

ANTH 5520. Globalization and Culture Spring 2020

Lecture: Thursday 1:30-3:15, NAH 115

Teacher: Gordon Mathews, Room 409 NAH, cmgordon@cuhk.edu.hk,

Tutorial Schedule: Thursday 3:30-4:15, NAH 115

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 Facebook, and ideas from human rights to ideals of beauty to ideologies of terrorism, intrude everywhere. This transforms the meanings of culture, as increasingly we no longer belong to a society based in a certain place, but to a global society, and a global “cultural supermarket.” This course examines how globalization is transforming the meanings of culture in today’s world.

Course Objectives

The course objectives are to enable you to:

- 1) gain insight into the globalization of culture, a process taking place across the world today and shaping all of our lives;
- 2) obtain a broad understanding of different aspects of the globalization of culture, including those involving recent history, economics, consumption, immigration, terrorism, nationalism, and cultural identity;
- 3) comprehend both the costs and benefits of contemporary processes of globalization to individuals, societies, and the world.

In order to fully meet these objectives, you will need to attend all classes and do all class readings and watch all class videos. Grades will be based on the extent to which you can analytically utilize the readings, videos and lectures of the course in engaging in the questions posed by the course.

Course Requirements

The course will be graded as follows:

- take-home midterm examination (10 pages long, 30% of grade) handed out March 12, due March 26
- take-home final examination ((15 pages long, 50% of grade) handed out April 23, due May 11
- class participation (20%)

Course Materials

--There is one required text for the course: Manfred Steger, *Globalization, a Very Short Introduction* (Oxford University Press. 2013); please buy it at the Campus Bookstore. Newspaper and other articles, as well as all other readings, are available on Blackboard.

Plagiarism

Students are required by university policy to submit all papers to VeriGuide (the Chinese University Plagiarism Identification Engine System). Please check the website <http://www.cuhk.edu.hk/policy/academichonesty/> for more information on how to submit papers through VeriGuide.

Grade Descriptors

A Outstanding performance on all learning outcomes, through work that has creatively synthesized course materials and key ideas, to the extent that you show a depth of understanding as great as or greater than my own. Your arguments in your work are logical and cohesive, the discussion is well-organized, and the writing is clear. All relevant course materials have been fully utilized in your work, and additional material as well has been used from your own research.

A- Outstanding performance on all learning outcomes, through work has creatively synthesized course materials and key ideas. Your arguments in your work are logical and cohesive, the discussion is well-organized, and the writing is clear. All relevant course materials have been fully utilized in your work, and perhaps additional material as well from your own research.

B+ Substantial performance on all learning outcomes. Your arguments in your work are largely logical and cohesive, the discussion is generally well-organized, and the writing is clear. Most relevant course materials have been fully utilized in your work. There are areas for improvement with respect to building a cohesive argument, organizing the discussion, communicating clearly, and/or identifying relevant evidence and using all course materials, but by and large you have turned in good, solid work.

B Satisfactory performance on all learning outcomes, OR high performance on some learning outcomes which compensates for less satisfactory performance on others, resulting in overall satisfactory performance. Your arguments in your work are somewhat logical and cohesive, the discussion is somewhat well-organized, and the writing is somewhat clear. Much relevant course materials have been fully utilized in your work. There are areas for improvement with respect to building a cohesive argument, organizing the discussion, communicating clearly, and/or identifying relevant evidence.

B- Adequate performance on all learning outcomes, OR satisfactory performance on some learning outcomes which compensates for less satisfactory performance on others, resulting in overall largely adequate performance. Your arguments in your work are partially logical and cohesive, the discussion is partially organized, and the writing is somewhat clear. Some relevant course materials have been fully utilized in your work. There are areas for improvement with respect to building a cohesive argument, organizing the discussion, communicating clearly, and/or identifying relevant evidence.

C+ Adequate performance on the majority of learning outcomes. Your written work shows some effort, but course materials have not been sufficiently engaged. The argument and the writing is not clear, and/or there is less than full evidence for statements and claims made. There are areas for improvement with respect to building a cohesive argument, organizing the discussion, communicating clearly, and/or identifying relevant evidence.

