

# Mapping Lab: Monsoon Asia

## MAKING A MENTAL MAP

1. Look at the outline map of Monsoon Asia on the next page. Then draw and label these features where you think they are located:
  - the equator
  - the other regions and bodies of water that lie to the north, south, east, and west • the missing islands of Sri Lanka, Taiwan, and Japan
  - the area(s) that have a tropical wet climate
  - the area(s) that have a dry (arid or semiarid) climate • the area(s) that have the greatest population
  - the area(s) that have the least population
2. Revise this mental map at the end of the Mapping Lab. Follow these steps to analyze your mental map:
  - Use one color to highlight or circle at least three details that were correct or fairly accurate.
  - Use another to highlight or circle at least three details that were inaccurate. Correct those items.
  - Use a third to add at least three new items.
  - At least one item should represent information about physical geography, and at least one should represent information about human geography.

# Monsoon Asia





## Physical Features

Mountains are the most commanding feature of Monsoon Asia's **landscape**. The rugged Himalayas form India's northern border. They include Mount Everest, the world's highest mountain. Like other mountain ranges, the Himalayas were formed when sections of Earth's **crust**, called plates, collided. The two plates that came together to create the Himalayas are still colliding. As a result, the mountains are getting higher. But mountain building is a slow process. Mount Everest grows about half an inch a year.

## South Asia

India makes up most of South Asia. Many people call India a subcontinent. Mountains and ocean separate India from the rest of Asia, so it is almost like a small continent.

Three important rivers begin in the Himalayas. They are the Indus, the Ganges, and the Brahmaputra. The Ganges and Brahmaputra meet to form one of the world's largest river **deltas**. Then, they empty into the Bay of Bengal.

The Ghats are another mountain range in India. The Eastern and Western Ghats run parallel to India's coasts. Between them lies the Deccan Plateau. The Deccan Plateau covers most of southern India's interior.



The Himalayas are the world's highest mountain chain.

## East Asia

East Asia's landscape is diverse. Mountains surround the Plateau of Tibet. The Huang He begins on this **plateau**. So does the Chang Jiang (Yangtze), the third longest river in the world. Both rivers run east across China before emptying into the Pacific.

North of the Tibetan Plateau lie the Taklamakan and Gobi deserts. The Gobi is one of the world's largest deserts. According to legend, an angry Mongolian chief created it. He turned the land to desert when Chinese warriors forced him to leave this area.

The hilly Korean Peninsula and the chain of islands that make up Japan are also part of East Asia. Japan's islands were formed by **volcanoes**.

## Southeast Asia

Southeast Asia is not one big **landmass**. Instead, it is made up of peninsulas and islands. For example, the Malay Peninsula juts out into the South China Sea.

Thousands of islands dot the seas of Southeast Asia. Some, like Borneo, are fairly large. Others are so small that they just look like specks on a map.





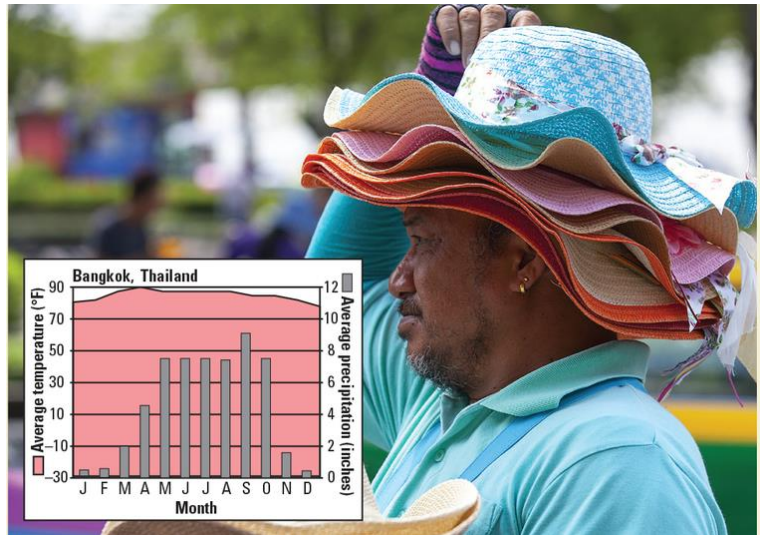
In areas affected by monsoons, summers are very wet and winters fairly dry. Mumbai, India, for example, has a monsoon climate. It gets more than 70 inches of rain between June and September. But the same city gets little or no rain from December to April.

## South Asia

South Asia's climate ranges from **arid** to tropical. The northwest part of the subcontinent is dry. So is part of the Deccan Plateau in central India.

The Himalayas have a **highlands** climate. In a highlands zone, the climate gets colder as elevation increases. The Himalayas are very high and very cold. Snow covers the higher peaks throughout the year. In fact, the word Himalaya means "House of Snow."

Tropical climates dominate the rest of South Asia. A **tropical wet** climate makes the west coast hot and rainy all year long. Much of interior South Asia is **tropical wet and dry**. The area has one rainy season and one dry season. Temperatures remain fairly high year-round. Finally, north central India has a humid subtropical climate, with hot, humid summers and mild winters.



This man in Bangkok is selling hats to protect people from the tropical sun. In what months will people trade their hats for umbrellas?

## East Asia

Like South Asia, East Asia has a variety of climates. A highlands climate is found in the Plateau of Tibet. Arid and semiarid areas border this **landform**. They include the Gobi and Taklamakan deserts.

The Korean Peninsula has a **humid continental** climate. People there endure hot, steamy summers. Then, they face very cold winters. Parts of Japan and eastern China experience a humid subtropical climate. They have hot, steamy summers and mild winters. Rain falls fairly evenly throughout the year.

## Southeast Asia

Southeast Asia is tropical. Most areas nearest the equator have a tropical wet climate. It is hot and rainy all year in the Philippines, Singapore, and most of Malaysia and Indonesia. Other parts of Southeast Asia have a tropical wet and dry climate. The weather is hot all year with both rainy and dry seasons in most of Thailand, Cambodia, and southern Vietnam.



The mountain regions of Japan have severe winters with heavy snow.

**Geoterms:**

monsoon: a seasonal wind. Summer monsoon winds in South Asia usually bring rain to that region.

*Find two or more sentences with information that is graphically represented on the Climate Zones map.*

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## Vegetation

The **vegetation** in Monsoon Asia varies as much as the region's climate does. In the drier parts of the region, only **desert scrub** survives. But in the tropical zones, lush plants thrive and form thick **rainforests**.

Elevation also has a big effect on Monsoon Asia's plant life. Remember that in a highlands climate, temperature varies with elevation. Vegetation varies with elevation as well. The region's highest mountains are so cold that they are covered by ice and snow. Very little can grow in this **ice cap** vegetation zone.

## South Asia

The plant life of South Asia varies with the climates and the altitude. The driest land supports only desert scrub. **Tropical grassland** covers much of central India. **Mixed forest** appears on the lower slopes of the Himalayas. In the tropical climate zones, **broadleaf evergreen forest** is common.

## East Asia

Because East Asia has so many **climate zones**, this sub-region supports many different types of plant life.

The Plateau of Tibet and mountainous parts of China support **highlands** vegetation. The large deserts are home to **desert** and desert scrub vegetation. Much of the northern part of this sub-region is too dry for trees. But grasses grow well there.

The warmer and wetter areas of East Asia support forests. Northeast China, the Korean Peninsula, and Japan are covered with mixed and **deciduous forest**. Many pines grow on Japan's mountains and along its seashores.

Much of southeastern China has a humid subtropical climate. Broadleaf evergreen forests thrive where it is warm and rainy.

