

AN 380 04 / IS 410 01: **The Global Society**

Spring Term, 2001: Monday, Wednesday 11:00 am – 12:15 pm, PB 212

Instructor: Eriberto P. Lozada Jr.

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This course examines recent theories of globalization from an anthropological perspective, with an emphasis on the transnational political, economic, and cultural structures that are transforming local societies throughout the world. Topics include transnational religions, popular culture, and global capitalism. Special attention is devoted to debates regarding cultural imperialism, the impact of science and technology transfer, and diaspora ethnicity.

The anthropological perspective is largely a “bottom-up,” comparative examination of particular social processes, and is presented in the form of ethnographic monographs and articles that describe everyday life in detail. The main question that we will be addressing throughout the seminar is the impact of transnational processes. Is globalization homogenizing different cultures to the extent that we can talk about a global society? Or is globalization resulting in local interpretations of transnational processes, resulting in fragmented yet interconnected global societies?

Course Readings

Mathews, Gordon 2000. *Global Culture / Individual Identity: Searching for Home in the Cultural Supermarket*. New York: Routledge. ISBN: 0415206162.

Hannerz, Ulf 1996. *Transnational Connections: Culture, People, Places*. New York: Routledge. ISBN 0415143098.

Tomlinson, John 1999. *Globalization and Culture*. Chicago: University of Chicago Press. ISBN: 0226807681.

Watson, James L. ed. 1997. *Golden Arches East: McDonald's in East Asia*. Stanford: Stanford University Press. Paperback, 0804732058.

Course Requirements

The most important work in this course is to be prepared for each seminar meeting; this means having **thoroughly read the material** and **being prepared to discuss** particular points from the reading. Readings are due on the day listed in the class schedule. I will not lecture on the readings, but will discuss the implications and difficult points in the material.

Response papers: 30%

Each student will have to write five (5) response papers, one page and double-spaced. They are individually ungraded and require only timely submission for full credit. See the handout for more information.

Short Essays or Term Paper: 50%

Students will have a choice of writing two (2) short essays (between 5-7 pages) or one (1) longer essay (12-15 pages) that are **worth 50%** of the final grade. The shorter essays will be due on **19 February** and **9 April 2001** in class. The long essay is due in class on **16 April 2001**. Topics for the long essay will be selected by each student, but must be discussed with the instructor prior to **26 February 2001**.

Class Participation: 20%

Active participation requires that each student come to class prepared, having read the assigned material before class.

“Plagiarism is the fraudulent misrepresentation of any part of another person’s work as one’s own. Submitting any writing, including take-home exams, that does not properly acknowledge the quoting or paraphrasing of another person’s words, or that fails to give proper credit for another person’s ideas, opinion, or theory is plagiarism. Any unacknowledged use of sources to which one is indebted including but not limited to are music, video, audio, theatre projects, compositions, and computer software constitutes plagiarism.” – Butler University Student Handbook 1999-2000, pg. 92.

It is the policy and practice of Butler University to make reasonable accommodations for students with properly documented disabilities. Written notification from Student Disability Services is required. If you are eligible to receive an accommodation and would like to request it for this course, please discuss it with me and allow two weeks notice. Otherwise, it is not guaranteed that the accommodation can be received on a timely basis. If you have questions about Student Disability Services, you may wish to contact Michele Atterson, JH 136, ext. 9308.

Class Schedule (subject to modification)

17 January	Introduction to Class
22 January	Theoretical Overview Globalization and Culture Reading: Tomlinson, p. 1-31
24 January	Global Modernity Reading: Tomlinson, p. 32-70 Assignment: Response Paper Due
29 January	Global Culture: Dreams, Nightmares, and Skepticism Reading: Tomlinson, p. 71-105
31 January	Deterritorialization: The Cultural Condition of Globalization Reading: Tomlinson, p. 106-149
5 February	Mediated Communication and Cultural Experience Reading: Tomlinson, p. 150-180
7 February	The Possibility of Cosmopolitanism Reading: Tomlinson, p. 181-207 Assignment: Response Paper Due
12 February	Global Culture Reading: Hannerz, p. 1-29, 44-55
14 February	Reading: Hannerz, p. 56-78
19 February	Reading: Hannerz, p. 81-124 Assignment: Short Essay Due
21 February	Global Places Reading: Hannerz, p. 127-139
26 February	Reading: Hannerz, p. 140-171 Assignment: Long Essay Proposal Due
28 February	Global Capitalism Flexible Accumulation Harvey excerpt Assignment: Response Paper Due
5 March	Consumption Miller excerpt
7 March	Sovereignty Sassen excerpt
12-16 March	Spring Break
19 March	Case Studies: China, Japan, America Reading: Matthews, p. 1-29
21 March	What in the World is Japanese? Reading: Matthews, p. 30-75 Assignment: Response Paper Due
26 March	What in the World is American? Reading: Matthews, p. 76-120
28 March	What in the World is Chinese? Reading: Matthews, p. 121-165
2 April	Home in the Cultural Supermarket

	Reading: Matthews, p. 166-197
4 April	Case Studies: McDonalds in East Asia McDonald's and Globalization Reading: Watson, p. 1-38 Assignment: Response Paper Due
9 April	China McD's Reading: Watson, p. 39-76 Assignment: Short Essay Due
11 April	Hong Kong McD's Reading: Watson, p. 77-109
16 April	Taiwan McD's Reading: Watson, p. 110-135 Assignment: Long Essay Due
18 April	Korea McD's Reading: Watson, p. 136-160
23 April	Japan McD's Reading: Watson, p. 161-182
25 April	Closing Remarks on McD Reading: Watson, p. 183-200
30 April	Is there a Global Society?: Class Wrap-up