

## GLOBAL CULTURE & SOCIETY

SOCL 280  
Fall 2008  
MWF 2-2.50pm  
Beaven 118

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### COURSE OVERVIEW

In this course, we will examine the way social identities and everyday cultural practices are linked to global circulations of capital, taste, fashion, and power. Through a comparative analysis of representations of globalization, cultural products such as McDonald's and Sesame Street, mega-events such as the Olympics, virtual cultures and technologies, and leisure and consumption practices such as shopping, eating, and international tourism, we will gain a critical understanding of globalization. Our key objective will be to better understand the debates surrounding cultural imperialism, cultural fragmentation, and the hybridization of culture. Taking a sociological approach to questions of cultural globalization, we will also examine the way cultures and individuals oppose, resist and re-center globalization and how people negotiate a sense of identity and belonging in a global context.

### LEARNING OUTCOMES

By participating in this course, you will:

- Develop a better understanding of the key debates and discourses that surround the social and cultural dimensions of globalization.
- Be able to draw connections between social identities and the global circulation of cultural products; between the local and the global in cultural and social contexts; and between social inequalities and processes of globalization.
- Recognize the way social inequalities, especially those related to class, gender and age, are shaped and resisted within a global context.
- Gain specialized knowledge of at least one aspect of global culture by collaborating with a small group to explore the topic in depth and by presenting your findings to an audience.
- Further develop your critical reading and writing skills through the discussion of assigned readings in class and through the application of sociological theory and analysis in written assignments.

### REQUIRED READINGS

The Lexus and the Olive Tree (Thomas L. Friedman, 2000) [Friedman]

McDonaldization: The Reader, 2<sup>nd</sup> Ed. (George Ritzer, 2006) [Ritzer]

Global Woman: Nannies, Maids and Sex Workers in the New Economy (Barbara Ehrenreich & Arlie Hochschild, 2004) [Global Woman]

The Global Soul (Pico Iyer, 2001) [Iyer]

*Recommended:* Global Nature, Global Culture (Franklin, Lury & Stacey, 2000) [GNGC]

Required and recommended texts are available in the bookstore. Global Nature, Global Culture is on reserve in the library. Additional chapters, articles and other readings are available through ERes.

## COURSE REQUIREMENTS

- **Class Participation (10%)**
- **Essays (35%):** You will be required to write **two 5 – 7 page essays** (double spaced). The first essay is worth **15%** and the second essay is worth **20%** of your final grade.
- **Group Project and Presentation (10%)**
- **Exams (45%):** There will be two exams: one take-home **mid-term exam (20%)** and one **final exam (25%)**.

## GRADING

Your final grade for the course will be calculated by weighting each assignment as indicated above (ex. participation x .10; essay 1 x .15; etc.) and adding the results. Your final letter grade will then be determined as follows:

A	93-100	B+	87-89	C+	77-79	D	65-69
A-	90-92	B	83-86	C	73-76		
		B-	80-82	C-	70-72		

## MOODLE

Please refer to Moodle for more information and resources for this course. I will also be posting relevant links and any PowerPoint slides from lectures and group presentations on Moodle for your reference.

## OFFICE HOURS

Whether you have a specific question or concern about the course or would like to talk more generally about the course topics or your academic interests, I hope you will feel free to visit me during office hours. In fact, I expect to see each of you in my office hours at least once before the midterm exam. I will be in my office (Beaven 218) and available to meet with you on a drop-in basis on Mondays from noon-1pm and on Wednesdays and Fridays from 11am-noon. I am also happy to arrange other meeting times. Please see me after class or email me to make an appointment. **Email:** I am more than happy to correspond with you via email regarding any questions or concerns related to the course. I check email every day and will reply as quickly as possible. I would prefer it if you would email me from your Holy Cross account so that your email doesn't end up in the junk mail box. On occasion, I will also correspond with you via email or via Moodle (which goes to your Holy Cross account), so please check your Holy Cross email regularly!