## Southeast Asia

Just about all of Southeast Asia is warm and wet. Rainforests and tropical grassland cover most of this region. Over time, much of the rainforest has been cleared to raise crops that do well in the tropics. People grow rice, sugarcane, tea, and rubber.

Many types of bamboo grow well here. Bamboo is a grass. But unlike most grasses, it can grow to huge sizes. Some types of bamboo may reach over 100 feet high and have stems a foot in diameter. Bamboo stems are made into everything from houses to tools. Bamboo probably has more uses than any other plant in tropical areas.





Tibet is often called the “Roof of the World.” Yaks graze in the highland meadows on the Plateau of Tibet, which lies more than 10,000 feet above sea level.

*Find two or more sentences with information that is graphically represented on the Vegetation Zones map.*

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## GEOGRAPHY CHALLENGE 1

## Part A: Locate Physical Features of Monsoon Asia

Use the coordinates to locate and label each feature. Make sure it is clear where each feature is.

1. Bay of Bengal (15°N, 90°E)
2. Deccan Plateau (18°N, 78°E)
3. Ganges River (27°N, 80°E)
4. Gobi Desert (42°N, 110°E)
5. Himalayas (30°N, 82°E)
6. Malay Peninsula (5°N, 102°E)
7. Mekong River (15°N, 106°E)
8. Philippine Sea (20°N, 130°E)
9. Taklamakan Desert (40°N, 84°E)
10. Chang Jiang (Yangtze River) (32°N, 120°E)





## History

Some of the world's earliest civilizations arose in Monsoon Asia. At different times, rulers united parts of the region into **empires**. Later, European countries colonized much of the region. In modern times, most Asian peoples have gained their independence.

## Early Times

East Asia's first civilization took root in the Huang He valley. China was split into many kingdoms early in its history.

In 221 B.C.E., one of these kingdoms, the Qin, united China. The name China comes from the word Qin. The first ruler of this empire, the Emperor Qin, built China's first Great Wall. From the first emperor until modern times, China was ruled by a series of dynasties, or ruling families. When one family lost power, another rose to take its place.

South Asia's first civilization arose in the Indus River valley around 2500 B.C.E. One of its main cities was Mohenjo-daro. As many as 40,000 people lived there. The people of Mohenjo-daro enjoyed comforts that were very advanced for that time. Their homes had indoor bathrooms that drained into a city sewer system.

No one knows how the Indus Valley civilization ended. But by 1700 B.C.E., it had vanished. For centuries after that, South Asia was a land of small kingdoms.

In the 320s B.C.E., a powerful family called the Mauryas saw how weak these kingdoms were. The Mauryas conquered most of them and united India into one empire. The Mauryan Empire lasted for about 130 years.

## Conquests and Colonies

After the Mauryan Empire fell, India once more broke apart. Then in 1526, invaders from Central Asia conquered India. The invaders, called Mughals, united India as a new empire. The Mughals ruled India into the early 1700s.

Starting in the late 1400s, Europeans colonized many parts of Monsoon Asia. The Spanish set up trading posts in the Philippines. The Dutch started colonies in Indonesia. The British began businesses in India. By the late 1700s, the British ruled most of India.

In the 1800s, France joined the race for colonies. The French took over much of Southeast Asia. They controlled the area that is now Vietnam, Laos, and Cambodia.

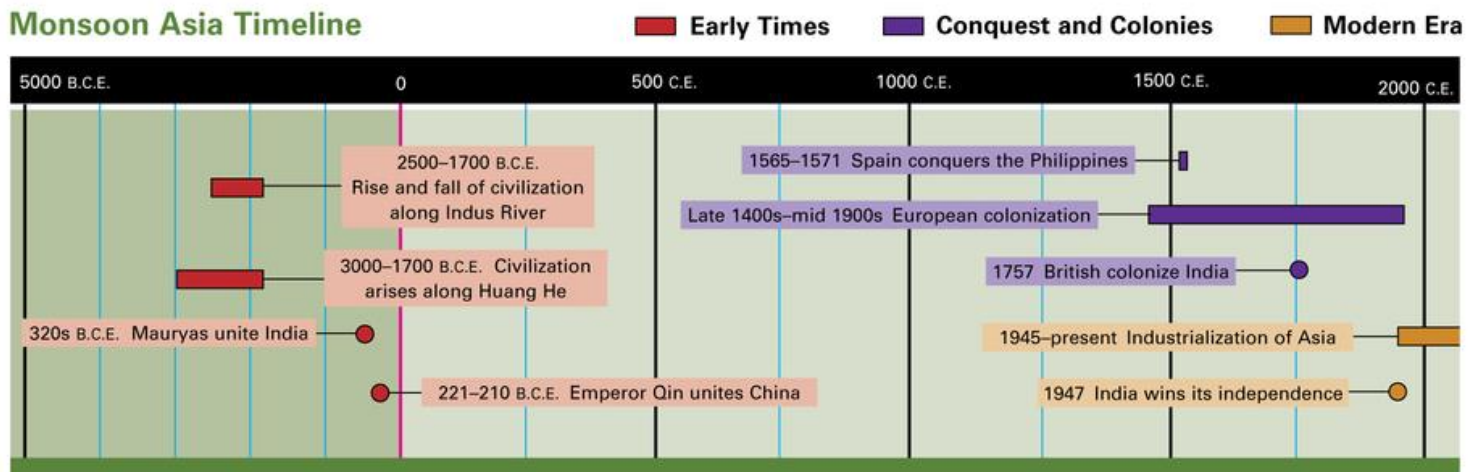
## The Modern Era

Monsoon Asia freed themselves from European control. India gained its independence from Great Britain in 1947. The French left Southeast Asia in the 1950s.

Parts of Monsoon Asia have prospered in recent years. Japan is now one of the world's leading industrial countries. Other areas, such as South Korea, Taiwan, and Singapore, have also developed modern industrial economies.



However, Monsoon Asia has developed unevenly. Some people live very well. But in many parts of the region, most people still live in poverty.



Find two or more sentences in the reading with information that is graphically represented in the Monsoon Asia Timeline.

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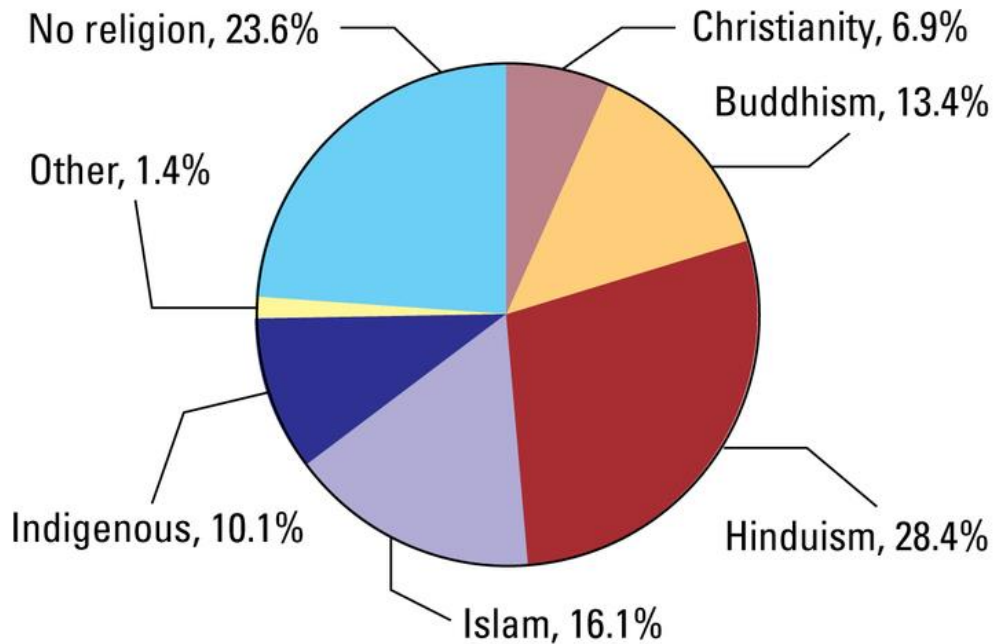
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## Population

About 3.9 billion people live in Monsoon Asia. That is more than half the world's people. China, India, and Indonesia are three of the world's five most populous countries.

