

Global Markets Local Cultures 31143 ANS 372
University of Texas at Austin – Fall 2009
Garrison - GAR 1.126
Monday and Wednesday 3 – 4:30

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Office Hours: Monday 4:30 – 5:30, Wednesday 1:30 – 3 -- Other times by appointment

Course Description

Globalization... the word is everywhere, but seems to actually mean less and less each year. Casual observation suggests that there is something new happening -- new flows of people, goods, money and ideas that didn't exist before. In this course, students will seek to understand what is and isn't new about these flows and how various transnational exchanges relate to one another. For example, how does the hypermobility of vast sums of transnational capital through Wall Street relate to the popularity of anime and Bollywood in the United States? Throughout the course, students will seek to master an understanding of the language and institutions of global capital and governance (for example the IMF, structural adjustment and the "bubble economy") but also learn to connect these to their effects on local populations. Rejecting the idea of globalization as an inevitable imposition on local cultures, readings examine the unexpected local responses to transnational flows. In the class, the novelty of transnational connections will be challenged through an examination of past moments of global trade; ones which often saw little participation by for "the West." Readings on contemporary instantiations of globalization will examine the rise of off-shore factory labor in Asia, the "chain of love" which has become apart of the globalization of care work, and local responses to the arrival of transnational corporations such as McDonalds and Mattel.

Required texts

The one book you must purchase is our first major text, *The No-Nonsense Guide to Globalization*. This is a very short introduction to economic globalization designed for a general readership. It will introduce us to institutions and ideas (such as the IMF, FDI, WTO, GATT) that we will use for the entire term. The book is available at the bookstore or you may order it from any on-line outlet (it is very short and less than \$10).

Our other readings are from assorted journals, books and edited collections. These will be found in "Course Documents" on our class Blackboard page. In addition, books we read selections from are available at the library reserve.

Our final "text" is the news. You should keep up with current events during the course of this class. This might mean reading a newspaper, watching the nightly news or looking at an on-line source. Whatever sources you use, think about them critically, examining the biases and limits not only of the material presented but the way it is presented. We will discuss international events of significance to globalization in the class as well as via Blackboard. (**NB** – I give significant value to class participation – contributing to the discussion on Blackboard is a great way to improve your participation grade for those uncomfortable participating in class discussion.)

Please check Blackboard regularly – syllabus updates and additional information will often be posted there. You should bring the relevant text to class each day as we will be discussing the texts in class and that will be helped by you having something to remember the ideas.

Assignments

There are seven components to how your performance in this class will be evaluated.

(#1) Class participation in this course is highly valued. Participation is more than ‘talking a lot’ – instead it is being an enthusiastic, prepared and considerate member of a learning community. Given that not everyone feels comfortable, initially, speaking in class, there are other ways you can participate. If you wish to contribute, but feel more comfortable writing, please feel free to send me an email with your thoughts on recent reading or to post a note on Blackboard in our Discussion Board. In addition to the assigned readings, I expect all students to be looking for global flows in the world around them. Reading a daily paper is an excellent way to keep on top of this requirement. Discussing current events will be a part of class participation and things we discuss in class will be a part of exams. **This is a situation where more is not better – quality over quantity.** In addition, in this class we will be talking about divisive, controversial and important issues – sex, religion, race, etc. – I expect students to show respect to themselves and other members of the learning community in these discussions. Please be considerate of one another. All opinions are welcome in this course if presented with civility and scholarly rigor.

(#2) There will be several in-class exercises throughout the term, some announced, some not. These are an opportunity to collect your thoughts on particularly difficult readings, lectures or films as well as an opportunity to see how well you understand the material (and if you are attending class). These can only be made up if you have informed me in advance of your absence **and** if you send me a similar exercise soon after the missed class. I will collect these and if appropriate give a few comments, but in general if you write something related to the material, you will receive credit.

(#3) Several weeks into the term we will look more closely at how globalization is depicted in the media. Students will be asked to bring in an example of such a discussion and contextualize the example in relation to our readings and critical media literacy. An assignment sheet will be provided. As you are reading newspaper articles, you may wish to save one for this assignment.

(#4) Your midterm will be a short paper examining a specific example of past moments of globalization and how our perceptions of this event are shaped by both current thinking and nation-state bound logics. I will provide guidance (an assignment sheet as well as individual meetings) on this paper, but the choice of examples will be your own.