## ACADEMIC INTEGRITY

I expect you to be familiar with and abide by the Holy Cross statement on academic honesty: <http://www.holycross.edu/catalog/academic-honesty-policy.pdf>

Academic honesty is a matter of trust within the academic community as well as a matter of respect for intellectual property. It is also essential to learning. Learning involves reading and critiquing texts for yourself, developing your own ideas, and synthesizing themes and debates through your own words. Of course, as you engage with academic debates and research, you will draw on the work of other scholars. In these cases, you must *always* cite your sources including books, chapters, magazine or newspaper articles, journal articles, websites, or any other resource. Learning is also a collaborative process, and I encourage you to study and discuss the course materials together with your fellow students. But when it comes time to write your essays and exams, make sure that the ideas and words you present as your own *are* your own – and if they are not, be sure you cite them properly. I am always happy to discuss this matter if you have any questions or concerns.

**CLASSROOM ETIQUETTE**

In order for class sessions to facilitate a deeper understanding of the course material, the tone of our discussions needs to be one of mutual respect. Everyone will have an opportunity to participate and we need to respect each other in what we say, how we say it, and by listening attentively to each other. This also means coming to class on time, being prepared, silencing your phone or other gadgets, participating actively and, except in the case of an emergency, staying until the end of class.

## CLASS SCHEDULE & READINGS

### PART ONE: DEFINITIONS AND DEBATES

Date & Topic	Readings	Activities & Due Dates
<p><b>Wed 9/3</b></p> <p><i>Course Introduction</i></p>	<p>Start reading <i>The Lexus and the Olive Tree</i> by <b>Thomas L. Friedman</b>; focus on: 'Opening Scene' and Chapters 1, 2, 3, 12, and 13.</p>	
<p><b>Friday 9/5</b></p> <p><i>Global Culture Debates</i></p>	<p><b>Hannerz, Ulf</b> (2008 [1996]) 'Nigerian Kung Fu, Manhattan <i>fatwa</i>' and 'The Local and the Global: Continuity and Change' in <i>The Transnational Studies Reader</i> ed. by S. Khagram and P. Levitt (NY: Routledge), pp. 235-250. ERes</p> <p><b>Pieterse, Jan N.</b> 'Globalization and Culture: Three Paradigms' (pp. 277-282). [Ritzer]</p> <p><b>Steger, Manfred B.</b> (2006) 'Global Culture: Sameness or Difference?' in <i>Globalization: The Transformation of Social Worlds</i> ed. by D. S. Eitzen and M. B. Zinn (Belmont, CA: Thomson Wadsworth), pp. 143-145. ERes</p>	<p><b>For Today:</b> Go to <a href="http://www.globalpolicy.org/globaliz/cultural/index.htm">http://www.globalpolicy.org/globaliz/cultural/index.htm</a> and review the following newspaper articles:</p> <p>'In Many Business Schools, The Bottom Line is English' (2007)</p> <p>'Across Latin America, Mandarin is in the Air' (2006)</p> <p>'For Mongolians, E is for English, F is for Future', (2005)</p> <p>And read 'Google it in Quechua' (<i>The Economist</i> August 17, 2006) available online at: <a href="http://www.economist.com/world/la/displaystory.cfm?story_id=7798868">http://www.economist.com/world/la/displaystory.cfm?story_id=7798868</a></p> <p>What questions do these articles raise for you?</p>
<p><b>Monday 9/8</b></p> <p><i>The Global and/in the Local</i></p>	<p><b>Featherstone, Mike</b> (1993) 'Global and Local Cultures' in <i>Mapping the Futures</i> ed. by J. Bird, et al (London: Routledge), pp. 169-187. ERes</p> <p><b>Featherstone, Mike, Lash, Scott, and Robertson, Roland</b> (2000) 'Global Melange' in <i>Globalization</i>, ed. by J. Beynon and D. Dunkerley (London: Athlone), pp. 139-140. ERes</p> <p>Continue reading <b>Friedman</b></p> <p><i>Recommended:</i> <b>Pieterse, Jan Nederveen</b> (2007) 'Hybridity' in <i>Blackwell Encyclopedia of Sociology</i>, ed. by G. Ritzer (Blackwell), online. ERes</p>	<p>Start collecting examples of global advertisements. We will be analyzing these examples in class on <b>Monday 9/22</b>.</p>

