

**A/S 300 “Cultural Motifs”**  
**Globalization: Political Economy, Identity and Culture**  
Fall 1998

T/TH 11:20-12:50

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**Office Hours: Wed. 2-4pm,**

Thurs. 12:50-2:30 or by appt.

What does the IMF have to do with labor migration to the Gulf States? Can you buy into foreign political action through a world music CD? Why do Islamist militants target tourists? What does this all have to do with “the price of rice in China?” There is a lot of knowing talk about “globalization” and “global culture” these days that seems to insist on its hegemonic truth without ever revealing the basis, meanings, modalities and consequences of this phenomenon. Some of this talk is happily expansive, hopeful, liberatory. Other voices paint globalization as a kind of cultural, political and economic menace. In this class we will attempt to get beyond the polemics in an effort to draw a more comprehensive understanding of globalization and the commoditization of culture. We will do so by following the strands of cultural logic from their historical and ideological roots to the currently emerging sites in which globalizing impulses appear. These sites include late capitalist production, transnational culture and hybrid identity, new understandings of intimate, national, virtual space and the commoditization of cultural difference through non-western art, global popular culture and tourism.

**Course Requirements**

**This is a seminar class that will focus on readings, commentaries, in-class activities and discussions. There are no exams. Thus your participation is crucial to both class dynamics and your grade. You are responsible for all the readings before class, occasional short assignments to be completed outside of class, and 1-2 page response papers to the readings. You will also be responsible for a final project that draws both on course readings and your own research on a an approved topic related to globalization. In all these activities I will encourage you to think critically and write against the grain. Your grade will be composed as follows:**

<b>Class participation</b>	<b>40%</b>
<b>Response papers &amp; short assignments</b>	<b>30%</b>
<b><u>Final research project</u></b>	<b>30%</b>
<b>Final Grade</b>	<b>100%</b>

**Required Readings:** There are several books and a coursepack for this course, all available at the College Bookstore.

**Books**

Mintz, Sidney. Sweetness and Power. NY: Viking Penguin, 1985.

- Appadurai, Arjun. Modernity at Large: Cultural Dimensions of Globalization. Minneapolis: University of Minnesota, 1996.
- Barnet, Richard J. and John Cavanaugh. Global Dreams: Imperial Corporations and the New World Order. NY: Simon and Schuster, c1994.
- Hettne, Bjorn, Editor. International Political Economy: Understanding Global Disorder. London: Zed Books, 1995.

### **Coursepack Readings**

Abu-Lughod, Janet. Going beyond Global Babble. In Culture, Globalization and the World-System by Anthony D. King

Abu-Lughod, Lila. The Objects of Soap Opera: Egyptian televisions and the Cultural Politics of Modernity. In Worlds Apart: Modernity Through the Prism of the Local, Daniel Miller, ed.

Anderson, Benedict

“Exodus,” in Critical Inquiry, 20 (Winter 1994).

Benedict, Burton

“Rituals of Representation: Ethnic Stereotypes and Colonized Peoples at World’s Fairs,” in Fair Representations by R.W.Rydell & N. Gwinn, pp.28-61.

Clifford, James

,”Museums as Contact Zones.” In Routes: Travel and Translation in the Late Twentieth Century, pp. 188-219.

Coronil, Fernando

“Beyond Occidentalism: Toward Nonimperial Geohistorical Categories,” in Cultural Anthropology, 11(1), pp. 51-87, 1996.

Dorfman, Ariel and Armand Mattelart

How to Read Donald Duck: Imperialist Ideology in the Disney Comic, translation and introduction by David Kunzle, 1975.

Enloe, Cynthia

“On The Beach: Sexism and Tourism.” In Bananas Beaches & Bases, Chapter 2, and Notes.

Enloe, Cynthia

“The Globetrotting Sneaker,” in Ms. Magazine, 5(5) March/April 1995

Escobar, Arturo

“Power and Visibility: Development and the Invention and Management of the Third World.” Cultural Anthropology (3)4 November 1988, pp. 428-443.

Feld, Steven

“From Schizophonia to Schismogenesis: The Discourses and Practices of World Music and World Beat.” in Traffic in Culture by G.E. Marcus & F.R. Myers, Chapter 3, pp. 96-126.

Ferguson, Marjorie

“The Mythology about Globalization.” European Journal of Communication, Volume 7, 1992, pp. 69-93.

Foucault, Michel

“Docile Bodies.” In Discipline and Punish: The Birth of the Prison, pp. 135-315.

Ghosh, Amitav

The Imam and the Indian. Granta. 20 winter, 1986.

Gupta, Akhil

“The Song of the Nonaligned World: Transnational Identities and the Reinscription of Space in Late Capitalism,” Cultural Anthropology, 7 (1) Feb. 1992, pp. 63-79.

Hall, Stuart

“The Local and the Global: Globalization and Ethnicity.” In Culture, Globalization and the World-System by Anthony D. King.