C, C- Barely adequate performance on a number of learning outcomes. These grade will be awarded to students who have missed a large number of classes and have failed to use course materials in their written answers.

Jan. 9: Introduction

- Manfred Steger, "Globalization: A Contested Concept," in *Globalization, a Very Short Introduction* 4th edition (Oxford: Oxford University Press, 2017), p. 1-17 (This book can be bought at the campus store and also found in the library, in UL Reserve)
- Anthony Giddens, "Globalisation," in *Runaway World: How Globalisation is Reshaping Our Lives* (London: Profile: 2002), p. 6-19.
- Nikil Saval, "Globalisation: The Rise and Fall of an Idea That Swept the World" (*The Guardian*, July 14, 2017)
- Karolina Follis, "North Sentinel Island and the Right to Be Left Alone" (*Sapiens*, Dec. 11, 2018)

Jan. 16: Key Concepts for Understanding Globalization

- Robert H. Lavenda and Emily A. Schultz, "Globalization and the Culture of Capitalism," in *Core Concepts in Cultural Anthropology* 5th edition (New York: McGraw-Hill, 2013), p. 171-196
- Arjun Appadurai, "Disjuncture and Difference in the Global Cultural Economy" (part), in Jonathan Xavier Inda and Renato Rosaldo, eds. *The Anthropology of Globalization* 2d edition (Malden, MA: Blackwell, 2008), p. 51-59; look over whole book.
- Video: "Thomas Friedman's Three Eras of Globalization" (2008, 2:55)
- Video: "Globalization theories | Society and Culture | MCAT | Khan Academy" 2014, 5:46)

Jan. 23: Globalization in History: Imperialism, Colonialism, Capitalism;

- Manfred Steger, "Globalization and History: Is Globalization a New Phenomenon?" in *Globalization, a Very Short Introduction* (Oxford: Oxford University Press. 2017), p. 18-37
- 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). Look over whole book.
- Video: "Imperialism: Crash Course World History #35" (2012, 13:46)

Jan. 30: Chinese New Year Holiday (Interruption: Coronavirus)

Feb. 20: The Globalization of the World Economy

- Manfred Steger, "The Economic Dimension of Globalization" in *Globalization, a Very Short Introduction*, p. 38-61
- Daron Acemoglu and James A. Robinson, "Theories That Don't Work," in *Why Nations Fail: The Origins of Power, Prosperity, and Poverty* (London: Profile, 2013), p. 45-69. Look over whole book.
- Video: "Capitalism, by Joseph Stiglitz" (2013, 41:03)

Feb. 27: "Low-End Globalization"/"Globalization From Below"

- Gordon Mathews and Carlos Alba Vega, "Introduction: What is Globalization From Below?" in G. Mathews, G. Ribeiro, and C. Vega, *Globalization from Below: The World's Other Economy* (London: Routledge, 2012), p. 1-15. Look over whole book.
- Gordon Mathews, "Low-end Globalization" (part), in *The World in Guangzhou: Africans and Other Foreigners in South China's Global Marketplace* (Chicago, University of Chicago Press, 2017), p. 81-105

March 5: Globalization, Consumption, and Ecology

- Amber Dance, "How Halloween Has Traveled the Globe" (*Sapiens*, Oct. 26, 2018)
- 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. 1-38. Look over whole book.
- Manfred Steger, "The Ecological Dimension of Globalization" in *Globalization, a Very Short Introduction* (Oxford: Oxford University Press, 2017), p. 92-108
- Thomas Hylland Eriksen, "How Globalization Has Broken the Chain of Responsibility" (*Sapiens*, August 9, 2018).
- "This Has Been the Best Year Ever" (*New York Times*, Dec. 28, 2019)
- Video: "Consumption in a world of 32:1" (2012, 2:49)