### Monsoon Asia: Major Religions

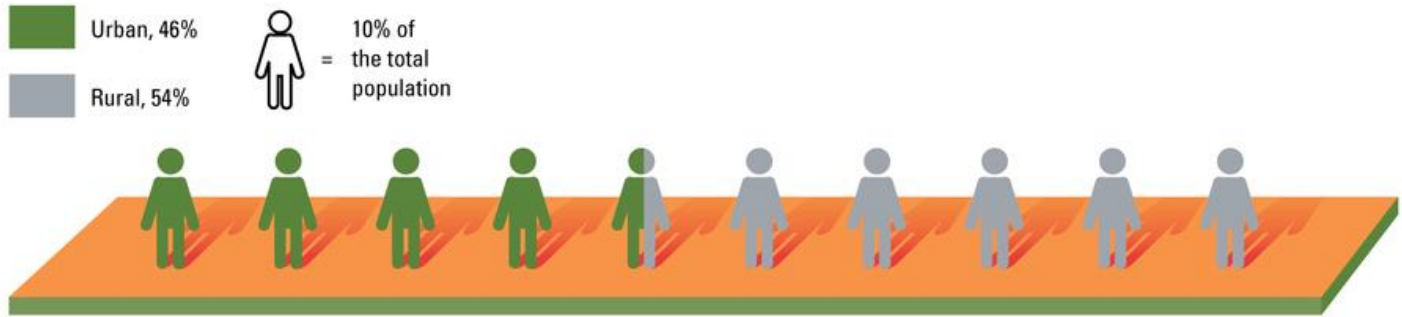


Monsoon Asia is mostly **rural**. However, cities are growing quickly. Every year, large numbers of people leave the countryside to look for work in cities. As a result, many cities suffer from overcrowding. The people who live there are often unemployed and poor.

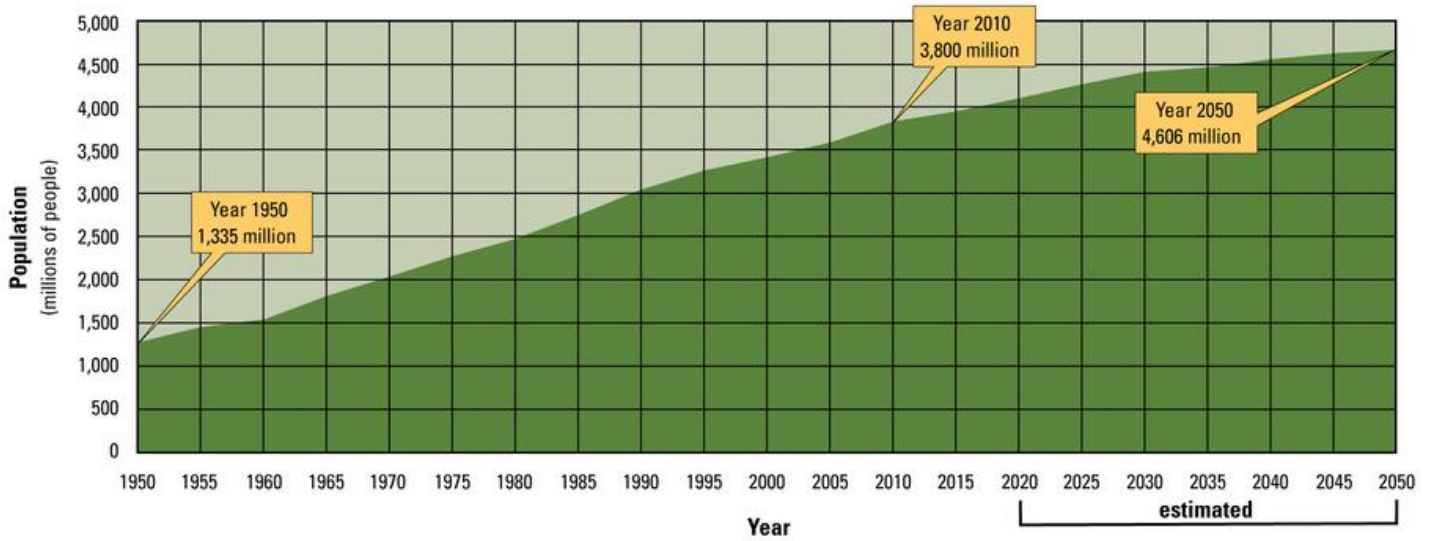
Monsoon Asia is a region with many religious traditions. In India and Nepal, most people are Hindu. Islam also has many followers in Monsoon Asia. In fact, Indonesia has one of the world's largest Muslim populations. Nine out of ten people there are Muslim.

Buddhism is the main religion in Southeast Asia. Most people in Japan practice Shinto or Buddhism. Confucianism began in China about 2,500 years ago. Its influence is still felt today. Christianity also has followers in Monsoon Asia, especially in the Philippines.

**Monsoon Asia: Urban and Rural Population, 2007**



**Monsoon Asia: Population Growth, 1950–2050**



Sources: United Nations Department of Economic and Social Affairs, Population Division.  
Encyclopaedia Britannica.

*Find two or more sentences with information that is graphically represented on the Population Density map.*

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## Economic Activity

The economy of Monsoon Asia is a mix of old and new. Most people still work to feed themselves by farming and fishing. At the same time, parts of the region have become important centers for industry and finance.

The many people of Monsoon Asia who live near the seacoast have always fished for food. But fishing has also become a big business in Asia. **Commercial fishing** is different from traditional small-scale fishing. Commercial fishing boats can gather huge amounts of fish in their nets. Most of what they catch is processed, packaged, and sent all over the world.



Indian villagers examine the fish they caught. Fishing is a major part of Monsoon Asia's economy.

## Resources

Monsoon Asia is rich in resources. Northern China has large coal deposits. It produces more coal than any other country on Earth. Southeast Asia has much of the world's tin. Petroleum reserves lie beneath Indonesia. In addition, the region's many rivers are well suited for **hydroelectric power**.



The Three Gorges Dam, on China's Chang Jiang river, was completed in 2009. It produces more hydroelectric power than any other dam in the world. This power will support the growth of industry across China.

## Land Use

Most people in Monsoon Asia still live off the land. Some are subsistence farmers. They grow enough to feed their families. Rice is the staple for many of them. Others are commercial farmers. They grow crops for export, including tea, cotton, spices, and tobacco.

More than 90 percent of the world's rubber is produced in Southeast Asia. Rubber comes from the sap of the rubber tree. To get the sap, a rubber tapper cuts a diagonal shaving of bark from the tree. A metal spout and cup are attached to the bottom of this cut. Sap oozes from the cut and drips into the cup. Tappers collect about a teacup of sap each time they tap a tree.

China's commercial fishing industry is among the world's largest. Indonesia exports large amounts of shrimp and tuna. India, Japan, and South Korea also have large fishing industries.

Nomadic herders live in some remote parts of Monsoon Asia. Their lives are similar to their ancestors' lives. They herd cattle, goats, sheep, and yaks. Other parts of Monsoon Asia, however, have booming modern economies. International trade is strong in Taiwan, Singapore, Hong Kong, and South Korea. China is a major producer of consumer goods, as well as machinery. Japan is a world leader in the production of cars and electronics.

