Culture and Globalization (Provisional Syllabus)
International Studies 407/507
Winter 2015
Time: 8:30-9:50 a.m. on Tuesday and Thursday
Place: 176 ED.

Andrea Coukos: Adjunct Instructor, Department of Sociology and International Studies
Office: 715 Prince Lucien Campbell (PLC)
Communication via e-mail please acoukos@uoregon.edu
Office Hours: Thursday between ten o’clock and noon and by appointment Monday-Thursday

Course Description:

Our goal is to explore the dynamics, debates, and manifestations of cultural globalization. We begin with a review of some of the key writings that describe the process of globalization through a cultural lens. To quote from one of our readings: “Culture... now serves as a primary carrier of globalization and modern values [it is] an important area of contestation for national, religious, and ethnic identity (Lieber and Weisberg).

Guided by this understanding of culture, we interrogate the notion of globalization as largely the product of Western culture, modernity, and capitalism. Many scholars, researchers, development experts, and activists argue that globalization results in a worldwide, homogenized, consumer culture – a scenario often referred to as “McDonaldization.” Another set of scholars focuses on cultural conflict driven by notions of irremediable difference. Still others assert that globalizing cultures produce a proliferation of new forms of cultural creativity, hybrid cultures, peoples, and products.

In addition, does transnational capitalist globalization (globalization from above) inevitably create democratic and cultural deficits, increasing global inequality and environmental degradation? We explore this critique. In contrast, perhaps, as expressed in the rallying cry of many social justice organizations and movements (globalization from below): “Another world is possible.” In the second half of this class, we focus on a diverse set of case studies in order to explore and discuss these, and other, emergent issues in relation to cultural globalization.

Learning objectives for this class:

• Familiarity with the competing definitions and debates characterizing the most recent research in the field of cultural globalization.
• Engaged theoretical and empirical knowledge applicable to case studies of globalization as it occurs on the ground.
• The ability to situate ourselves in relationship to other people with whom you share a common destiny.
3. Linked Readings: All material not in the text books will be linked to your Blackboard Course website

Requirements:
1. Attendance and participation: 10%
2. Two memos 10% each: Memos are three to five page responses to readings of your choice. You may choose to focus on a single reading or explore thematic connections between several readings. Memos are to be turned in once during week five, and again during week nine.
3. Mid-term exam: 35%: Answer two out of three preselected questions@10-15 double spaced pages. Due February 3rd by 5 pm
4. Take-home final essay exam: 35%: Based on class material, you are to craft a fifteen page essay exploring a topic of your choosing. Exam is due on the last day of finals at 5 p.m.

Class “Ethos”
This course is given as a seminar and revolves around class participation and writing. Depending on the size our class, we will weave discussion and homework assignments into our daily schedule. I envision a collaborative working environment for all phases of the work. In practice, this means one could bring in a section of a paper for class feedback. Another student might find an especially exciting piece of work (article, blog, website, video) that we may then incorporate into our syllabus. Graduate students don’t have additional assignments; however, I expect that you will take a leadership role in discussions and the like. The syllabus provides a strong but flexible structure that will enable process-oriented learning.

Calendar: Lecture and Readings. All readings are due on the assigned date. There are no assigned readings for the first class. Provisional list: some additional or different readings might be added. The reading load will average at about hundred pages/week

Part One: Origins and Development of Cultural Globalization

I. Week One: Cultural Globalizations: First, second, and third wave perspectives
   1. Class One: Jan 6
   Lecture: What is cultural globalization? What is globalization? What is culture? What is the relationship between the two? In this class we will set up the basic structure for our study of cultural globalization. Handout provided
   Readings: None due
2. Class Two: Jan 8

**Lecture: Cultural globalization: the history and scope of globalization.**
Objective: to analyze and evaluate the origins, nature, and scope of globalization
1. Key historical phases of globalization
2. Perspectives on globalization: Globalists, skeptics and transformationalists
3. The long history of globalization (Pieterse) vs. the modernity of globalization (Giddens)


---


3. Class Three: Jan 13

**Lecture:** “Globalization: From Fordism to Flexibility”


4. Class Four: Jan 15

**Lecture:** Globalization: ancient history or a contemporary phenomenon? Pietersen vs. Giddens


---

III. Week Three: Cultures in Motion: Culture, Connectivity, and Globalization

5. Class Five: Jan 20

**Lecture:** Culture and globalization: formulating a vocabulary, imagery and analysis of culture in relationship to globalization.