March 12: Globalization, Mass Media, and Cultural Values

- Manfred Steger, "The Cultural Dimension of Globalization," in *Globalization, a Very Short Introduction* (Oxford: Oxford University Press, 2017), p. 80-91
- Yuval Noah Harari, "Equality: Those Who Own the Data Own the Future," in *21 Lessons for the 21st Century* (New York: Spiegel & Grau, 2018), pp, 73-81
- "Web Freedom Is Seen as a Growing Global Issue" (*New York Times*, Jan. 1, 2015); "In Search for the New Supermodel, Cultures Collide" (*International Herald Tribune*, April 23, 2003)
- Video: "The Internet, Globalization and the Media Future," Harvard Kennedy School (2013, 6:32)

(Take-home midterm exam handed out March 12, due March 26)

March 19: Globalization and Immigration

- Isabella Alexander, "For African Asylum-Seekers, a Treacherous Journey Is Only the Beginning." (*Sapiens*, 7 July 2017)
- Yuval Noah Harari, "Immigration: Some Cultures Might Be Better Than Others," in *21 Lessons for the 21st Century* (New York: Spiegel & Grau, 2018), pp, 140-157
- Gordon Mathews, "Asylum Seekers as Symbols of Hong Kong's Non-Chineseness," *China Perspectives* 2018/3, 51-58.
- The Guardian*, "Human Migration will be a Defining Issue of this Century. How Best to Cope?" (20 Sept. 2015); *The Economist*, "The Way Forward on Immigration to the West" (Aug. 25, 2018); "Reports of Attacks on Women Heighten Tension Over Migrants" (*New York Times*, Jan. 5, 2016)

March 26: 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
- Barbara Fraser, "The Perils and Privileges of an Amazonian Hallucinogen," (*Sapiens*, 3 Aug. 2017)
- 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. 87-10
- "The Tourism Trap" (*Time*, July 26, 2018); "Rude Awakening: Chinese Tourists Have the Money, but not the Manners" (*South China Morning Post*, Dec. 31, 2014) "Luang Prabang" (*International Herald Tribune*, April 13, 2008).

April 2: Reading Week

April 9: Globalization and Terrorism

- Olivier Roy, "Who Are the New Jihadis?" *The Guardian*, April 13, 2017.
- Scott Atran, "ISIS is a Revolution," *Aeon*, 2016
- Yuval Noah Harari, "Terrorism: Don't Panic," in *21 Lessons for the 21st Century* (New York: Spiegel & Grau, 2018), pp, 161-172
- "Oslo Suspect Wrote of Fear of Islam and Plan for War" (*New York Times*, July 23, 2011); "How the Charlie Hebdo Attack Changed France" (*Al Jazeera*, Jan. 6, 2016)
- Video: "Can Terrorism be Justified? (Part 1)" (2008, 4:38)

April 16: Globalization, Politics, and Nationalism

- Manfred Steger, "The Political Dimensions of Globalization," in *Globalization, a Very Short Introduction* (Oxford: Oxford University Press, 2013), p. 60-73
- 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. Look over whole book.
- Justin Lau, "When Harmony Silences Resistance: The recent violence in Hong Kong has stunned the world, but one anthropologist sees a much less visible threat." *Sapiens*, 27 Nov. 2019

April 23: 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
- 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
- "In Changing South Korea, Who Counts as Korean?" (*New York Times*, Nov. 29, 2012); "Free Tibet' Flags Made in China" (BBC.com, April 28, 2008)
- Video: "Ronald Reagan: Tribute to Patriotism" (2008, 6:39)
- Video: "George Carlin: Patriotism and National Pride" (2013, 9:47)

(Take-home final examination handed out April 23, due May 11)

April 30: Assessing Globalization: Is It Helping Or Hurting the World?

- Manfred Steger, "Ideologies of Globalization: Market Globalism, Justice Globalism, Religious Globalisms," "The Future of Globalization," in *Globalization, a Very Short Introduction* (Oxford: Oxford University Press, 2017), p. 109-128, p. 129-134
- Video: "BBC Hard Talk: The Effect of Globalization on Developing Nations" (2011, 23:11)
- Video: "Globalization and the Poor--a Look at the Evidence: TEDxStuttgart (2014, 15:33)
- Discussion of take-home final