*Find two or more sentences with information that is graphically represented on the Economic Activity map.*

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## GEOGRAPHY CHALLENGE 1

## Part B: Locate Countries of Monsoon Asia

Use the coordinates to locate and label each place. Make sure it is clear where each country is.

- |                            |                              |
|----------------------------|------------------------------|
| 1. China (35°N, 105°E)     | 6. Mongolia (46°N, 105°E)    |
| 2. East Timor (9°S, 126°E) | 7. Singapore (1°N, 104°E)    |
| 3. India (20°N, 77°E)      | 8. South Korea (37°N, 127°E) |
| 4. Japan (35°N, 135°E)     | 9. Sri Lanka (8°N, 81°E)     |
| 5. Laos (18°N, 105°E)      | 10. Thailand (15°N, 100°E)   |





## GEOGRAPHY CHALLENGE 2

Use the thematic maps to answer the questions. For each question,

- write your answer.
- record the thematic maps you used.

| Question   | Answer |
|--|--------|
| 1. What is the most common type of vegetation in the southern parts of Monsoon Asia? Which four countries in the northern part of the region do not have this vegetation?                                      |        |
| <b>Map Used:</b>   |        |
| 2. If you sailed east from Vietnam along 15° latitude, you would come to what island country? What are four types of land use in this country and just offshore?   |        |
| <b>Map Used:</b>   |        |
| 3. Which four countries in Monsoon Asia have some land in an ice cap vegetation zone?  |        |
| <b>Map Used:</b>   |        |
| 4. Which island country in Monsoon Asia contains three cities with a population of more than 8 million people? What are those cities?  |        |
| <b>Map Used:</b>   |        |
| 5. Find a country in Monsoon Asia that lies entirely south of the Tropic of Cancer. Its resources include coal, hydroelectric power, natural gas, and petroleum, but not precious metals. What is the country? |        |
| <b>Map Used:</b>   |        |

|   |  |
|---|--|
| <p>6. One of the longest rivers in the world flows from the Plateau of Tibet to the East China Sea. What is the name of this river? Through which country does it flow?</p> |  |
| <p><b>Map Used:</b></p>   |  |
| <p>7. Which country in Monsoon Asia has the lowest population density? What is its overall population density?</p>  |  |
| <p><b>Map Used:</b></p>   |  |
| <p>8. In which country do the people use their land for almost nothing but nomadic herding? How does the vegetation zone help to explain why?</p>                           |  |
| <p><b>Map Used:</b></p>   |  |
| <p>9. What type of vegetation is found in Bangladesh? How might climate help to explain why?</p>  |  |
| <p><b>Map Used:</b></p>   |  |
| <p>10. Compare the population densities in the western and eastern halves of China. How do physical features and climate help to explain why they are so different?</p>     |  |
| <p><b>Map Used:</b></p>   |  |

## GEOGRAPHY CHALLENGE 3

1. Mark locations A, B, and C on the map.

- Location A ( $40^{\circ}$  north,  $85^{\circ}$  east)
- Location B ( $4^{\circ}$  south,  $138^{\circ}$  east)
- Location C ( $19^{\circ}$  north,  $73^{\circ}$  east)



2. Use the thematic maps to write as much information as possible about the three locations.

| Thematic Map       | Location A<br>(40° north, 85° east) | Location B<br>(4° south, 138° east) | Location C<br>(19° north, 73° east) |
|--------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| Physical Features  |                                     |                                     |                                     |
| Climate Zones      |                                     |                                     |                                     |
| Vegetation Zones   |                                     |                                     |                                     |
| Population Density |                                     |                                     |                                     |
| Economic Activity  |                                     |                                     |                                     |

# We think the field photograph best matches Location \_\_\_\_\_ .

## Supporting-evidence statements:

1. From the \_\_\_\_\_ map, we learned that this location ...

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In the field photograph, we see ...

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2. From the \_\_\_\_\_ map, we learned that this location ...

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In the field photograph, we see ...

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3. From the \_\_\_\_\_ map, we learned that this location ...

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In the field photograph, we see ...

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# The Global Sneaker: From Asia to Everywhere

***What is globalization, and how does it affect people and places?***

## Preview

**Step 1:** Your teacher will start a timer. With a partner, inspect the labels on your clothes and other items (backpacks, watches, and so on). In the table below, list each item and the country where it was made. Do this for as many items as you can.

**Step 2:** Your teacher will stop the timer and ask you to state an item and a country from your list.

| Item | Country |
|------|---------|
|      |         |

## The Global Sneaker: From Asia to Everywhere

### Introduction

We live in a global marketplace, in which many of the things that we wear, use, and eat every day come from other countries. Our cell phones might be manufactured in China. Our clothes might be produced in Malaysia, Mexico, or Madagascar. The gas in our cars might have been refined from oil pumped in Saudi Arabia or Venezuela. Americans drink coffee from Colombia and tea grown in Kenya. The grapes we eat in winter may have traveled to us from Chile. The tuna in a tuna fish sandwich might have been imported from Indonesia or Ecuador.

Americans buy goods from all over the world through the process of **globalization**, or the development of a global, or worldwide, society. In a global society, people, money, information, and goods flow fairly and freely across national borders.

It was not always like this. Most of the products that your grandparents used when they were growing up were probably made in their own country. However, a boom in world trade transformed the economy. The globalization of the world economy has had an enormous impact on workers, consumers, business, and the environment.

In this lesson, you will learn about one common manufactured product that has become globalized: the sneaker. Historically, most of the sneakers worn by Americans were produced in the United States, but today, most sneakers are made in Asia. You will read about the steps that are included in the making of a sneaker, and you will learn how the globalization of the sneaker affects people and places around the world.



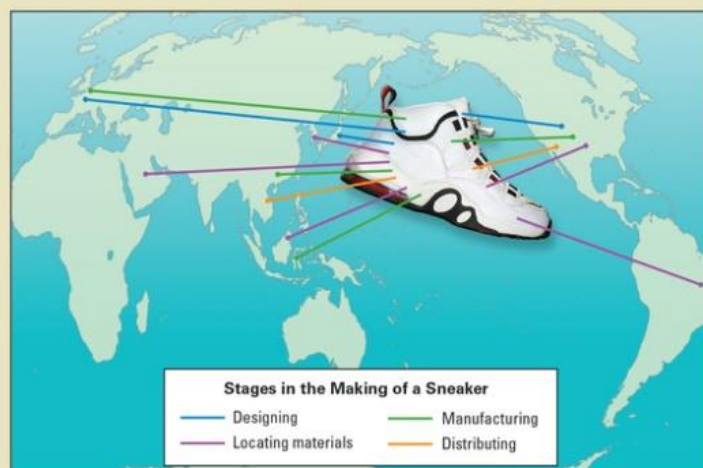
Shipping containers are stacked on the docks of Singapore's commercial port, awaiting transport

### Essential Question

**What is globalization, and how does it affect people and places?**

The sneaker is a good example of the growth and impact of globalization. The making of a pair of sneakers involves several steps and various countries. This map shows some of the places that play a role in sneaker production. Keep this map in mind as you try to answer the Essential Question.

### Graphic Organizer



## 1. The Geographic Setting

Globalization affects every country in the world, but no **region** has been more impacted than Asia. Countries such as China, South Korea, and Japan have played a major role in the global spread of manufacturing and trade. These and other Asian countries continue to be critical to the global economy.

**The Growth of Globalization** Globalization is the result of a number of factors. Advances in communication and transportation have furthered globalization. Another important factor is the movement toward **free trade**, or the flow of goods and services across national borders with few government controls.

Support for free trade has grown over the past 60 years. In 1947, the United States and 22 other countries signed the General Agreement on Tariffs and Trade (GATT). These countries agreed to reduce tariffs and other barriers to trade. A tariff is a tax on goods imported from another country. The agreement led to the creation of the World Trade Organization (WTO), which works to reduce trade barriers. By 2016, the WTO had 164 member countries.