Date & Topic	Readings	Activities & Due Dates
<b>Wed 9/10</b>  <i>Scapes and Flows</i>	<b>Appadurai, Arjun</b> (1990) 'Disjuncture and Difference in the Global Cultural Economy' <i>Theory, Culture &amp; Society</i> 7, pp. 295-310. ERes  Continue reading <b>Friedman</b>	<b>For Today:</b> Bring in 2 discussion questions about the reading (Bring 2 copies: one to refer to in class and one to turn in.)
<b>Friday 9/12</b>  <i>Framing the Debates</i>	<b>BOOK DISCUSSION:</b> Be prepared to discuss assigned chapters from <i>The Lexus and the Olive Tree</i> by <b>Thomas L. Friedman</b>	<b>For Today:</b> Bring in examples of cultural homogenization, fragmentation or hybridization for discussion.

**PART TWO: GLOBALIZATION OF CULTURE**

**MEDIA AND MOBILE TECHNOLOGIES**

Date & Topic	Readings	Activities and Due Dates
<b>Monday 9/15</b>  <i>Global Media and the Global Village</i>	<b>Parks, Lisa</b> (2003) 'Our World, Satellite Televisuality, and the Fantasy of Global Presence' in <i>Planet TV</i> ed. by L. Parks and S. Kumar (New York: New York University Press), pp. 74-93. ERes	<b>For Today:</b> For reference, please read the <b>Wikipedia</b> entry for <b>Marshall McLuhan</b> , focusing especially on the sections dealing with the 'global village': <a href="http://en.wikipedia.org/wiki/Marshall_Mcluhan">http://en.wikipedia.org/wiki/Marshall_Mcluhan</a>
<b>Wednesday 9/17</b>  <i>Mobile Technologies and Global Culture</i>	<b>Meyrowitz, Joshua</b> (2005) 'The Rise of Glocality' in <i>A Sense of Place</i> ed. by K. Nyiri (Vienna: Passagen Verlag), pp. 21-30. ERes  <b>The Economist</b> 'The Conquest of Location' 9 October 1999. ERes	<b>For Today:</b> Bring 2 copies of your discussion questions to class today.
<b>Friday 9/19</b>  <i>Negotiating Local and Global Identities Online</i>	<b>Karlsson, Lena</b> (2006) 'The Diary Weblog and the Travelling Tales of Diasporic Tourists' <i>Journal of Intercultural Studies</i> 27(3), pp. 299-312. ERes  <i>Recommended:</i> <b>Hongladarom, Soraj</b> (2000) 'Negotiating the Global and the Local: How Thai Culture Co-opts the Internet' <i>First Monday</i> , 5(8), online: <a href="http://firstMonday.org/issues/issue5_8/hongladarom/index.html">http://firstMonday.org/issues/issue5_8/hongladarom/index.html</a>	<p style="text-align: center;"><b>ESSAY # 1 DUE IN CLASS TODAY</b></p> <b>For next class:</b> You should be collecting examples of 'global' ads for analysis in class on Monday.

