

ANT 2520 / UGC299U

Globalization and Culture

Spring 2010

Lecture: Wednesday 4:30-6:15, MMW LT2

Tutorial: Monday 11:30-12:15, MMW LT1; additional tutorial(s) as well

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Introduction

Globalization is economically transforming the world, as national borders become increasingly irrelevant before the global flow of money and goods. But globalization also has a great impact on cultures across the globe, as products from Coca-Cola to iPods, and ideas from human rights to ideals of beauty to ideologies of terrorism, intrude everywhere. At the same time, tourism has become a leading global industry, while immigration is taking place on a massive scale. Radio and television have linked up the world within a common grid of knowledge; the internet, in particular, has made distance no longer any barrier to communication between people of different societies. All of this fundamentally transforms the meanings of culture, as increasingly we no longer belong to a set society based in a certain place, but to a global “cultural supermarket,” from which we to some extent pick and choose who we are. This course examines how globalization is transforming the meanings of culture in today’s world.

The course objectives are to enable students a) to have greater insight into the processes of “the globalization of culture,” and b) to better understand the nature of your own culture and selves within a globalizing world.

Course Requirements

--In-class midterm examination (50% of your grade)

--Take-home final: 10-page take-home examination (50% of your grade) OR 15-page paper on a topic of your choice (come and talk to me)

--Class participation, particularly in tutorials. I may add or subtract up to 2% of your final mark on the basis of class participation and attendance.

Course Materials

--All assigned books are on reserve at University Library. Newspaper and other articles may be found in the drawers across the hall from the Anthropology Dept. Office, 4th floor, Humanities, Bldg., New Asia College. Newspaper and other articles are also available on Moodle.

Jan. 13: Introduction

--Anthony Giddens, "Globalisation," in *Runaway World: How Globalisation is Reshaping Our Lives* (London: Profile: 2002), p. 6-19

--Manfred Steger, "Globalization: A Contested Concept," in *Globalization, a Very Short Introduction* (Oxford: Oxford University Press. 2003), p. 1-16.

Jan. 20: Key Concepts for Understanding Globalization

--Robert H. Lavenda and Emily A. Schultz, "Globalization and the Culture of Capitalism," in *Core Concepts in Cultural Anthropology* (Mountain View CA: Mayfield, 2000), p. 170-183

--Ulf Hannerz, "The Local and the Global: Continuity and Change," in *Transnational Connections* (London: Routledge, 1996), p. 17-29

Optional Reading: Arjun Appadurai, "Disjuncture and Difference in the Global Cultural Economy" (part), in Jonathan Xavier Inda and Renato Rosaldo, eds. *The Anthropology of Globalization* (Malden, MA: Blackwell, 2008, second edition), p. 51-59

Jan. 27: Globalization in History: Imperialism, Colonialism, Capitalism:

--Manfred Steger, "Is Globalization a New Phenomena?" in *Globalization, a Very Short Introduction* (Oxford: Oxford University Press. 2003), p. 17-36.

--"Clinging to the Forest Despite the Chaos" (*International Herald Tribune*, Dec. 1, 2009); "The Cough Heard 'Round the World" (*International Herald Tribune*, April 30, 2009); "McDonald's Offer Potato Burger with Fries" (*International Herald Tribune*, 2009)

Optional Reading: Richard H. Robbins, "The Era of the Global Trader, The Era of the Industrialist," in *Global Problems and the Culture of Capitalism* (Boston: Allyn and Bacon: 2002), p. 62-86

Feb. 3: The Globalization of the World Economy

--Bill Emmott, "Unequal (2)," in *20:21 Vision: The Lessons of the 20th Century for the 21st* (London, Penguin Books, 2004), p. 221-241

--Manfred Steger, "The Economic Dimension of Globalization" in *Globalization, a Very Short Introduction* (Oxford: Oxford University Press. 2003), p. 37-55

--"Anti-WTO Activists Take the Plunge" (CNNInternational.com, Dec. 14, 2005); "10 Truths about Globalization" (*International Herald Tribune*, July 14-15, 2001)

Feb. 10: "Low-End Globalization"

--Gordon Mathews, "Chungking Mansions: A Center of 'Low-End Globalization.'" *Ethnology* XLVI (2): 169-183.

--"More Are Becoming Upwardly Mobile" (South China Morning Post, July. 30, 2004); "Wealth Brings Servants and Much Nervousness," (*International Herald Tribune*, Feb. 1, 2008); "The Great Unravelling" (*The Economist*, Jan. 20, 2007); "Third World Feels Bite of Petty Corruption" (*International Herald Tribune*, Aug. 31, 2005); "Where Africa Goes to Buy its Mobile Phones" (*Financial Times*, Jan. 31, 2009)

Feb. 17: Lunar New Year Holiday

Feb. 24: Globalization and Consumption

--James L. Watson, "Introduction: Transnationalism, Localization, and Fast Foods in East Asia," in *Golden Arches East: McDonald's in East Asia*, second edition (Stanford: Stanford University Press, 2006), p. 1-39
--"Jollibee Stings McDonald" (*International Herald Tribune*, May 30, 2005);
"Ramadan's Beginning to Look a Lot Like..." (*International Herald Tribune*, Oct. 13, 2005); "Where Every Meal is a Sacrifice" (*Washington Post*, April 28, 2008);
"Bestseller in Mideast: Barbie with a Prayer" (*International Herald Tribune*, Sept. 29, 2005).