### What's the Difference?

One of the shoes above was made in the United States. In 2001, the last pair of U.S. Converse came off an assembly line in North Carolina. Now, these shoes are made in Asia. Look carefully at the labels to identify which is which.

Globalization has also been supported by the rise of **multinational corporations**, which are large firms that operate in more than one country. Multinational corporations have become key players in the global economy, producing and selling goods and services throughout the world.

Globalization has catalyzed economic growth in many **developing countries**, resulting in the creation of jobs for millions of people. This economic growth has also increased the **economic interdependence** among countries, as countries rely on one another for resources, technology, and trade.

Trade between China and the United States is a good example of economic interdependence. Factories in China produce a wide variety of goods for export to the United States. When the U.S. economy is booming, Americans have plenty of money to spend on Chinese products. When the economy is not doing as well, Americans spend less on goods. Therefore, the jobs of many factory workers in China depend on the economic health of the United States.

**Athletic Shoe Production: Sneaking Away from the U.S.** The history of sneaker production demonstrates the process of globalization. For years, the sneakers that Americans wore were made in the United States. But over time, most companies moved their production to Asia. By doing so, they were able to spend less on labor and materials. This reduction in production costs made it possible for companies to sell sneakers for lower prices and still make a profit.

Look at your own shoes. The label probably says “Made in China” or another Asian country. This is true even for a well-known American sneaker: the Converse Chuck Taylor All Star. This shoe’s label once read “Made in U.S.A.” But now these shoes, too, are made in Asia.



Behind every sneaker is a complex process that involves design, raw materials, manufacturing, and **distribution**. In this lesson, you will learn what is done where and why.

## ► Geoterms

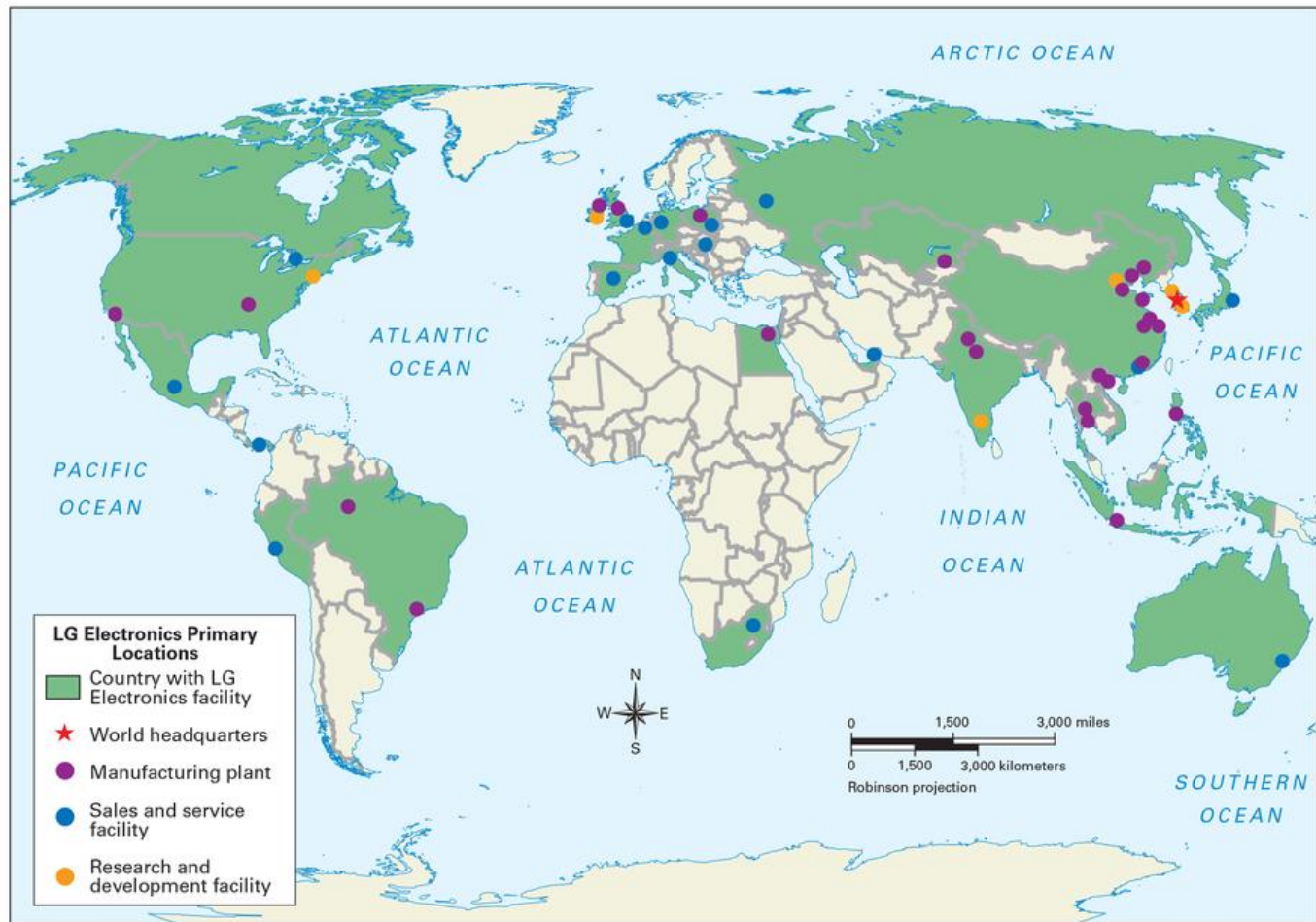
economic interdependence a condition in which countries have strong economic ties and depend on each other for resources, technology, trade, and investment

free trade the flow of goods and services across national borders, with little or no government control

globalization the development of a global, or worldwide, society in which people, money, information, and goods flow fairly freely across national borders

multinational corporation a large company that has operations in more than one country

### Locations of a Multinational Corporation



### From South Korea to the World

Although most multinational corporations are based in Western Europe or the United States, Asia has its share as well. LG Electronics is a large company based in South Korea. It makes televisions, computers, and other products. It began to expand overseas in the 1970s. The countries shown in color on this map all have LG Electronics facilities today.

- Create a symbol or an illustration to represent each term.
- Write a definition of each term in your own words.
- Write a sentence that includes the term and the word *Asia*.

**economic interdependence**

|         |             |
|---------|-------------|
| Symbol: | Definition: |
|         |             |
|         |             |
|         | Sentence    |
|         |             |
|         |             |

**free trade**

|         |             |
|---------|-------------|
| Symbol: | Definition: |
|         |             |
|         |             |
|         | Sentence    |
|         |             |
|         |             |

**globalization**

|         |             |
|---------|-------------|
| Symbol: | Definition: |
|         |             |
|         |             |
|         | Sentence    |
|         |             |
|         |             |



**multinational corporation**

|         |             |
|---------|-------------|
| Symbol: | Definition: |
|         |             |
|         |             |
|         | Sentence    |
|         |             |
|         |             |

## 2. Designing a Global Sneaker

In Britain, they are called trainers. In Australia, they are known as sand shoes. Their most common name, however, is sneakers. This name was first created by an American who noticed how quietly people walked when they wore them. Until the late 1960s, sneakers were relatively simple shoes. Today, they are far from simple.

**Design Then: A Simple Sports Shoe** Sneakers were first made during the mid-1800s for use in sports like tennis, croquet, and running. Later, they became popular for basketball.

Over the next one hundred years, sneaker designs changed very little. The upper part of the shoe was fashioned from cotton canvas, and the sole was made of rubber. Buyers could choose from only a few brands and styles. They could choose between high tops or low cuts, usually available in black or white. Most consumers considered sneakers as shoes meant purely for athletic use.

