

THE CAR MAKERS

Impact Of Globalisation III



ONLINE SUPPORT MATERIAL

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IMPACT OF GLOBALISATION III: SYNOPSIS

The car was once a symbol of American ingenuity and technological progress. But globalisation is now bringing great change. Many more countries are now involved in making American cars, with dramatic effects on the lives of the people involved in the production process.

INDIA: In Chennai, India, Boniface works making radiator caps which will end up on a US pick-up truck. The global car industry has given him a good job and great hopes for his future and that of his family.

BRITAIN: In West Bromwich, UK, Brian's firm supplies springs and washers to Boniface's company to make the caps for the pick-up truck. But Brian sees his business under increasing pressure from companies outsourcing production to countries like India and China.

AMERICA: In Tennessee, USA, Teresa's company makes the radiators for the pick-up truck – but she loses her job because of global competition. "Everybody is competing with everybody," she says. "They are doing what they need to do to survive – but we don't have to like it."

CHINA: But when it comes to global competition, there's one country no one can afford to ignore – China, the new Detroit of the world car industry. Car companies aren't only moving into China to make goods for export, but also to meet local demand for cars – the new status symbol in one of the world's newest economies.

The rise of foreign car companies and global networks of suppliers raises the question – what now is an American car? Is there such a thing? Some countries are winning, some losing – but no one can predict the ultimate direction of the global car industry.

IMPACT OF GLOBALISATION III: STOP THE FILM TESTS

(A) Play the film until the title IMPACT OF GLOBALISATION III THE CAR MAKERS. Stop the film and answer the following questions.

1. Where does Boniface live?
2. What is Boniface's job? How long has he worked in Sundram Fasteners?
3. What does Boniface like about his job?
4. Where does Teresa live?
5. What is Teresa's job?
6. Where is Brian's firm? What does it do?
7. What vehicle links the efforts of Boniface, Teresa and Brian? Where is it made?

(B) Play the film until the caption INDIA'S GAIN. Stop the film and answer the following questions.

1. How many parts are there per vehicle?
2. How many years has Sundram been a customer of Berck?
3. What do Berck supply to Sundram?
4. How many parts does Berck supply to Sundram every month?
5. Does Berck supply Chrysler directly?
6. Where is PCR? What do they make?
7. Why is PCR under pressure to cut costs?

(C) Play the film until the caption USA: WE WON'T TAKE THE BACK SEAT. Stop the film and answer the following questions.

1. Who is Prem and what does he like doing in his spare time?
2. When did Sundram Fasteners start manufacturing the radiator caps?
3. Where does Sundram get its raw materials and components from?
4. Which big American companies does Sundram supply?
5. How can you tell if a radiator cap is one of Sundram's?
6. How many people are employed by TVS in India?
7. Does Boniface's wife work?
8. How has Sundram's output changed while Boniface has been there?
9. What special benefits do Sundram's employees get, according to Prem?
10. How does Boniface's job at Sundram benefit his children?

(D) Play the film until the caption CHINA'S TIME. Stop the film and answer the following questions.

1. What is the biggest threat faced by Modine Radiator?
2. How long has Teresa been working at Modine Radiator?
3. How did Teresa feel when she first started at Modine?
4. What did Teresa have to do "in the old days"?
5. How does the manager feel about his workforce at Modine?

(E) Play the film until the end and answer the following questions.

1. Which country has the fastest growing market for cars?
2. What vehicles does Chrysler manufacture in China?
3. How does Prem view the increasing globalisation of the car industry?
4. What are the three big US car companies?
5. What does the future hold for the Modine Radiator company?

IMPACT OF GLOBALISATION III: WORKSHEET

1. Boniface lives in
2. Boniface is part of a team which and
..... in Sundram Fasteners.
3. Boniface has worked in Sundram Fasteners for years
4. Teresa lives in in the
southern
5. Teresa assembles from components made all
over the world.
6. The Dodge Ram pickup truck is made by in
..... in the USA.
7. Berck supplies aboutparts to
Sundram Fasteners every month.
8. Berck **does/ doesn't** supply Chryster directly. (*Delete as applicable*)
9. PCR makes.....
10. Sundram gets its raw materials and components from these countries:
.....
.....
.....
.....
11. The biggest threat faced by Modine Radiator is
12. The country with the fastest growing market for cars is
13. Modine Radiator will be closed and its work moved to