6. Class Six: Jan 22

**Lecture:** Transnationality: towards a global cultural economy?

**Readings:** “Disjuncture and Difference” by Arjun Appaduri and “Globalization, Culture, and Society: The State as Place within Shifting Spaces” by David Cameron and Janice Gross Stein (linked)
Essay exam passed out

Part Two: Cultural Globalization and the Ascent of Global Capitalism
(Globalization from Above)

IV. Week Four:
7. Class Seven: Jan 27:
   Lecture: Global capitalism: Capital, power, and transnationalism
   Readings: Globalization A Very Short Introduction, Chapter Four (“The political dimension of globalization”) and Understanding Cultural Globalization, Chapter Four (“Globalization and Global Culture”)

8. Class Eight: Jan 29
   Lecture: Global capitalism: Capital, power, and transnationalism: a counter-argument
   Readings: “Cultural Globalization: Placing and Displacing the West” by John Tomlinson (linked) and “Globalization or glocalisation” by Roland Robertson (linked)

V. Week Five:
9. Class nine: Feb 3:
   Lecture: Global Communication, Media and Technology: Mass Media
   First exam due

10. Class ten: Feb 5
   Lecture: Culture, Ideology and Consumerism
   Readings: “The New Feudalism: Globalization, the Market and the Great Chain of Consumption” by Tim Duvall (linked) and “Collateral Casualties of Consumption by Zygmunt Bauman (linked)

VI. Week Six
11. Class Eleven: Feb 10
   Lecture: Feminization of the global economy: The global assembly line, global care line, and the global sex line.
   Readings: “Globalization and Gender” by Gary Hytrek and Kristine M. Zentrag (linked) and “As the World Turns” Globalization, Consumption, and the Feminization of Work” by Drucilla K. Barker and Susan F. Feiner (linked)
Part Three: Alter, and Anti-Globalization: Resistance to Globalization from below

12. Class Twelve: Feb 12
Lecture: Alter and Anti-Corporate Globalization Movements

VII. Week Seven
13. Class Thirteen: Feb 17
Lecture: Mediacapeces unbound: Alternative perspectives on media and globalization from below
Readings: “The New Global Public Sphere: Global Civil Society, Communications Networks, And Global Governance” by Manuel Castells (linked) and “The New Digital Media and Activist Networking within Anti-Corporate Globalization Movements” by Jerry Juris (linked)

14. Class Fourteen: Feb 19
Lecture: Transnational Feminisms

VIII. Week Eight:
15. Class Fifteen: Feb 24
Lecture: Gender and Sexual Identities, Culture, and Globalization
Readings: “Migration, Money, and Masculinity in Kerala” by Filippo Osella and Caroline Osella, (linked)”Girl Power: Young Women and The Waning of Patriarchy In Rural North China” by Yunxiang Yan (linked) and “The Anti-Globalization Movement, Queer Diasporas, and Cultural Production” by Ruthann Lee (linked)

16. Class Sixteen: Feb 24
Lecture: Religion, Culture, and Globalization
Readings: “Religion and Ideology in the Global Age: Analyzing al Quada’s Islamist Globalism” by Manfred B. Steger and “Nationalism and the Colonial Legacy in the Middle East and Central Asia (Introduction) by Juan R.I. Cole and Deniz Kandiyoti (linked)
IX. Week Nine
17. Class Seventeen: March 3
Lecture: Religion, Resistance, and “Reterritorialization”
Readings: “Jihad vs. McWorld” by Benjamin Barber (linked) and “Infidel Brands: Unveiling Global Alternative Meanings of Global Brands at the Nexus of Global Brands, Consumer Culture, and Islamabad” by Elif Izberk-Bilgin (linked)

18. Class Eighteen: March 5
Lecture: Religion as “travelling culture”
Readings: “The global-local nexus and popular music studies and the case of Rastafari culture in West Africa, by Frank Wittman (linked) and “The Globalization of Pentecostal and Charismatic Christianity” by Joel Robbins

XX. Week Ten
19. Class Nineteen: March 10
Lecture: Migration, Urbanization, and Environmental dimensions of cultural globalization

20. Class Twenty: March 12
Lecture: Globalization, Culture, and Sustainability
Readings: “Global Urbanization and the Separation of Humans from Nature” Will R. Turner, Toshihiko Nakamura, and Marco Dinetti (linked) and “Searching for a Mobilizing Narrative on Climate Change” by Anne Jerneck (linked)