(#5) The second portion of the class will focus on two different kinds of global flows, the flows of people and flows of things (aka commodities). For two class periods, students will be responsible for bringing additional information to the other members of the group about these flows and how they relate. Group members may assign (short) additional reading for these days and should be prepared to present both on the additional material and on the concepts presented in this unit of the class.

(#6) Each student will be responsible for leading discussion for one reading during the semester. This should consist of a formal presentation (I recommend AGAINST powerpoint for reasons we can discuss) and be ready to generate discussion on the reading.

(#7) Rather than a final exam, students will be asked to write a cumulative paper of between 10-12 pages in length. I will provide a list of potential topics, or by negotiation students may select a topic of their choice. This paper will combine some outside reading and research with the materials presented in class.

The numbers...

Class Participation	15%
In-class exercises	5%
Globalization in Media	10%
Midterm Assignment	15%
Flows Presentation	15%
Discussion Leadership	15%
Final Guided Paper	25%

An insight into the mind of your professor – I dislike the grading aspect of teaching and am far more enthusiastic about talking about how you are doing in the course than arguing over letters and numbers. Having a conversation **before** an assignment is due about the learning process and how each individual can improve has proven more useful for students seeking to do well in the course than looking at “A”, “B” or “C” at the top of your paper.

My Policies

ABSENCES

I expect students to come to class regularly, on-time and prepared. If you do not do this, not only will your grade be negatively affected, but it disrupts the learning process of your fellow students as well as showing a lack of respect for the course. This is admittedly one of my pet peeves. If you must miss a class, make arrangements with your fellow students to make up the material. There are no ‘free absences’ in the class outside of legitimate and documented needs. Attending class means showing up on time, prepared and ready to learn. If you are not prepared – which I don’t anticipate will ever happen – come to class anyway.

ACADEMIC HONESTY

Similarly, I expect student to conduct their research and writing honestly and to correctly reference any sources consulted. Plagiarism is theft and a particular heinous crime to those whose life is writing and research. Any dishonest academic practice will be referred to the administration for investigation. I encourage collaboration among students, which is different from copying or paper trading. One can never be accused of academic dishonesty if you acknowledge where your ideas came from. Learning how to master a combination of direct citation, paraphrase and idea acknowledgement takes time and practice. In the meantime, CITE EVERYTHING. If in doubt about the ethics of a situation, contact me – **do not guess**.

COMMUNICATION

I enjoy meeting with students in office hours and exchanging email with students. YET, I do not check email every 10 minutes. I am very eager to answer student questions by email, discuss points of the reading or relevant outside materials, but please think before you write. Show respect in your communication with me and with one another. I rarely use my office phone, you are more likely to get a response from me by email.

MISCELANOUS

- Turn off your cell phone when you get to class.
- I RELUCTANTLY allow laptops in class. If I find they are being used for email, games or websurfing rather than taking notes, then I will revoke this privilege.
- You may eat and drink in class, if it is subtle and not distracting to you or other students. A cup of coffee – great – a roast chicken dinner – wait until after class.

University Notices and Policy

University of Texas Honor Code

The core values of The University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member of the university is expected to uphold these values through integrity, honesty, trust, fairness, and respect toward peers and community.

Use of E-Mail for Official Correspondence to Students

Email is recognized as an official mode of university correspondence; therefore, you are responsible for reading your email for university and course-related information and announcements. You are responsible to keep the university

informed about changes to your e-mail address. You should check your e-mail regularly and frequently to stay current with university-related communications, some of which may be time-critical. You can find UT Austin's policies and instructions for updating your e-mail address at <http://www.utexas.edu/its/policies/emailnotify.php>.

Documented Disability Statement

The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. If you require special accommodations, you will need to obtain a letter that documents your disability from Services for Studies with Disabilities. Present the letter to me at the beginning of the semester so we can discuss the accommodations you need. No later than five business days before an exam, you should remind me of any testing accommodations you will need. For more information, contact Services for Students with Disabilities at 471-6259 (voice) or 232-2937 (video phone) or www.utexas.edu/diversity/ddce/ssd.

Religious Holidays

By UT Austin policy, you must notify me of your pending absence at least fourteen days prior to the date of observance of a religious holy day. If you must miss a class, an examination, a work assignment, or a project in order to observe a religious holy day, I will give you an opportunity to complete the missed work within a reasonable time after the absence.