Date & Topic	Readings	Activities and Due Dates
<p><b>Monday 9/22</b></p> <p><i>Advertising the Global</i></p>	<p><b>Myers, Greg</b> (1999) 'Preface' and 'Globalization in Advertising' in <i>Ad Worlds</i> (London: Arnold), pp. ix-xiii and pp. 55-71. ERes</p>	<p><b>For Today:</b> Bring in examples of 'the global' in advertising – television commercials, print advertisements, websites, etc. – to analyze in class.</p>
<p><b>Wednesday 9/24</b></p> <p><i>Hollywoodizing the Globe or Globalizing Hollywood?</i></p>	<p><b>Klein, Christina</b> (2003) 'The Asia Factor in Global Hollywood: Breaking Down the Notion of a Distinctly American Cinema' <i>YaleGlobal Online</i>, 25 March 2003, online: <a href="http://yaleglobal.yale.edu/display_article?id=1242">http://yaleglobal.yale.edu/display_article?id=1242</a></p> <p><b>Power, Carla, et al</b> (2000) 'Bollywood Goes Global' <i>Newsweek International</i>, 28 February 2000, p. 52. ERes</p> <p><b>Miller, Brian</b> (2007) SIFF, 'Seattle filmmakers outsourced to India', online: <a href="http://www.seattleweekly.com/2007-05-30/film/siff-news-seattle-filmmakers-outsourced-to-india.php">http://www.seattleweekly.com/2007-05-30/film/siff-news-seattle-filmmakers-outsourced-to-india.php</a></p>	
<p><b>Friday 9/26</b></p> <p><i>Global Television</i></p>	<p><b>Ang, Ien</b> (1996) 'Global Media/Local Meaning' in <i>Living Room Wars: Rethinking Media Audiences for a Postmodern World</i> (London &amp; New York: Routledge), pp. 150-161. ERes</p> <p><i>Recommended:</i> <b>Allison, Anne</b> (2006) 'Mighty Morphin Power Rangers: The First Crossover Superheroes' in <i>Millennial Monsters</i> (Berkeley: UC Press), pp. 93-127. ERes</p>	<p><b>GROUP 1 PROPOSAL DUE</b></p>
<p><b>Monday 9/29</b></p> <p><i>Children's Culture in Global Context</i></p>	<p><b>DOCUMENTARY:</b> <i>The World According to Sesame Street</i></p>	<p><b>GROUP 2 PROPOSAL DUE</b></p>
<p><b>Wed 10/1</b></p> <p><i>Children's Culture in Global Context</i></p>	<p><b>DOCUMENTARY, continued:</b> <i>The World According to Sesame Street</i></p> <p><b>Moran, Kristin C.</b> (2006) 'The Global Expansion of Children's Television' <i>Learning, Media and Technology</i> 31(3): 287–300. ERes</p>	

Date & Topic	Readings	Activities & Due Dates
<b>Friday 10/3</b> <b>GROUP PROJECT 1:</b> <i>Globalizing Japanese Play Culture</i>	<b>Allison, Anne</b> (2004) 'Cuteness as Japan's Millennial Product' in <i>Pikachu's Global Adventure</i> , ed. by J. Tobin (Durham: Duke University Press), pp. 34-49. ERes  <b>Kai-Ming Cha</b> (2008) 'Speed Racer Returns' <i>Publishers Weekly</i> online: <a href="http://www.publishersweekly.com/article/CA6545846.html">http://www.publishersweekly.com/article/CA6545846.html</a>  <b>Gomez, Edward M.</b> 'JPop Goes the Market', online: <a href="http://www.dukemagazine.duke.edu/dukemag/issues/091006/jpop1.html">http://www.dukemagazine.duke.edu/dukemag/issues/091006/jpop1.html</a>	<b>For Today:</b> Audience members: bring discussion questions to class (2 copies).
<b>Monday 10/6</b> <b>GROUP PROJECT 2:</b> <i>World Music</i>	<b>Condry, Ian</b> (2006) 'Yellow B-Boys, Black Culture, and the Elvis Effect' in <i>Hip-Hop Japan</i> (Durham: Duke University Press), pp. 24-48. ERes	<b>For Today:</b> Audience members: bring discussion questions to class (2 copies).

