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Fall 2007-08
MWF 10:40-11:30
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MAKING SENSE OF GLOBALIZATION (SOCIOLOGY 190-001)

Overview

Global culture: Big Macs in Hong Kong, the Universal Declaration of Human Rights, a Mexican telenovela soap opera exported to Costa Rica. *Global organizations:* Amnesty International, CARE, the United Nations, ISO. *Global economy:* Konica and Minolta merge, China makes everything for everyone, the Euro becomes a major world currency. These and other aspects of globalization are the focus; making sense of global change, and understanding global processes in everyday life, is the goal. Important topics include connections between the global, the national, and the local; the experience of globalization in everyday life; globalization's homogenizing and diversifying effects; global politics and social movements; and global problems, such as inequality, environmental degradation, and ethnic and religious conflict.

Books to Buy

Pico Iyer, *Video Night in Kathmandu*
Vintage, 1989

Frank Lechner and John Boli, *The Globalization Reader (TGR)*
Blackwell, third edition, 2007

Ann Florini, *The Third Force: The Rise of Transnational Civil Society*
Japan Center for International Exchange and Carnegie Endowment for
International Peace, 2000

Requirements

A. **Required reading:** books and articles as assigned; *New York Times* and other articles on the Web; Internet sources about international organizations and companies. A few supplementary readings will be available in electronic form on LearnLink.

For some readings, you will write short “**thought pieces**” reacting to key ideas in the readings. These will be one to two pages in length.

B. **Active participation in class.** Much of the course involves discussion of reading assignments, world events, and your personal experience. We will also conduct debates about the positive and negative consequences of various aspects of globalization

C. **Written exercises** asking you to investigate global processes and issues in concrete terms, using information gathered outside of class. The exercises require that you write short papers (five to

seven pages) relating what you find in your investigations to course ideas and readings.

D. A **term paper** based on original research that you conduct during the semester. You will work in teams of two for these projects. A partial draft, full draft, and revised final version will be due in the latter part of the semester.

E. Two **examinations** will be given, the midterm after fall break and the final at the end of the semester. The final exam will concentrate on the second half of the course. The scheduled final exam period is Thursday, December 13, 4:30-7 pm.

Grading (approximate)

Class participation, short assignments	20%
Exercises	25
Term paper	25
Midterm exam	15
Final exam	15

COURSE OUTLINE

(subject to revision)

Weeks 1-2 *Thinking globally: basic concepts and the world-cultural approach.*
 8/31-9/7 Lechner and Boli, *World Culture*, portions of Chapter 1, "The Olympic Games and the Meaning of World Culture" (LearnLink .pdf file)

9/3 Labor day (no class)

Weeks 3, 4 *Experiencing globalization.*
 9/10-21 Iyer, *Video Night in Kathmandu*, Intro and Bali, Tibet, Philippines
 Bestor, "How Sushi Went Global," in *TGR*
 Watson, "McDonald's in Hong Kong," in *TGR*
 Albrow, "Traveling Beyond Local Cultures," in *TGR*
 Iyer, *Video Night in Kathmandu*: Burma, Japan, Conclusion

Exercise 1: "The World Economy and You"

Term paper: select topic and organization

Weeks 5,6 *The world economy, TNCs, and global economic governance.*
 9/24-10/5 Korzeniewicz, "Commodity Chains and Marketing Strategies" (Nike), in *TGR*
 Wilson and Zambrano, "Cocaine, Commodity Chains, and Drug Politics"
 (LearnLink .pdf file)
 Wallerstein, "The Modern World-System as a Capitalist World-Economy," in *TGR*
 Wolf, "Incensed about Inequality," in *TGR*
 Wade, "Is Globalization Reducing Poverty and Inequality?," in *TGR*
 Internet sources on the IMF, World Bank, and WTO

Debate 1: Pros and cons of economic globalization (position papers in advance)

Term paper: establish contact with organization, gather information

10/8 Fall break (no class)

Weeks 7, 8 *Global, regional, and international organizations: INGOs and IGOs.*
 10/10-19 Boli and Thomas, "World Culture in the World Polity," in *TGR*
 Boli, Loya, and Loftin, "National Participation in World-Polity Organizations"
 (excerpt in LearnLink .pdf file)
 Mathews, "Power Shift," in *TGR*
 Bond, "The Backlash Against NGOs," in *TGR*
 Internet sources on INGOs and IGOs

10/12 *Midterm exam (approximate date)*

- Weeks 9, 10** *Homogenization, heterogeneity, and conflict.*
 10/22-11/2 Huntington, "The Clash of Civilizations?," in *TGR*
 Taylor, "Strategic Inauthenticity," in *TGR*
 Hannerz, "The Global Ecumene," in *TGR*
 Lechner, "Global Fundamentalism," in *TGR*
 Kurzman, "Bin Laden and Other Thoroughly Modern Muslims," in *TGR*
 Haeri, "Obedience vs. Autonomy," in *TGR*
 Lechner and Boli, "Expanding World Culture: Pentecostalism as a Global Movement," in *TGR*
 Internet sources on ethno-nationalist movements and terrorist groups

Exercise 2: "Globalization and Conflict"

- Weeks 11, 12** *Global social movements in relation to states, IGOs, and TNCs.*
 11/5-16 Florini, *The Third Force*, chapters by Khagram (large dams), Galtung (Transparency International), Mekata (land mines)
 Berkovitch, "The Emergence and Transformation of the International Women's Movement," in *TGR*
 Boyle, "The Evolution of Debates About Female Genital Cutting," in *TGR*
 Wapner, "Greenpeace and Political Globalism," in *TGR*
 Abrash, "The Amungme, Kamaro & Freeport," in *TGR*
 Henderson, "The Case Against 'Corporate Social Responsibility'," in *TGR*

Debate 2: Globalization's consequences for conflict in world society (position papers in advance)

11/7 *Term paper partial draft due*

- Weeks 13, 14** *Global media and popular culture.*
 11/19-30 Taylor, "Strategic Inauthenticity," in *TGR*
 Tyrell, "Bollywood vs. Hollywood," in *TGR*
 Sinclair, Jacka, Cunningham, "Peripheral Vision," in *TGR*
 Tomlinson, "Cultural Imperialism," in *TGR*
 Cowen, "Why Hollywood Rules the World, and Whether We Should Care," in *TGR*

11/19 *Term paper draft due*

11/21,23 Thanksgiving break (no class)

Weeks 15, 16 *Anti-globalization movements.*

12/3-12/10 Harding, "Counter-Capitalism: Globalisation's Children Strike Back," in *TGR*
World Social Forum, "Porto Allegre Call for Mobilization," in *TGR*
Shiva, "Ecological Balance in an Era of Globalization," in *TGR*
Subcommandante Marcos, "Tomorrow Begins Today", in *TGR*
Micklethwait and Wooldridge, "The Hidden Promise: Liberty Renewed," in *TGR*
Gray, "From the Great Transformation to the Global Free Market," in *TGR*

12/5 *Term paper final version due*

12/20 Final exam: Thursday, December 13, 4:30 -7 PM