INTRODUCTION
Globalization is a controversial concept and one that is difficult to study empirically. This course looks at a range of qualitative approaches to concepts such as globalization, transnationalism and cultural circulation. The research we will read looks specifically at globalization in a myriad of ways. While we’ll start by reading some of the key theoretical treatises (Harvey, Beck, Lash & Lury, Auge), the class will focus mostly on how to properly conceptualize the phenomena in actual research. We are going to do this in five different ways: a) by reading works that have specified how to study globalization methodologically (Brubaker, Marcus, Burawoy); b) by reading works that have challenged common sense conceptions of what globalization is (Brenner and Theodore; Abu Lughod; Wallerstein; Benedict Anderson; Gilroy) or c) specified through conceptual refinement how it operates (Sassen, Castells, Knorr Cetina; Zaloom; Appadurai again); d) by engaging with literature that has specified the relationship between the global and the local (Robertson; Ash and Thrift; Molotch, Scott; Garcia Canclini) or re defined it as transnationalism (Sklair; Smith; Stoller); e) by analyzing thorough research on the global transformation or the cultural circulation of a particular product (sugar; cotton; cocaine; fish; pharmaceutical experiments; bananas; clothing; medical and architectural knowledge).

These works are also concerned with broad themes of culture, identity, and social reproduction; because of that we will also be discussing what are the politics of the global, looking at literature on global governance (Babb; Chorev; Eyal; Goldman); outsourcing (Nadeem; Salzinger); and the role of NGOs (Ferguson; Tsing; Thayer; Burawoy).

The course has five parts and is organized according to both a chronological and conceptual progression. In the first two weeks, we will be discussing the dominant approaches to globalization as a contemporary condition and diagnostic; aim to disassemble these by reading texts that point to previous moments and spaces of circulation outside the national sphere as well as by reading methodological work on how to study it. In the second section, we will refine how globalization operates by looking at literature on flows; scapes; and networks. The third section turns to issues of localization and the relationship between the local, the regional and the global scale in the production of culture. The fourth one looks at how things (commodities, raw materials, ideas) travel. Finally, we will be reading work that attempts to bring the global and politics together.

Course requirements:
The course follows a mixed lecture-seminar format, combining formal presentations, short lectures, and group discussion.
We will have two guest scholars of globalization and culture later in the semester. One of those times, we will hold class together with the Workshop on Urban Latin America (TAULA) sponsored by the History Department and El Instituto.

There are four requirements:

1. Weekly electronic reading notes: every Monday by noon, participants will submit reading notes (1 to 2 pages) to the instructor and to each other by e-mail. This notes should include: a brief summary of the main points of the readings; a couple of paragraphs outlining possible connections between the assigned readings; a paragraph of questions/topics you would like to discuss in class.

2. Active participation in class discussions. In addition to weekly participation in class discussion, each student will be required to lead three class discussion choosing among the classes held from the 2nd week through the 13th week. For the discussion, leaders should prepare a short report that outlines the key themes in the assigned readings and includes at least four questions that will be used to guide the discussion. Students should be able to answer these questions about each reading: a) What research questions is the author trying to answer? b) What is the author’s definition of culture? How is it operationalized? c) What is the nature of the author’s evidence? d) How satisfactorily does the author link the evidence to the conclusions and e) What does the paper accomplish? What have you learned from it?

3. Four memos on the required readings (your choice of the 4 weeks), a minimum of four double-spaced pages each due in class the day the readings are discussed. Late memos will not be accepted. These memos should briefly summarize the main points of the reading and critically analyze at least two issues, points, or concepts that you found to be the most useful for your own sociological imagination or the most provocative.

4. A term paper of no more than 15 pages. The paper can criticize and contrast two or more of the authors studied, deploy their ideas in the course of an empirical research, etc. Term paper topics should be submitted for approval by the instructor by week 9 (one page abstract).

Class discussions: Each class will roughly follow this schedule:
• 3.30-3.40 – Business, announcements, etc.
• 3.40-4.40 - (“First hour”) – Discussion of the major claims and key concepts as well as critique of the required first reading(s) (launched by a short student presentation)
• 4.40-4.50 – Break
• 4.50-5.50 - (“Second hour”) – Discussion of the major claims and key concepts as well as critique of the required second reading(s) (launched by a short student presentation)
• 5.50-6.00 - (“The home stretch”) – Brief discussion of how the required readings contributes to/fits into a specified analysis of globalization and the role culture plays in it.

Required Books:


All material other than these books will be made available either via email as PDFs or as Xeroxed copies lefts on a folder on the mailbox room. I prefer the latter since reading from a screen might be cheaper for now but it’s more costly on the long run. You should be able to underline and write on the materials you are working on.

**Course Schedule:**

**Week 1: The Global as diagnostic/condition/method I.** January 22.

Browse and read based on your own interests. This meeting will mostly be an intro lecture about the key questions and ideas for the class, as well as an organizational session. No presentations.

1) Globalization before globalization.


Recommended readings:


2 a) Risk/hyper-modernity/globalization:

2 b) Method:

Recommended:

Recommended:

Week 4: How does the global work? Global and World City hypothesis. February 12.
Knox, Paul and Peter Taylor (Eds.) World Cities in a World System. New York: Cambridge. Chapters 1-3, 10 and Appendix.

Recommended:

Week 5: How is the global localized? Glocalization and transnationalism. February 19.

Recommended:
**Week 6: How is the global localized? Relocalization versus outsourcing.** February 26

**Relocalization:**

**Recommended:**

**Outsourcing:**

**Recommended:**

**Week 7: How is the global localized? Hybridity.** March 5

**The Colonial Encounter:**

**Recommended:** Marshall Sahlins, *Islands of History* (Chapters 4 and 5)

**Hybridity:**
Clifford, James. “Pure Products go crazy” in The Predicament of Culture. {PDF}


**Week 8: How do things travel? The commodity chain.** March 12.

Recommended:

**SPRING BREAK. NO CLASS ON March 19.**

**Week 9: How do things travel? The global from below.** March 26 (Tentative Date)
Guest: Rosana Pinheiro Machado (Harvard Fairbanks Center- Universidad Rio Grande do Sul-Brazil)
Together with TAULA.

Recommended:

**Week 10: How do things travel? Knowledge; ideas.** April 2.

Recommended:

**Week 11: What are the politics of the global? Global Ethnography and NGOs.** April 9.
Thayer, Millie. 2001. Transnational Feminism : Reading Joan Scott in the Brazilian Sertão *Ethnography* 2 (2): 243-.

**Week 12: What are the politics of the global? Nations and Nationalism.** April 16.
Guest: Melissa Aronczyk (Carleton University, Ottawa)
We will be reading parts of her forthcoming book *Branding Nations*. Cambridge UP.
Also:

Recommended:

**Week 13: What are the politics of the global? Global governance.** April 23.

Recommended:

**Week 14: Discussion of Paper Projects. Summary and Balance of the course.** April 30.

FULL COURSE PAPERS (15 pages) due May 13