March 3: Globalization, Mass Media, and Cultural Values

--Manfred Steger, "The Cultural Dimension of Globalization," in *Globalization, a Very Short Introduction* (Oxford: Oxford University Press, 2003), p. 69-92
-- Optional Reading: Brian Larkin, "Itineraries of Indian Cinema: African Videos, Bollywood, and Global Media" in Jonathan Xavier Inda and Renato Rosaldo, eds. *The Anthropology of Globalization* (Malden, MA: Blackwell, 2008, second edition), p. 334-351
--"Unraveling the Sari" (*International Herald Tribune*, April 28, 2005); "In Search for the New Supermodel, Cultures Collide" (*International Herald Tribune*, April 23, 2003); "On the Scale of Beauty, Weight Weighs Heavily" (*International Herald Tribune*, Feb. 13, 2001); "Bill to Increase Access to Contraception is Dividing Filipinos" (*New York Times*, Oct. 26, 2009).

March 10: Globalization and Immigration

--Peter Stalker, *The No-Nonsense Guide to International Migration* (London: Verso, 2001), p. 10-19
--Wilson Lakony, "The Life of Asylum Seekers in Hong Kong" pamphlet.
-- "A Generation Left Behind by Filipino Migrant Workers" (*International Herald Tribune*, Dec. 23, 2008); "Young and Arab in a Land of Mosques and Bars" (*New York Times*, Sept. 22, 2008); "Elusive Goal" (*South China Morning Post*, Oct. 8, 2008); "Desperation Gathers and Makes a Nightly Dash for Britain" (*New York Times*, April 29, 2008); "Chinese Entrepreneurs Upset French Neighbors" (*International Herald Tribune*, June 6, 2007).

March 17: Globalization and Tourism

--Beth E. Notar, "Lonely Planetters and a Transnational Authentic," in *Displacing Desire: Travel and Popular Culture on China* (Honolulu: University of Hawai'i Press, 2006), p. 20-46
--Shinji Yamashita, "Japanese and Balinese Tourism: Brides Heading for the Island of the Gods," in *Bali and Beyond: Explorations in the Anthropology of Tourism* (New York: Berghahn Books, 2003), p. 87-101
--"Chinese Tourists Getting a Bad Image" (*International Herald Tribune*, Nov. 22-23, 2005); "Minority Report" (*Time*, Nov. 11, 2002); "Luang Prabang" (*International Herald Tribune*, April 13, 2008).

March 24: Globalization and Terrorism

--Tariq Ali, "September Surprise," "Letter to a Young Muslim," in *The Clash of Fundamentalisms: Crusades, Jihad, and Modernity* (London: Verso 2002), p. 290-313

--Thomas L. Friedman, "11/9 Versus 9/11" in *The World Is Flat: A Brief History of the Twenty-First Century* (New York: Farrar, Straus and Giroux, 2006), p. 543-555

-- "A Life of Alienation Led to Rage in Leeds" (*International Herald Tribune*, Oct. 1, 2005); "Profile: John Walker Lindh" (BBC News, January 24, 2002).

March 31: Globalization, Politics, and Nationalism

--Manfred Steger, "The Political Dimensions of Globalization," in *Globalization, a Very Short Introduction* (Oxford: Oxford University Press. 2003), p. 56-68

--Gordon Mathews, Eric Kit-wai Ma, and Tai-lok Lui, "How American, Chinese, and Hong Kong University Students Understand 'Belonging to a Nation'", in *Hong Kong, China: Learning to Belong to a Nation* (London: Routledge, 2008), p. 115-130

--"Chinese Students in U.S. Fight View of their Home," (*New York Times*, April 29, 2008); 'Free Tibet' Flags Made in China,"(BBC.com, April 28, 2008);

"Western Olympic Ads Cheerlead for China" (*New York Times*, July 20, 2008)

April 7: Midterm Exam

April 14: Cultural Identity in a Globalizing World

--Gordon Mathews, "On the Meanings of Culture," in *Global Culture/Individual Identity: Searching for Home in the Cultural Supermarket* (London: Routledge: 2000), p. 1-23

-- Optional Reading: Stuart Hall, "The Question of Cultural Identity," (part of chapter) in S. Hall, D. Held, and T. McGrew, eds. *Modernity and its Futures* (Cambridge, UK: Polity, 1992), p. 291-314

--"South Koreans Struggle With Race" (*New York Times*, Nov. 2, 2009)

April 21: Assessing Globalization: Is It Helping Or Hurting the World?