IMPACT OF GLOBALISATION III: WORKSHEET MODEL ANSWERS

1. Boniface lives in **CHENNAI, INDIA** .
2. Boniface is part of a team which **MANUFACTURES** and **PACKAGES RADIATOR CAPS** in Sundram Fasteners.
3. Boniface has worked in Sundram Fasteners for **17** years
4. Teresa lives in **CLINTON, TENNESSEE** in the southern **UNITED STATES**.
5. Teresa assembles **RADIATORS** from components made all over the world.
6. The Dodge Ram pickup truck is made by **CHRYSLER** in **WARREN, MICHIGAN** in the USA.
7. Berck supplies about **2 AND A HALF TO 3 MILLION** parts to Sundram Fasteners every month.
8. Berck ~~does~~ doesn't supply Chrysler directly.
9. PCR makes **RUBBER WASHERS AND SEALS**.
10. Sundram get its raw materials and components from these countries: **ENGLAND, INDIA, GERMANY, US, SINGAPORE**
11. The biggest threat faced by Modine Radiator is **OVERSEAS COMPETITION**.
12. The country with the fastest growing market for cars is **CHINA**.
13. Modine Radiator will be closed and its work moved to **MEXICO**.

IMPACT OF GLOBALISATION III: GENERAL QUESTIONS

1. Where does Boniface live? What does he do for a living?
2. Where does Teresa live? What does she do for a living?
3. Where is Brian's firm? What does it do?
4. What vehicle are Boniface, Teresa and Brian, in effect, all working on? Where is the vehicle made?
5. What is the relationship between Sundram Fasteners and Berck?
6. Where is PCR? What do they make? What pressures are they under?
7. Where does Sundram Fasteners get its raw materials and components from? What do they do with them?
8. How important is Sundram to the local economy? What benefits does Sundram Fasteners offer its workforce?
9. Why is China called the "new Detroit" of the world car industry?
10. Why are big car companies like Chrysler so interested in China? What advantages and disadvantages does the country offer?
11. What did Teresa do when she first started at Modine? How did she feel about her job then?
12. How do the people in different parts of the world car industry view its increasing globalisation?
13. What happened to the Modine company?
14. On balance, is globalisation of the car industry benefiting the people of the world? Who are the winners? Who the losers?

IMPACT OF GLOBALISATION III: DISCUSSION TOPICS

1. Who benefits from globalisation? Is it a good or bad thing for the world?
2. Globalisation leads to workers losing jobs and puts pressure on people to work harder and harder, but the real scandal is that so much resources and energy are spent on making cars in the first place, isn't it? Cars are destroying the planet, aren't they?
3. People in countries like India may benefit from globalised car manufacture at the moment – but for how long? Isn't it just a matter of time before the car manufacturers find even cheaper places to make components for them?
4. Sundram Fasteners give their workers shoes, uniforms, and help with their children's education. Is this the mark of a considerate employer? Or the worst form of paternalism?
5. Who do you feel more sympathy for – Boniface or Teresa?
6. The workshop of the world and now a huge market for all kinds of products, is China going to take over the world? And would that be a bad thing?
7. What is globalisation? Isn't it just how capitalism has always worked?
8. So if you disapprove of globalisation, what's the alternative? Is there an alternative?
9. If globalisation continues ever onwards, seeking out cheaper and cheaper sources of labour, making more and more goods at cheaper prices, what will our world look like in forty years time? What will be the environmental cost?
10. There are still companies in Britain, like PCR and Berck, making components for the world car industry. Should we just be thankful for that? What happened to the days when Britain was the workshop of the world?
11. Is manufacturing important? Why worry where things are made?
12. "Globalisation isn't the problem. Nationalism is the problem – a sort of sickness which unscrupulous and powerful people have used to divide and rule the world." Do you agree?

ROLE PLAY: Form groups and divide into equal halves. One half should play employees from a car factory in India, the other half should be employees in a car factory in the UK. The car manufacturer in the US wants to close the car factory in the UK and export the jobs to the factory in the India. But there are no guarantees the factory in India will stay open longer than three years.

The unions of the workers have organised this meeting to discuss what can be done. Stage the meeting and see if you can work out a way forward.