In the 1950s, people began to change their view of sneakers. The shoes were not just for sports any longer. Instead, they became casual shoes for everyday use. Men, women, and children began wearing them as fashion items.

**Design Now: A Complex Fashion Statement** Today's sneakers are designed for a wide variety of purposes. While athletes still wear them, so does almost everyone else. There are sneakers for all types of different activities, including but not limited to running, rock climbing, playing tennis, and even walking.

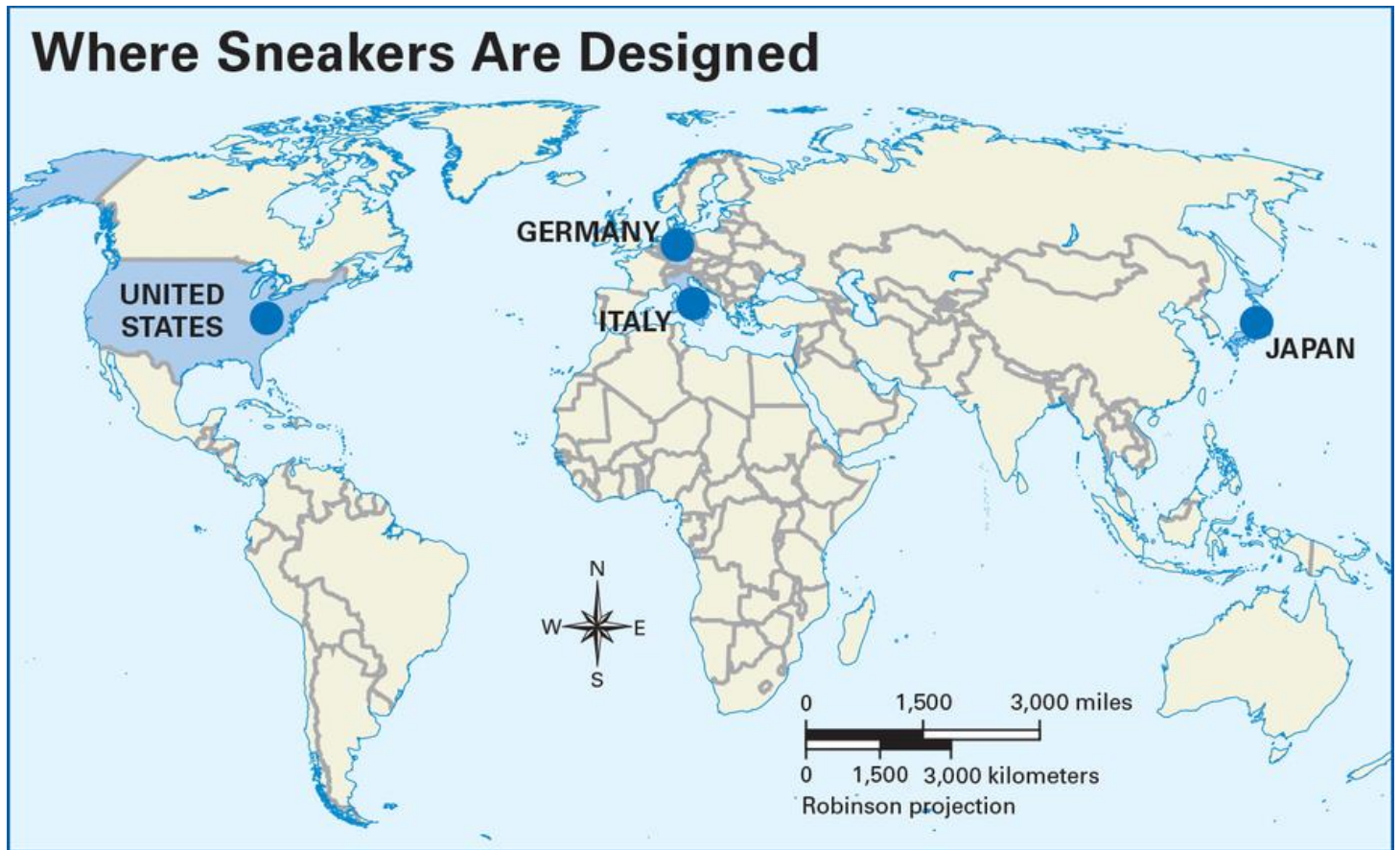
Sneaker companies have created innovative new designs and materials for their shoes, improving both performance and comfort. Today, companies face intense competition to design the "latest and greatest" sneaker for the market.



### Shoes for All Kinds of Feet

Designing shoes for various types of feet and activities is a complicated process. Designers get help from scientists who study foot motion and materials. They also talk to athletes. Using their creativity, designers make drawings and models. Sample shoes are then tested in the lab and on the street. If the design is approved, the shoe goes into production.

New designs and colors have also given sneakers more fashion appeal. To increase this appeal, athletic shoe companies often hire athletes and musicians to promote their sneakers as “cool.” They know that many people will pay more to wear articles of clothing that their favorite stars are wearing.



#### **New Looks Begin Here**

This map shows where most sneakers are designed. Much of shoe design work takes place in the United States. Designers often work closely with the sports stars who will wear and promote the shoes that they design.



## Section 2 - Designing a Global Sneaker

1. On the map, draw a blue dot in each country involved in this step of producing a global sneaker.
2. List three ways the design of sneakers has changed since the 1950s.

### 3. Locating Global Sneaker Materials

Look at the soles of your sneakers. They are made of rubber. But sneakers are made of many other materials, too. Some of these materials are found in only a few places in the world. All of these materials come together in factories to create a shoe with three main parts: the upper, the midsole, and the outer sole.

#### The Complex Upper: Mesh Fabric, Leather, and More

The upper is the top part of a sneaker. Some uppers are made of natural materials like cotton or leather. Leather used in sneakers comes from the hides of cattle that are raised in Texas, Venezuela, and other livestock centers. The cowhides are usually shipped to South Korea, where they are prepared for manufacturing use.

Other uppers are made of synthetic, or human-made, materials like nylon. Nylon fabric is light and dries easily.

#### The Squishy Midsole: Foam Padding and Air Bags

The midsole is the part of the shoe that cushions the bottom of your foot. It is made of plastic, a material that is produced from oil found in Saudi Arabia and other oil-rich countries.

The midsole may also contain foam padding, which is often produced in South Korean factories. Chemicals are poured into molds and then baked. In the process, these chemicals form millions of tiny gas bubbles that give the foam a cushiony feel. Some midsoles also contain small “air bags” filled with pressurized gas.

**The Tough Outer Sole: Synthetic and Natural Rubber Treads** The tread, or outer sole, of a sneaker needs to be stiff yet flexible enough to put a spring in your step as you move. Sneakers used to be manufactured with natural rubber soles. The rubber came from the sap of rubber trees grown and harvested in tropical countries like Brazil, Indonesia, Thailand, and Malaysia.

Today, most soles are formed from synthetic rubber, which is made from coal and oil. Much of the synthetic rubber used in sneaker production comes from factories in Asian countries.



#### Inside the Sneaker

The three main parts of a sneaker are the upper, the midsole, and the tread. Many of the materials in each part are synthetic. These synthetic materials are made from oil and coal.





### Global Sources

The materials used to make sneakers come from countries around the world. This map includes some of the sources of these materials. Some places supply raw materials, such as leather and oil. Others supply manufactured materials, like nylon and foam padding.

### Section 3 - Locating Global Sneaker Materials

1. On the map, draw a red dot in each country involved in this step of producing a global sneaker.
2. What are the three parts of the sneaker? What materials is each part made of?
  