**EVENTS, PRACTICES, RITUALS**

Date & Topic	Readings	Activities & Due Dates
<b>Wed 10/8</b> <i>Global Tourism</i>	<b>Wood, Robert E.</b> 'Globalization at Sea: Cruise Ships and the Deterritorialization of Capital, Labor, and Place' paper presented at the Eastern Sociological Society meetings in Baltimore, March 2000. ERes	
<b>Friday 10/10</b> <i>Globalizing Religion</i>	<b>Vásquez, Manuel A. and Marquardt, Marie Friedmann</b> (2003) 'Theorizing Globalization and Religion' and 'Miracles at the Border: A Genealogy of Religious Globalization' in <i>Globalizing the Sacred</i> (New Brunswick, NJ: Rutgers University Press), pp. 34-91. ERes	<b>For next class session:</b> Research media coverage of <b>Manchester United</b> , the UK football/soccer club. You can use search tools such as Google and Wikipedia, or databases, such as Lexis-Nexis or ProQuest (see the Library homepage for links).  <p style="text-align: center;"><b>GROUP 3 PROPOSAL DUE</b></p>
<b>Monday 10/13</b>	<b>NO CLASS</b>	
<b>Wed 10/15</b> <i>Global Sport</i>	<b>Lechner, Frank J.</b> (2007) 'Imagined Communities in the Global Game: Soccer and the Development of Dutch National Identity' <i>Global Networks</i> 7(2): 215-229. ERes	<b>For Today:</b> Bring in one or two articles about Manchester United for discussion in class.

Date & Topic	Readings	Activities & Due Dates
<b>Friday 10/17</b>  <b>GROUP PROJECT 3:</b> <i>The Olympics as a Global Event</i>	<b>Nauright, John</b> (2004) 'Global Games: Culture, Political Economy and Sport in the Globalised World of the 21st Century' <i>Third World Quarterly</i> 25(7), pp. 1325–1336. ERes  <b>Iyer, Pico</b> (2000) <i>The Global Soul</i> , Skim Ch. 5 'The Games', pp. 173-231. [Iyer]	<b>For Today:</b> Audience members: bring discussion questions to class (2 copies).  <b>TAKE HOME MIDTERM EXAM ASSIGNED</b>  <b>GROUP 4 PROPOSAL DUE</b>
<b>Monday 10/20</b>	<b>NO CLASS:</b> Use this time to work on your Midterm Exam. I will be available in my office during regular office hours and during the class period if you need to drop in with any questions.	Exams are due in class on <b>WEDNESDAY</b> <b>22 OCTOBER</b>

**CONSUMER CULTURE GOES GLOBAL**

Date & Topic	Readings	Activities & Due Dates
<b>Wed 10/22</b>  <i>Globalization of Consumer Culture</i>	<b>Ritzer, George</b> 'Cathedrals of Consumption', pp. 208-214. [RITZER]  <b>Waters, Malcolm</b> 'McDonaldization and the Global Culture of Consumption', pp. 283-290. [RITZER]	<b>*TAKE-HOME MIDTERM EXAM DUE*</b>
<b>Friday 10/24</b> <i>Shopping the World: Commodifying and Consuming the Global</i>	<b>Kaplan, Caren</b> (1999) "'A World without Boundaries" The Body Shop's Trans/National Geographics' in <i>With Other Eyes</i> ed. by L. Bloom (Minneapolis: University of Minnesota Press), pp. 139-156. ERes  <i>Recommended:</i> <b>Lury, Celia</b> (2000) 'The United Colors of Diversity' in <i>Global Nature, Global Culture</i> by S. Franklin, C. Lury and J. Stacey (London: Sage), pp. 146-187. (On reserve)	<b>For Today:</b> Do you have any souvenirs, objects or products that represent other places in the world? If so, what are the items and what do they represent? If your item is small and portable, please bring it to discuss in class today.
<b>Monday 10/27</b>  <b>GROUP PROJECT 4:</b> <i>Global Brands and Global Fashion</i>	<b>Skoggard, Ian</b> (1998) 'Transnational Commodity Flows and the Global Phenomenon of the Brand' in <i>Consuming Fashion</i> ed. by A. Brydon & S. Niessen (Oxford: Berg), pp. 57-70. ERes  <b>de Mooij, Marieke</b> (2000) 'Global Brands and Global Branding' in <i>Globalization</i> ed. by J. Beynon & D. Dunkerley (London: Athlone), pp. 141-143. ERes  <b>Gordon, Jesse</b> (2006) 'The Sweat Behind the Shirt' in <i>Globalization</i> ed. by D. S. Eitzen & M. B. Zinn (Belmont, CA: Thomson Wadsworth), p. 97. ERes	<b>For Today:</b> Audience members: bring discussion questions to class (2 copies).  And look at this blog: <a href="http://www.whereamiwearing.com/">http://www.whereamiwearing.com/</a>