--Manfred Steger, "The Ideological Dimension of Globalization," in *Globalization, a Very Short Introduction* (Oxford: Oxford University Press. 2003), p. 93-112

--Alex Perry, "Speed Bumps in Shenzhen," in *Falling off the Edge: Globalization, World Peace, and Other Lies* (London: MacMillan, 2008), pp. 39-62

Reading List of Required or Recommended Books

Ali, Tariq. 2002. *The Clash of Fundamentalisms: Crusades, Jihad, and Modernity*. London: Verso.

Anderson, Benedict. 1991. *Imagined Communities*, revised edition. London: Verso

Appadurai, Arjun. 1996. *Modernity at Large: The Cultural Dimensions of Globalization*. Minneapolis: University of Minnesota Press.

Barber, Benjamin R. 1996. *Jihad vs. McWorld: How Globalism and Tribalism are Reshaping the World*. New York: Ballantine Books.

Diamond, Jared. 2005. *Collapse: How Societies Choose to Fail or to Survive*. London: Penguin.

Emmott, Bill. 2004. *20:21 Vision: The Lessons of the 20th Century for the 21st*. London, Penguin Books.

Eriksen, Thomas Hylland. 2002. *Ethnicity and Nationalism: Anthropological Perspectives*, second edition. London: Pluto Press.

Friedman, Thomas L. 2006. *The World Is Flat: A Brief History of the Twenty-First Century*. New York: Farrar, Straus and Giroux.

Fulcher, James. 2004. *Capitalism: A Very Short History*. Oxford: Oxford University Press.

Giddens, Anthony. 1991. *Modernity and Self-Identity: Self and Society in the Late Modern Age*. Stanford: Stanford University Press.

Giddens, Anthony. 2002. *Runaway World: How Globalisation is Reshaping Our Lives*. London: Profile.

Richard Grant and John Rennie Short, eds. 2002. *Globalization and the Margins*. New York: Palgrave MacMillan.

Hall, Stuart, David Held, and Tony McGrew, eds. 1992. *Modernity and its Futures*. Cambridge, UK: Polity.

Hannerz, Ulf. 1996. *Transnational Connections*. London: Routledge,

Harvey, David. 2005. *A Brief History of Neoliberalism*. Oxford: Oxford University Press.

Howes, David, ed. 1996. *Cross-Cultural Consumption*. London: Routledge.

Inda, Jonathan Xavier Inda and Renato Rosaldo, eds. 2008. *The Anthropology of Globalization*, second edition. Malden, MA: Blackwell.

- Juergensmeyer, Mark. 2003. *Terror in the Mind of God: The Global Rise of Religious Violence*. Berkeley: University of California Press.
- Lavenda, Robert H. and Emily A. Schultz. 2000. *Core Concepts in Cultural Anthropology*. Mountain View CA: Mayfield.
- Mathews, Gordon. 2000. *Global Culture/Individual Identity: Searching for Home in the Cultural Supermarket*. London: Routledge.
- Mathews, Gordon, Eric Kit-wai Ma, and Tai-lok Lui. 2008. *Hong Kong, China: Learning to Belong to a Nation*. London: Routledge.
- Notar, Beth E, 2006. *Displacing Desire: Travel and Popular Culture in China*. Honolulu: University of Hawai'i Press.
- Ong, Aihwa. 1999. *Flexible Citizenship: The Cultural Logics of Transnationality*. Durham NC: Duke University Press.
- Parenti, Michael. 2002. *The Terrorism Trap: September 11 and Beyond*. San Francisco: City Lights Bookstore.
- Perry, Alex. 2008. *Falling off the Edge: Globalization, World Peace, and Other Lies*. London: MacMillan.
- Robbins, Richard H. 2002. *Global Problems and the Culture of Capitalism*, second edition. Boston: Allyn and Bacon.
- Stalker, Peter. 2001. *The No-Nonsense Guide to International Migration*. London: Verso.
- Steger, Manfred, 2003. *Globalization: A Very Short Introduction*. Oxford: Oxford University Press.
- Stiglitz, Joseph. 2003. *Globalization and Its Discontents*. New York: W. W. Norton
- Tomlinson, John. 1991. *Cultural Imperialism*. Baltimore: The Johns Hopkins University Press.
- Watson, James L 2006. *Golden Arches East: McDonald's in East Asia*, second edition Stanford: Stanford University Press.
- Wilson, Richard A. 1997, *Human Rights, Culture and Context: Anthropological Perspectives*. London, Pluto Press.
- Yamashita, Shinji. 2003. *Bali and Beyond: Explorations in the Anthropology of Tourism*. New York: Berghahn Books.