3. List a reason each sneaker material might come from the locations listed.
  - leather from Texas and Venezuela:
  - foam padding from Saudi Arabia:
  - synthetic rubber from Taiwan:

## 4. Manufacturing the Global Sneaker

By now, you know that sneakers are not simple shoes. A lot of labor goes into creating designs and materials for sneakers. But that's not all. Manufacturing sneakers is also a complex job. A single sneaker may have more than 50 pieces. It can require the work of 120 people to assemble one pair of shoes.

**“Made in U.S.A.” Becomes too Expensive** Most sneakers used to be made in the countries where they were sold. Through the 1960s, simple canvas and rubber sneakers were produced in the United States, Britain, and Germany.

Beginning in the 1970s, sneakers became more complicated. The number of styles increased, and the designs became more complex. As a result, more labor was needed to assemble these shoes. Also, as production costs began to rise, it became very expensive to make shoes in high-wage countries like the United States.

**Production Moves to Low-Wage Countries** Faced with high costs, sneaker companies began to move production offshore, or to other countries. At first, sneaker production moved mainly to South Korea, which offered several advantages. South Korea had a large pool of low-wage workers and also had factories that could be used to make shoes. In addition, South Korea had ports for shipping raw materials into the country, and then shipping the finished sneakers out.

By the 1990s, however, wages in South Korea had risen significantly. These rising domestic labor costs resulted in less profit for shoe manufacturing companies. These companies began to move their production offshore just as the American and European companies had done 20 years earlier.

After this move, sneaker production was being done in China, Indonesia, and Vietnam. All three of these countries offered the same advantages that were once found in South Korea. Today, sneakers continue to be produced in East and Southeast Asian countries, however, shoe manufacturers can also be found in India.

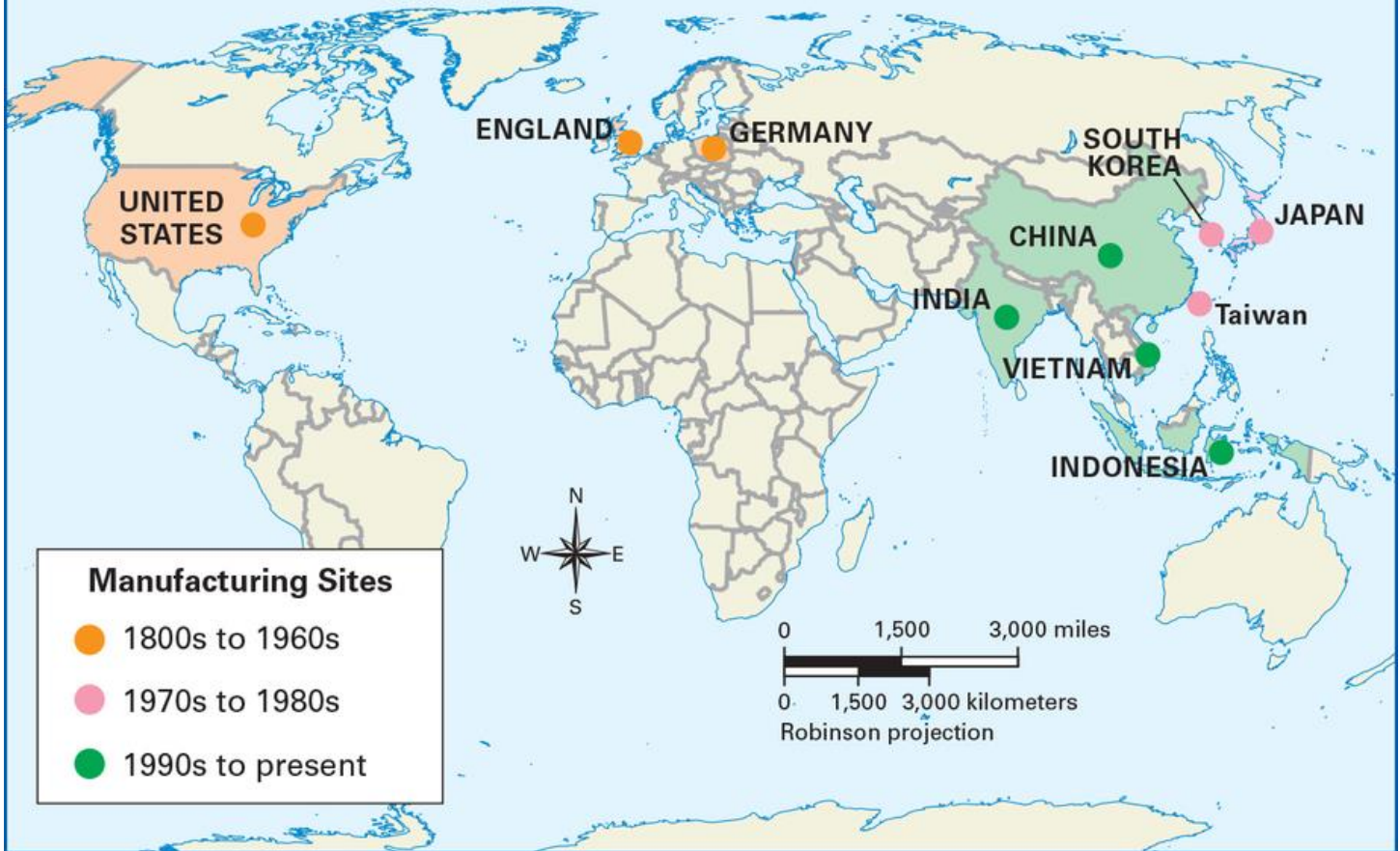


### South Korean Production

In the 1980s, South Korean workers made many of the world's sneakers. South Korean factories were able to hire many workers for low wages. As South Korean wages rose over time, shoe companies moved production to countries where pay was still low. Now, South Korean shoe companies “offshore” their work like American companies do.



## Where Sneakers Are Manufactured



### Moving Offshore

This map shows how sneaker production has moved over time. In the 1970s, it shifted from the United States and Europe to South Korea, Taiwan, and Japan. By the 1990s, production had moved to China and Southeast Asia. Lower labor costs have been the reason for these moves. Sneaker production may move again, perhaps to low-wage Africa.

### Section 4 - Manufacturing the Global Sneaker

1. On the map, draw a green dot in each country currently involved in this step of producing a global sneaker.
2. Where were sneakers manufactured until the 1960s? What changes occurred in the 1970s that caused sneaker companies to no longer make shoes at home?
3. List three reasons sneaker companies moved their production offshore to Asian countries.

Why are sneakers produced in other countries besides the United States?

- A. Labor costs are much lower in other countries so it is cheaper and more profitable to move production offshore.
- B. Countries that design sneakers always produce those sneakers.
- C. Wages in the United States are too low to produce sneakers.
- D. Other countries have a much higher demand for sneakers so it is easier to produce the sneakers in those countries.

Check Answer

Reset



## 5. Distributing the Global Sneaker

In 1990, a ship carrying sneakers from South Korea to the United States was hit by a fierce storm. About 80,000 pairs of shoes spilled into the Pacific Ocean. A year later, the shoes were still washing up on American shores. Normally, sneakers have a smoother journey to the United States from Asia. Companies use several methods of transportation to move their shoes from factories to stores.



### A Container Ship

Sneakers travel from Asia in shipping containers. Each container can carry thousands of pairs of sneakers. This makes shipping containers very efficient for moving goods. These containers can be transferred easily from ships to trains and trucks. By lowering the cost of shipping, containers have become a key factor in globalization.

**Across the Globe by Ship** Typically, sneakers are transported by container ship from Asia. This is the least expensive way to move goods over such long distances.