Hannerz, Ulf. Scenerios for Peripheral Cultures. In Culture, Globalization and the World-System by Anthony D. King

Hebdige, Dick

Cut ‘N’ Mix: Culture, Identity & Caribbean Music, 1987, Chapters 1, 2, 17.

Hendrickson, Carol. Selling Guatemala: Maya Export Products in US mail-order Catalogues. In Cross-Cultural Consumption, by David Howes. 106- 121.

Hoogvelt, Ankie

Globalization and the Postcolonial World, Introduction & Chapter 1.

Jusdanis, Gregory

“Culture, Culture Everywhere: The Swell of Globalization Theory.”  
Diaspora, 5: 1, pp. 141-161, 1996.

Kang, Liu

“Is There an Alternative to (Capitalist) Globalization?” In The Cultures of Globalization, pp. 164-188.

Mitchell, Timothy

The World as Exhibition, CSST, 31 (2) April, 1989, pp. 217-236.

Ong, Aihwa

“The Production of Possession: Spirits and the Multinational Corporation in Malaysia.” American Ethnologist, pp. 28-42.

Rouse, Roger

“Mexican Migration and the Social Space of Postmodernism,” in Diaspora, I (1) Spring 1991.

Rouse, Roger

“Thinking Through Transnationalism: Notes on the Cultural Politics of Class Relations in the Contemporary U.S.” Public Culture, 7: 353-402, 1995.

Shiner, Larry

“Primitive Fakes,” “Tourist Art,” and the Ideology of Authenticity.”  
Journal of Aesthetics and Art Criticism, Vol. 52, #2, Spring 1994.

Street, John

“Across the Universe: The Limits of Global Popular Culture.” In The Limits of Globalization. Alan Scott, ed. Chapter 4, pp. 75-89.

Tomlison, John

“The Discourse of Cultural Imperialism.” In Cultural Imperialism: A Critical Introduction, pp. 1-33.

Weiss, Brad

“Coffee Breaks and Coffee Connections,” In Cross-Cultural Consumption, David Howes, ed. , pp. 93-105.

Wilks, Richard.

Learning to be Local in Belize: Global Systems of Common Difference. In Worlds Apart: Modernity Through the Prism of the Local, Daniel Miller, ed.

Williamson, Judith

“Woman is an Island,” in Studies in Entertainment. Tania Modleski, ed.  
Chapter 6, pp. 99-118.

### Schedule of Events

- Aug 27 Introductions
- Sept 1-3 Globalization: What is it and why now?  
Read: Global Dreams, pp. 13-22, Ferguson, Justdanis, Hoogvelt  
Optional: Escobar
- Sept 8-10 Historical Roots and Political Economy  
Read Sweetness and Power, International Political Economy,  
Ch. 1 & 2.
- Sept 15-17 Understanding International Exchange & Transnational  
Capitalism  
Read: Modernity at Large, Ch. 2 , Global Dreams, pp.359-402,  
Enloe  
Optional: Rouse  
**Film:** Roger and Me
- Sept 22-4 Flexible Labor? Everyday resistance?  
Read: Foucault, Ong, Global Dreams (Global Workplace) pp.  
257-358  
**Film:** Global Assembly Line.
- Sept 29-Oct 1 Cultural Imperialism: Who owns the capital? The  
interpretation?  
Read: Dorfman, Thomlinson, Global Dreams pp. 25-41
- Oct 6-8 Global Identities  
Read: Hall, Anderson, Modernity at Large, Ch. 3, Rouse  
Optional: Abu-Lughod, J.  
Project Proposal due.
- Oct 13-15 Local-Global Cultural Politics in the “peripheries”  
Read: Hannerz, Abu-Lughod, J., Ghosh, Wilk, Kang  
Optional: Gupta, L. Abu-Lughod,
- Oct 20 No Class – Fall Recess  
22 Review

- Oct 27-9 Commoditization of Culture: Art, Music, Smokes  
 Read: Shiner, Global Dreams pp 185-207, Feld, Street  
 Optional: Weiss  
**Film:** Latcho Drom
- Nov 3-5 “Others” packaged: Curios, Nostalgia and Ethnic Chic  
 Read: Mitchell, Rosaldo, and Zirbel
- Nov 10-12 Museums and Captive Cultures  
 Read: Benedict, Clifford
- Nov 17-19 Tourism and the Gendered Globe  
 Read: Williamson, Enloe, Tyner  
**Films:** “The Toured: The other side of Tourism in Barbados” and  
 “Thailand: Dying for Sex”
- Nov 24 Native Reflections  
 Read: Root  
**Film:** Couple in a Cage
- 26 No Class - Thanks giving Recess
- Dec 1-3 Beyond Orient and Occident  
 Read: Coronil, Hebdige  
**Presentations in Class of final projects.**
- Dec 8 Wrap-up.  
**Projects Due**