Date & Topic	Readings	Activities & Due Dates
<b>Wed 10/29</b>  <i>McDonaldization and Starbuckization</i>	<b>Ritzer, George</b> 'An Introduction to McDonaldization', pp. 3-24. [RITZER]  <b>Watson, James L.</b> 'Transnationalism, Localization, and Fast Foods in East Asia', pp. 291-298. [RITZER]	
<b>Friday 10/31</b>  <i>Glocalization</i>	<b>Turner, Bryan S.</b> 'The McDonald's Mosaic: Glocalization and Diversity', pp. 299-305. [RITZER]  <b>Caldwell, Melissa L.</b> 'Domesticating the French Fry: McDonald's and Consumerism in Moscow', pp. 306-317. [RITZER]  <b>Ram, Uri</b> 'Glocommodification: How the Global Consumes the Local – McDonald's in Israel', pp. 324-333. [RITZER]	<p style="text-align: center;"><b>ESSAY #2 DUE IN CLASS</b></p> <p style="text-align: center;"><b>GROUP 5 PROPOSAL DUE</b></p>
<b>Monday 11/3</b>  <i>The Global Life of Coffee</i>	<b>DOCUMENTARY:</b> <i>Cappuccino Trails</i>  Start reading <i>Global Woman</i> by <b>Barbara Ehrenreich and Arlie Hochschild</b> . Focus on Chapters 1 (Intro), 2, 3, 4, 7, 11, 16, & 17.	
<b>Wed 11/5</b>  <i>Eating the World: Eating Difference</i>	<b>Cook, Ian and Crang, Phillip</b> , 'The World on a Plate: Culinary Culture, Displacement and Geographical Knowledges' in <i>Cultural Geography</i> ed. by N. Thrift and S. Whatmore (London: Routledge), pp. 113-116. ERes  <b>Wilk, Richard</b> (2006) 'The Global Supermarket' and 'Food as a Way of Understanding Globalization' in <i>Home Cooking in the Global Village</i> (Oxford: Berg), pp. 1-8 and 14-18. ERes  <i>Recommended:</i> <b>Germann Molz, Jennie</b> (2007) 'Eating Difference: The Cosmopolitan Mobilities of Culinary Tourism' <i>Space and Culture</i> 10(1), pp. 77-93.	<b>For Today:</b> Think about your experiences eating unfamiliar food. When, where and what did you eat? Was eating this food a cross-cultural experience for you? Please bring any stories related to eating to share in class.
<b>Friday 11/7</b>  <b>GROUP PROJECT 5:</b> <i>Slow Food</i>	<b>Gaytan, Marie</b> (2003) 'Globalizing the Local: Slow Food and the Collective Imaginary' paper presented at the American Sociological Association Annual Meeting, 2003, Atlanta, Georgia. ERes  <b>Miele, Mara and Murdoch, Jonathan</b> 'Slow Food', pp. 269-274 [RITZER]	<b>For Today:</b> Audience members: bring discussion questions to class (2 copies).