Behavior Concerns Advice Line (BCAL)

If you are worried about someone who is acting differently, you may use the Behavior Concerns Advice Line to discuss by phone your concerns about another individual's behavior. This service is provided through a partnership among the Office of the Dean of Students, the Counseling and Mental Health Center (CMHC), the Employee Assistance Program (EAP), and The University of Texas Police Department (UTPD). Call 512-232-5050 or visit <http://www.utexas.edu/safety/bcal>.

Emergency Evacuation Policy

Occupants of buildings on the UT Austin campus are required to evacuate and assemble outside when a fire alarm is activated or an announcement is made. Please be aware of the following policies regarding evacuation:

- Familiarize yourself with all exit doors of the classroom and the building. Remember that the nearest exit door may not be the one you used when you entered the building.
- If you require assistance to evacuate, inform me in writing during the first week of class.
- In the event of an evacuation, follow my instructions or those of class instructors.

Do not re-enter a building unless you're given instructions by the Austin Fire Department, the UT Austin Police Department, or the Fire Prevention Services office

SYLLABUS POLICY SUMMARY – If in doubt, ask. I am much happier discussing potential problems and concerns than dealing with events in the past or problems that have been allowed to grow over time.

Assignments

August 26th Introduction to the Class – review of syllabus –
Film: Global Village or Global Pillage
(Geyer and Bright – World History in a Global Age)

31st “Mangalore” from *In an Antique Land* by Amitav Ghosh, pp. 241-288.

September 2nd “Introduction” from *Europe and the People without History*
“The Three Worlds Theory” - Pletcher

7th Labor Day

9th “The World System in the 13th Century” – Abu-Lughod
“Maps of the Mind and the Mobility of Asia” - Ludden

- 14th “The Age of Gunpowder Empires, 1450-1800” – McNeill
Film: Mardi Gras: Made in China
- 16th **Globalization in the Media Assignment Due**
Barber/Stiglitz/Friedman
- 21st *No-nonsense Guide to Globalization* – Introduction and Ch 1,2,3
- 23rd *No-nonsense Guide to Globalization* – Ch. 4,5
Film: Life and Debt
- 28th *No-nonsense Guide to Globalization* – Ch. 6,7
- 30th Anderson *Imagined Communities* 5-8, 9-12, 31-36, 163-185
- October 5th Hobsbawm, Ranger, Cohn
Invention of Tradition 1-14, 165-209
- 7th **MIDTERM ASSIGNMENT DUE** –Start of class
Time-Space Compression
David Harvey on “Time-Space Compression”
Originally in *The Condition of Postmodernity* Ch. 17
Selections from *Global Transformations Reader*
- 12th Global Cities
Introduction to *The Global City* – Sassen
Chapters 1, 7,8 from *Cities in a World Economy* – Sassen
- 14th Commodity Flow I
Arjun Appadurai
“Disjuncture and Difference in the Global Cultural Economy”
“Social Life of Things”
- 19th Commodity Flow II
“Designing Women” – Freeman
Film: T-shirt Travels
- 21st Commodity Flow III
“Traveling Barbie” – Grewal
 (“Enchanted Commodities” – Allison in *Millennial Monsters*)
Film: The Big Sell Out or Bamako
- 26th Commodity Flow IV
Selections from *Golden Arches East Asia*

28th Commodity Flow V
“Very Bombay” – William Mazzarella

November 2nd **Commodity Flow PRESENTATION**

4th People Flow I
“The Pacific Shuttle” – Aihwa Ong

9th People Flow II
“At Home but Not at Home” – Constable
Film: Chain of Love

11th People Flow III
“Introduction” to *Global “Body Shopping”* –Xiang
“Mexican Migration and the Social Space of Postmodernism”
Film: A Day without a Mexican

16th People Flow IV
A. Allison – Selections from *Nightwork*
Selections from *Sites of Desire, Economies of Pleasure*
(Selections – *What’s Love got to Do with it?* – Brennan)

18th People Flow V
Shukula – South Asian Diaspora
Selections – *American Karma*
Selections – *The Expanding Landscape*

23rd **People Flow PRESENTATION**

25th Wednesday before Thanksgiving
Discuss Globalization with Dinner Guests!

30th “Cosmopolitan Codifications” or TBA

December 2nd **Final Papers Due**
Class Summary