The trip to the United States usually takes between two weeks and a month. The sneakers make this journey in freight containers, which are large, weatherproof steel boxes that are easy to stack on the deck of a ship. Huge container ships can accommodate up to 18,000 20-foot containers.

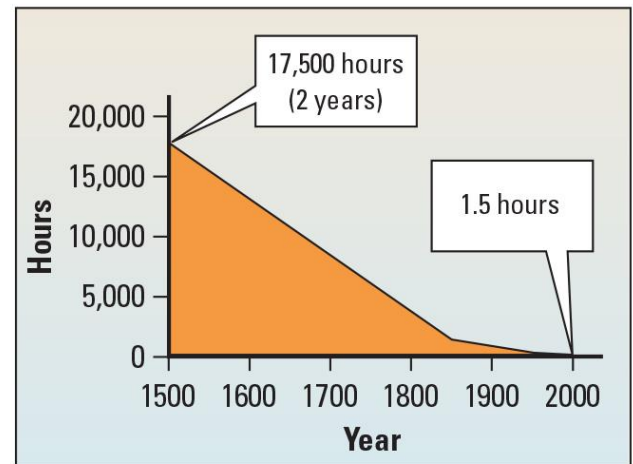
**Across the Country by Train and Truck** When a ship arrives on the west coast of the United States, the containers are unloaded onto trains or trucks. In some ports, train tracks run right up to the docks to make unloading easier.

Train or truck transport across the United States can take a week or longer. Most of the sneakers end up in Memphis, Tennessee, which is a major distribution center where rail lines and highways meet. The sneakers are stored in Memphis warehouses before they are delivered by truck to retail stores around the country. A truck leaving Memphis in the morning can reach approximately 70 percent of the nation's population by the following day.

**From the Store to Your Home** Sneakers are distributed to tens of thousands of stores throughout the United States. You probably shop at some of them. By the time a pair of sneakers makes the trek from an Asian factory to your home, it may have traveled more than 7,000 miles.

In 2013, Americans bought about 2.38 billion pairs of shoes. That is roughly seven and a half pairs for every man, woman, and child in the United States that year. Athletic shoe sales totaled more than \$17 billion in 2016—and that doesn't include sales in the rest of the world. Clearly, the global sneaker industry is a booming business.

## Travel Time Around the World, 1500–2000



### Our Shrinking World

This graph shows the time it took to travel around the world at different points in history. Around 1500, it took a sailing ship two, even three, years to circle the globe. Jet planes decreased that time to two days. In the 21st century, a space shuttle can travel the world in less than two hours. As travel time has decreased, our world has seemed to shrink.

### Section 5 - Distributing the Global Sneaker

1. On the map, draw a typical sneaker distribution route from Asia to your state.
2. What three modes of transportation are used to move sneakers from Asia to stores in the United States? How is each mode used?
3. What are three advantages of using freight containers to transport products?



Write the correct word from the word bank in the boxes below.

Word Bank

San Francisco, California


submarine

airplane

New York, New York

Memphis, Tennessee

container ship



The cheapest way to transport sneakers from Asia to the United States is by . Most of these sneakers end up in , a major distribution center.

## Summary

In this lesson, you read about globalization and the worldwide making of sneakers. You learned that free trade plays a major role in the global economy, and read how shoe companies have been transformed into multinational corporations. In addition, you learned that globalization has increased economic interdependence between certain countries.

Globalization is changing the world. These changes may be either good or bad, depending on your point of view.

**The Case for Globalization** Globalization can benefit both rich and poor countries. When companies in wealthy countries set up factories in poor countries, they create new jobs. The workers who fill these jobs often improve their standard of living, and the money they earn boosts economic growth in their countries.

Companies that move production offshore do so to keep their costs low. Lower production costs help companies keep prices low as well, benefitting consumers in both rich and poor countries. Many working people today can buy products that were once considered luxuries only the rich could afford.

Globalization has other benefits. Countries that trade with each other want to maintain good relations. In this way, globalization and economic interdependence may diminish conflict among nations, creating a more peaceful world.

A global society also unites the world's people in ways never before possible. It gives us a glimpse into how people live and work in other regions. Furthermore, it allows us to share and exchange ideas, technology, music, and art across vast distances. As we learn more about one another, we can grow to understand and respect other ways of life.



### **Closed Factories, Lost Jobs**

Globalization has brought new factories and jobs to developing countries. But as production has moved overseas, some U.S. factories have closed their doors. Factory closings hurt workers, who lose their jobs, as well as local towns, which suffer from the loss of jobs and business.

**The Case Against Globalization** Yet increased global trade can bring harm as well as good. Some developing countries lack environmental protection laws. Factories that are set up in these countries often dump **toxic waste** into rivers and streams, and also release deadly fumes into the air. Such polluting practices would be illegal in **developed countries**.

Many poor countries also lack worker protection laws. Without such laws, factories can require workers to work long hours for low wages. For example, a sneaker factory worker in a developing country in Asia might earn around \$3 for a 12-hour workday. A factory could also hire children, who are paid even less. Factories that abuse workers are called sweatshops. Working conditions in sweatshops are often unsafe and unhealthy.

Globalization can harm workers in developed countries as well. When companies send work offshore, they often close factories at home. Many Americans have lost their jobs because of factory closings. Towns and cities may also suffer when unemployed residents move to other places to find work.





### Fast Food in the Philippines

Globalization sometimes kills off local businesses. But some businesses survive by borrowing foreign ideas. Although this fast-food chain restaurant in the Philippines looks like an American chain, it's locally owned. This chain competes successfully with other large fast-food chains worldwide.

Finally, globalization can upset traditional cultures. National identity may be weakened when a country is flooded by foreign foods, movies, television shows, fashion, and music. Traditional arts and languages may be lost. Globalization can also cause nations to become dangerously interdependent. A country that depends on another for a crucial trade good, such as oil, may become less self-sufficient. That country may also become involved in wars in order to maintain its supply of resources.

**The Future of Globalization** People often disagree about the impact of globalization. Some people believe that its benefits outweigh its drawbacks. Others think that it does more harm than good. In any case, one thing seems certain: globalization is here to stay. And it is likely to increase.

One reason for the increase in globalization is that many developing countries consider it a path out of poverty. These poor countries observed how countries like South Korea and Singapore prospered from global trade. South Korea and Singapore both welcomed foreign companies, and both countries saw their economies grow rapidly as a result. Now, other countries want to follow their example.

Another reason for the increase in globalization is that money moves freely around the world. Money coming into a country from investors in another country is called foreign investment. Every year, billions of dollars of **foreign investment** move around the world. This money is used to build new factories or to invest in businesses. Think about this as you examine the map and graphs of foreign investment in the next section.

Write the vocabulary term next to the correct definition.

**Vocabulary Term**

- globalization**
- multinational corporation**
- economic interdependence**
- free trade**

|  |  |
|--|--|
|  | the flow of goods and services across national borders, with little or no government control   |
|  | the development of a global, or worldwide, society in which people, money, information, and goods flow fairly freely across national borders |
|  | a large company that has operations in more than one country   |
|  | a condition in which countries have strong economic ties and depend on each other for resources, technology, trade, and investment           |

### Processing

**Step 1:** Gather 20 different items at home. In the table below, list each item and the country where it was made.

**Step 2:** Create a choropleth map of the items on your list. Count the number of items from each country you listed. Shade each country on the map using these colors:

- 1 or 2 items: yellow
- 3 or 4 items: orange
- 5 or more items: blue

**Step 3:** Analyze the colors on your map. Create two “Why?” or “Where?” questions that relate to it.

| Item | Country |
|------|---------|
| 1.   |         |
| 2.   |         |
| 3.   |         |
| 4.   |         |
| 5.   |         |
| 6.   |         |
| 7.   |         |
| 8.   |         |
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| 19.  |         |
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