**PART THREE: RECENTERING GLOBALIZATION:  
RESISTANCE, OPPOSITION, INEQUALITY**

<b>Date &amp; Topic</b>	<b>Readings</b>	<b>Activities &amp; Due Dates</b>
<b>Monday 11/10</b>  <i>Resisting Globalization</i>	<p><b>Ritzer, George</b> 'September 11, 2001: Mass Murder and Its Roots in the Symbolism of American Consumer Culture', pp. 239-252. [RITZER]</p> <p><b>Morse, David</b> 'Striking the Golden Arches: French Farmers Protest McD's Globalization', pp. 266-268. [RITZER]</p> <p><b>Kellner, Douglas and Kahn, Richard</b> (n.d.) 'Resisting Globalization', pp. 1-24. Available on ERes and online at: <a href="http://www.gseis.ucla.edu/faculty/kellner/essays/resistingglobalization.pdf">http://www.gseis.ucla.edu/faculty/kellner/essays/resistingglobalization.pdf</a></p>	
<b>Wed 11/12</b>  <i>Where do Global Flows Flow?</i>	<p><b>Heldke, Lisa</b> (2003) 'Let's Eat Chinese' in <i>Exotic Appetites</i> (New York &amp; London: Routledge), pp. 1-7. ERes</p> <p><b>Legrain, Philippe</b> (2004) 'Not as American as All That' in <i>Open World</i> (Chicago: Ivan R. Dee), pp. 298-306. ERes</p>	
<b>Friday 11/14</b>  <i>Inequality in Global Society</i>	<p><b>Dollar, David and Kraay, Aart</b> (2004) 'Growth is Good for the Poor' in <i>The Globalization Reader</i>, ed. by J. Lechner and J. Boli (Malden, MA: Blackwell), pp. 177-182. ERes</p> <p><b>Powell, B.</b> (2008) 'Suburbia Comes to China' <i>Fortune</i> (18 August 2008). ERes.</p> <p>Chapters 15 and 16 in <i>The Lexus and the Olive Tree</i> by <b>Thomas Friedman</b></p>	<b>ESSAY #3 DUE IN CLASS</b>

**PART FOUR: GENDER IN THE GLOBAL ECONOMY**

<b>Date &amp; Topic</b>	<b>Readings</b>	<b>Activities &amp; Due Dates</b>
<b>Monday 11/17</b>  <i>Global Culture and The New Economy</i>	<p><b>Freeman, Carla</b> (2000) Intro (excerpt) &amp; Pink-Collar Bajans in <i>High Tech and High Heels in the Global Economy</i> (Durham: Duke University Press), pp. 1-4 and 21-65. ERes</p> <p>Continue reading <i>Global Woman</i></p>	<b>GROUP 6 PROPOSAL DUE</b>

Date & Topic	Readings	Activities & Due Dates
<b>Wed 11/19</b>  <i>Labor Flows in the Global Economy</i>	<b>DOCUMENTARY: 1-800-INDIA</b>  <b>Constable, Nicole</b> (2003) <i>Romance on a Global Stage</i> (Berkeley: UCPress), pp. 1-12 & 116-144. ERes  <i>Recommended:</i> <b>Enloe, Cynthia</b> (1990) <i>Bananas, Beaches and Bases</i> (Berkeley: UCPress). In library: HQ1236.E56 1990	
<b>Friday 11/21</b>  <i>Women in the Global Economy</i>	BOOK DISCUSSION and CLASS DEBATE: <i>Global Woman</i> by <b>Barbara Ehrenreich and Arlie Hochschild</b>  Is globalization good for women?  Start reading <i>The Global Soul</i> by <b>Pico Iyer</b> ; focus on Chapters 1, 2, 3 & 7.	

