the year 2125. Your culture has changed enormously.

A museum has space for only THREE things that represent life in your culture TODAY.

①

Choose

②

Explain

③

Defend

Object • song • photo • food • clothing • tradition • building • digital object • anything else

What does each choice tell people about who you were?

Big Question Thinking

Does globalisation strengthen or threaten cultural identity?

STRENGTHENS

- Cultures can spread
- More people encounter them
- New audiences support them
- Cultures borrow and evolve

THREATENS

- Languages can disappear
- Global culture can dominate
- Traditions can be commercialised
- Distinctive identities can weaken

Which side is stronger?

Can BOTH happen at the same time?

One Last Question

Should cultures be preserved...

OR

should we accept that cultures naturally change?

What should NEVER be allowed to disappear?



Keep exploring! Use the online resources.



Find one culture, language or tradition that is changing.

Is the change a threat — or an opportunity?