

# GLOBAL CULTURE & SOCIETY

SOCL 280

Professor Jennie Germann Molz

## Course Overview

\*Enrolled students should consult Moodle for a current and complete syllabus.\*

### COURSE DESCRIPTION

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 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.

### COURSE REQUIREMENTS

Class Participation (10%)  
Essay #1 (15%)  
Essay #2 (20%)

Group Project and Presentation (10%)  
Midterm Exam (20%)  
Final Exam (25%)

## REQUIRED TEXTS

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

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

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

The Global Soul (Pico Iyer, 2001)

*Recommended: Global Nature, Global Culture* (Sarah Franklin, Celia Lury and Jackie Stacey, 2000)

## WEEKLY READINGS

**Allison, Anne** (2006) *Millennial Monsters* (Berkeley: UC Press).

**Ang, Ien** (1996) 'Global Media/Local Meaning' in *Living Room Wars: Rethinking Media Audiences for a Postmodern World* (London & New York: Routledge), pp. 150-161.

**Appadurai, Arjun** (1990) 'Disjuncture and Difference in the Global Cultural Economy' *Theory, Culture & Society* 7, pp. 295-310.

**Condry, Ian** (2006) 'Yellow B-Boys, Black Culture, and the Elvis Effect' in *Hip-Hop Japan* (Durham: Duke University Press), pp. 24-48.

**Constable, Nicole** (2003) *Romance on a Global Stage: Pen Pals, Virtual Ethnography and 'Mail-Order' Marriages* (Berkeley: University of California Press).

**Cook, Ian and Crang, Phillip**, 'The World on a Plate: Culinary Culture, Displacement and Geographical Knowledges' in *Cultural Geography* ed. by N. Thrift and S. Whatmore (London: Routledge), pp. 113-116.

**Dollar, David and Kraay, Aart** (2004) 'Growth is Good for the Poor' in *The Globalization Reader*, ed. by J. Lechner and J. Boli (Malden, MA: Blackwell), pp. 177-182.

**Enloe, Cynthia** (1990) *Bananas, Beaches and Bases* (Berkeley: UC Press).

**Featherstone, Mike** (1993) 'Global and Local Cultures' in *Mapping the Futures* ed. by J. Bird, et al (London: Routledge), pp. 169-187.

**Featherstone, Mike, Lash, Scott, and Robertson, Roland** (2000) 'Global Melange' in *Globalization*, ed. by J. Beynon and D. Dunkerley (London: Athlone), pp. 139-140.

**Freeman, Carla** (2000) *High Tech and High Heels in the Global Economy* (Durham: Duke University Press).

**Germann Molz, Jennie** (2007) 'Eating Difference: The Cosmopolitan Mobilities of Culinary Tourism' *Space and Culture* 10(1), pp. 77-93.

**Gupta, Akhil and Ferguson, James** (1992) 'Beyond "Culture": Space, Identity, and the Politics of Difference' *Cultural Anthropology* 7(1), pp. 6-23 excerpt.

**Hannerz, Ulf** (1990) 'Cosmopolitans and Locals in World Culture' *Theory, Culture & Society* 7(2), pp. 237-243 and 247-250.

\_\_\_\_\_. (2008 [1996]) 'Nigerian Kung Fu, Manhattan *fatwa*' and 'The Local and the Global: Continuity and Change' in *The Transnational Studies Reader* ed. by S. Khagram and P. Levitt (NY: Routledge), pp. 235-250.

**Heldke, Lisa** (2003) 'Let's Eat Chinese' in *Exotic Appetites* (New York & London: Routledge), pp. 1-7.

**Kaplan, Caren** (1999) "'A World without Boundaries" The Body Shop's Trans/National Geographics' in *With Other Eyes* ed. by L. Bloom (Minneapolis: University of Minnesota Press), pp. 139-156.

**Karlsson, Lena** (2006) 'The Diary Weblog and the Travelling Tales of Diasporic Tourists' *Journal of Intercultural Studies* 27(3), pp. 299-312.

**Lechner, Frank J.** (2007) 'Imagined Communities in the Global Game: Soccer and the Development of Dutch National Identity' *Global Networks* 7(2): 215-229.

**Legrain, Philippe** (2004) 'Not as American as All That' in *Open World* (Chicago: Ivan R. Dee), pp. 298-306.

**Meyrowitz, Joshua** (2005) 'The Rise of Glocality' in *A Sense of Place* ed. by K. Nyíri (Vienna: Passagen Verlag), pp. 21-30.

**Moran, Kristin C.** (2006) 'The Global Expansion of Children's Television' *Learning, Media and Technology* 31(3): 287 – 300.

**Munshi, Shoma** (2001) "'Marvellous Me": The Beauty Industry and the Construction of the 'Modern' Indian Woman' in *Images of the 'Modern Woman' in Asia* ed. by S. Munshi (Richmond, Surrey: Curzon), pp. 78-93.

**Myers, Greg** (1999) 'Preface' and 'Globalization in Advertising' in *Ad Worlds* (London: Arnold), pp. ix-xiii and pp. 55-71.

**Nauright, John** (2004) 'Global Games: Culture, Political Economy and Sport in the Globalised World of the 21st Century' *Third World Quarterly* 25(7), pp. 1325 — 1336.

**Ong, Aiwah** (2002) 'The Pacific Shuttle: Family, Citizenship, and Capital Circuits' in *Anthropology of Globalization* ed. by J. X. Inda and R. Rosaldo (Malden, MA: Blackwell), pp. 172-197.

**Parks, Lisa** (2003) 'Our World, Satellite Televisuality, and the Fantasy of Global Presence' in *Planet TV* ed. by L. Parks and S. Kumar (New York: New York University Press), pp. 74-93.

**Pieterse, Jan Nederveen** (2007) 'Hybridity' in *Blackwell Encyclopedia of Sociology*, ed. by G. Ritzer (Blackwell), online.

**Sachs, Wolfgang** (2004) 'Globalization and Sustainability' in *The Globalization Reader*, ed. by J. Lechner and J. Boli (Malden, MA: Blackwell), pp. 399-403.

**Skoggard, Ian** (1998) 'Transnational Commodity Flows and the Global Phenomenon of the Brand' in *Consuming Fashion* ed. by A. Brydon & S. Niessen (Oxford: Berg), pp. 57-70.

**Steger, Manfred B.** (2006) 'Global Culture: Sameness or Difference?' in *Globalization: The Transformation of Social Worlds* ed. by D. S. Eitzen and M. B. Zinn (Belmont, CA: Thomson Wadsworth), pp. 143-145.

**Vásquez, Manuel A. and Marquardt, Marie Friedmann** (2003) 'Theorizing Globalization and Religion' and 'Miracles at the Border: A Genealogy of Religious Globalization' in *Globalizing the Sacred* (New Brunswick, NJ: Rutgers University Press), pp. 34-91.

**Wilk, Richard** (2006) 'The Global Supermarket' and 'Food as a Way of Understanding

#### FILMS

*The World According to Sesame Street*  
*1-800-INDIA*  
*Cappuccino Trails*