**PART FIVE: IDENTITY AND BELONGING IN A GLOBALIZED WORLD**

Date & Topic	Readings	Activities & Due Dates
<b>Monday 11/24</b>  <b>GROUP PROJECT 6:</b> <i>Global Bodies</i>	<b>Munshi, Shoma</b> (2001) "'Marvellous Me": The Beauty Industry and the Construction of the 'Modern' Indian Woman' in <i>Images of the 'Modern Woman' in Asia</i> ed. by S. Munshi (Richmond: Curzon), pp. 78-93 ERes  Continue reading <b>Iyer</b>  <i>Recommended:</i> <b>Fadzillah, I.</b> (2005) 'The Amway Connection: How Transnational Ideas of Beauty and Money Affect Northern Thai Girls' Perceptions of Their Future Options' in <i>Youthscapes: The Popular, the National, the Global</i> ed. by S. Maira and E. Soep. (Philadelphia: UP Press), pp.85-102. ERes  <b>Stacey, Jackie</b> (2000) 'The Global Within: Consuming Nature, Embodying Health' in <i>Global Nature, Global Culture</i> by S. Franklin, C. Lury and J. Stacey (London: Sage), pp. 97-145. (On reserve at library)	<b>For Today:</b> Audience members: bring discussion questions to class (2 copies).
<b>Wed 11/26</b>	<b>NO CLASS: THANKSGIVING</b>	
<b>Friday 11/28</b>	<b>NO CLASS: THANKSGIVING</b>	

Date & Topic	Readings	Activities & Due Dates
<b>Monday 12/1</b>  <i>Spaces and Places of Belonging in Global Perspective</i>	<b>Gupta, Akhil and Ferguson, James</b> (1992) 'Beyond "Culture": Space, Identity, and the Politics of Difference' <i>Cultural Anthropology</i> 7(1), pp. 6-23 excerpt. ERes  Continue reading <b>Iyer</b>	Bring in 2 discussion questions based on today's reading. (2 copies)
<b>Wed 12/3</b>  <i>Spaceship Earth: The Global Environment</i>	<b>World Commission on Environment and Development</b> (2004) 'From One Earth to One World' in <i>The Globalization Reader</i> , ed. by J. Lechner and J. Boli (Malden, MA: Blackwell), pp. 366-372. ERes  <b>Sachs, Wolfgang</b> (2004) 'Globalization and Sustainability' in <i>The Globalization Reader</i> , ed. by J. Lechner and J. Boli (Malden, MA: Blackwell), pp. 399-403. ERes  <b>Macnaghten, Phil and Urry, John</b> (2000) 'Acting Locally, Acting Globally' in <i>Globalization</i> , ed. by J. Beynon and D. Dunkerley (London: Athlone), pp. 131-132. ERes  Continue reading <b>Iyer</b>  <i>Recommended:</i> <b>Franklin, Sarah, Lury, Celia and Stacey, Jackie</b> (2000) 'Spheres of Life' in <i>Global Nature, Global Culture</i> by S. Franklin, C. Lury and J. Stacey (London: Sage), pp. 19-43. (On reserve)	
<b>Friday 12/5</b>  <i>Transnational Identities and Flexible Citizenship</i>	<b>Ong, Aiwah</b> (2002) 'The Pacific Shuttle: Family, Citizenship, and Capital Circuits' in <i>Anthropology of Globalization</i> ed. by J. X. Inda and R. Rosaldo (Malden, MA: Blackwell), pp. 172-197. ERes  <b>Hannerz, Ulf</b> (1990) 'Cosmopolitans and Locals in World Culture' <i>Theory, Culture &amp; Society</i> 7(2), pp. 237-243 and 247-250. ERes  Continue reading <b>Iyer</b>	
<b>Monday 12/8</b>  <i>At Home in a Global Society?</i>	Course Conclusion and <b>BOOK DISCUSSION: <i>The Global Soul</i> by Pico Iyer</b>	
<b>FINAL EXAM</b>	<b>Friday 19 December 2008</b>	<b>8.30 am</b>

\*\*\*Remember that the final exam will not be offered at any other time. Please plan your travel arrangements accordingly.\*\*\*

**Good Luck on the Final Exam  
and Happy Holidays!**