

## **190.305: Globalization and Culture**

Time: Wednesdays 1:30 pm-3:30 pm

Location: Dunning Hall 211

Professor Hazbun

E-mail: hazbun@jhu.edu

Office Hours: Wednesdays & Thursdays 3:45-4:30pm  
in 258 Mergenthaler Hall (*just past the Art History office*)

This course offers a critical exploration of the cultural dynamics of globalization and the politics of the globalization of culture. It also addresses the spread of (and reaction to) American popular culture abroad and the impact of globalization on American culture and identity. Rather than offering a systematic survey of the literature, this course approaches these questions as an advanced reading seminar. Most weeks we read a single text and you are expected to critically engage it. Over the weeks some themes and questions will be revisited from different perspectives. For the final (take home) exam you will be expected to draw together arguments from across the course to offer an informed, critical assessment of the core questions addressed.

*Please note:* This is a reading and discussion intensive course. Moreover, each week you are expected to critically engage the text drawing on insights and theories gained in previous weeks. If you do not think you will have time to complete the reading each week before class, this is not the course for you. There are no formal prerequisites, but previous knowledge of international relations theory, the political economy of globalization, and cultural anthropology will make the material much less difficult.

### **Course requirements:**

**10 weekly quizzes:** I know you will hate this but it encourages you to finish the reading and helps make the class more interesting. Each is 2% of grade (must take 10 of 11).

**Class participation:** includes attendance and active engagement in discussion every week. The class will be run as a seminar in which students are expected to come each week fully prepared to engage with the material covered in the reading as well as to help guide and provoke discussion. While you are not expected to digest all arguments made in the text, you should know the main one and come prepared with marked passages to discuss and questions to debate. (20% of grade).

**Two (2) Critical review papers:** Write a 4-5 page critical review essay about the reading for any two sessions (Note: At least one paper must be completed before spring break). The paper should include: a. A brief summary of the text's main argument and issues covered (about 1-2 pages max). b. Critical assessment and reaction to reading. This is the most important part of the paper (See memo). The paper is due by 4pm Thursday after class in my mailbox, 338 Mergenthaler Hall, or office, 258 Mergenthaler. (15% of grade each)

**Take home final:** Two 4 page essays on questions relating to main themes of course. (30%)

## **Required Texts:**

Pico Iyer, *The Global Soul*, (Vintage, 2001)

Zygmunt Bauman, *Globalization* (Columbia, 2000) [\*not available at bookstore\*]

Lane Crothers, *Globalization and American Popular Culture*, 2nd ed. (Rowman & Littlefield, 2009)

Tyler Cowen, *Creative Destruction* (Princeton, 2004)

Paul A. Cantor, *Gilligan Unbound* (Rowman & Littlefield, 2003)

Naomi Klein, *No Logo* (Picador, 2009)

Martha C. Nussbaum, *For Love of Country?* (Beacon, 2002)

### **1/27 Introduction**

### **2/3 The Experience of Globalization**

Pico Iyer, *The Global Soul: Jet Lag, Shopping Malls, and the Search for Home* (Vintage, 2001)

### **2/10 Rethinking the Experience of Globalization**

Zygmunt Bauman, *Globalization: The Human Consequences* (Columbia, 2000)

### **2/17 'Pop' Theories of Globalization: Markets, Politics, Culture**

Thomas Friedman, *The Lexus And The Olive Tree* (Anchor, 2000), pp. 367-78, 379-405, 463-68.

Benjamin Barber, *Jihad vs. McWorld*, (Ballantine, 2001), pp. xx-xxxii, 3-20, 88-99, 118-36, 268-92.

Karl Polanyi, "Our Obsolete Market Mentality," *Commentary*, Vol. 3, (Feb. 1947): 109-117.

James Rosenau, "The Complexities & Contradictions of Globalization," *Current History* (Nov. 1997)

Arjun Appadurai, "Disjuncture & Difference in the Global Cultural Economy" *Public Culture* (Sp '90)

### **2/24 Globalization and American Popular Culture**

Lane Crothers, *Globalization and American Popular Culture*, 2nd ed. (Rowman & Littlefield, 2009)

### **3/3 Markets and Culture**

Tyler Cowen, *Creative Destruction: How Globalization is Changing the World's Cultures* (Princeton, 2004)

Benjamin Barber, "Brave New McWorld," *Los Angeles Times Book Review* February 2, 2003

### **3/10 Localization (or Glocalization): The Case of McDonald's**

James Watson, "China's Big Mac Attack," *Foreign Affairs* (May/June 2000): 120-134

James Watson (ed.), *Golden Arches East: McDonald's in East Asia* (Stanford, 2006), pp. 1-38, 183-200.

*Also: Based on your own experience or research write 1 page describing localization at a McDonald's.*

3/17 *spring break*

### 3/24 **Cosmopolitanisms: Beyond Local Culture and Global Culture**

Ulf Hannerz, "Cosmopolitans and Locals in World Culture," in Mike Featherstone (ed.) *Global Culture: Nationalism, Globalization, and Modernity*, (Sage, 1990) pp. 237-252.

Kwame Anthony Appiah, "The Case for Contamination," *New York Times*, January 1, 2006.

Henry Jenkins "Pop Cosmopolitanism: Mapping Cultural Flows in an Age of Media Convergence," in Suárez-Orozco and Qin-Hilliard (eds.) *Globalization Culture and Education in the New Millennium* (California, 2004) pp. 114-140.

Arturo Escobar, "The Invention of Development," *Current History* (Nov. 1999): 382-386.

### 3/31 **Globalization vs. Americanization**

Kenneth Waltz, "Globalization and American Power," *National Interest* (Spring 2000): 46-56

Peter J. Taylor, "Izations of the world: Americanization, modernization and globalization," in Hay and Marsh, (eds.), *Demystifying Globalization* (Macmillan, 2000), pp. 49-70.

P. LeGrain, "Cultural Globalization Is Not Americanization," *Chronicle Review*, May 9, 2003.

Richard Pells, *Not Like Us* (Basic, 1998), 263-277, 278-324, 325-334.

### 4/7 **American Identity and the Nation-State: Reading Television**

Paul Cantor, *Gilligan Unbound: Pop Culture in the Age of Globalization* (Rowman, 2003)

4/14 *No Class due to Association of American Geographers (AAG) Conference*: Begin reading Klein

### 4/21 **Cultural Critique and a Culture of Resistance**

Naomi Klein, *No Logo* (Picador, 2009), *if needed* skim chapters 9-11.

Harold James, "Is Liberalization Reversible?" *Finance & Development* (Dec. 1999): 11-14

### 4/28 **The Politics of Patriotism and/vs. Cosmopolitan Identity**

Martha C. Nussbaum, *For Love of Country?* (Beacon, 2002)

Samuel P. Huntington, "The Clash of Civilizations?" *Foreign Affairs* (Summer 1993): 22-49

5/10 \* **Take Home Exam due \* by noon** in my mailbox, 338 Mergenthaler Hall