SOCY 116b
Markets, Culture, and Globalization

Class Meeting: Spring 2014; Mondays and Wednesdays
Instructor: Professor Frederick F. Wherry
Office Hours: 2:30-3:20 PM Mondays/ Wednesdays
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Teaching Fellows
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Course Description
Proponents of globalization have argued that the global economy provides new opportunities for indigenous arts to flourish and for local farmers in impoverished countries to put down their hoes and turn their local traditions into financial bonanzas (cultural tourism, eco-tourism, handicrafts, music, paintings, books). Opponents have warned that globalization has robbed local people of their genuine cultural practices. Abandoning meaning and authenticity for money, the weak become servants to the commercial market. This course reviews the evidence from both sides of the debate and focuses on how globalization might promote (or hinder) sustainable economic development and cultural preservation.

The course is divided into four topical modules. Half of the sessions will require students to work in small groups to discuss problems/puzzles posed by the instructor. The Teaching Fellows will clarify concepts and questions during the sections and will assess your attendance and participation. The four modules are as follows:

Module 1: Defining Globalization and Culture
Module 2: Cultural Tourism and Branding
Module 3: Cultural Markets
Module 4: Fair Trade

Attendance and participation in class and in sections will account for 10 percent of your grade; in-class the midterm, 20 percent; and the in-class final, 25 percent. Three five-page papers based on the class readings will each account for 15 percent of the final grade.
Readings
The readings are required and average about 100 pages per week after the first two weeks. Most of the readings can be found in the Resource Folder of the CTools course site. The two required books have been ordered by the local campus bookstores. Students should read the assigned readings before coming to class. Keep in mind that the lectures will analyze and supplement the required readings.

Available for purchase:


Course Requirements and Evaluation
Grades will be calculated as follows:
- Attendance and Active Participation in Sections: 10%
- Three Reaction Papers: 45%
  - Module 2: 15%
  - Module 3: 15%
  - Module 4: 15%
- Midterm Exam: 20%
- Final Exam: 25%

Attendance and Participation [10% of grade]
Please note that attendance and participation are very important. Discussion and exercises conducted in sections will account for your participation grade. Your Teaching Fellows will provide you with a separate syllabus explaining how your attendance and participation grade will be determined. You will find it to be remarkably transparent.

Reaction Papers [45 percent of grade]
You will submit a total of three reaction papers for each of the last three modules. Each reaction paper (that will be four to five pages double-spaced) will count for 15 percent of the grade (totaling 45 percent). Further instructions for writing your reaction papers will be posted in the Assignments Folder on Classes*V2. You should submit your papers electronically using the site’s Dropbox. The due dates for the reaction papers are February 24, April 14, and April 25. Papers submitted after the due date will be penalized by a letter grade for each day the paper is late.

Assigned Readings

Week 1A: Getting Started

Monday, January 13
Overview of course goals, requirements, and key themes.
MODULE 1: DEFINING GLOBALIZATION & CULTURE
What is it? How does it work? How does culture shape it?

We will begin by observing how people experience globalization and culture change. How is culture packaged and performed at the call-centers in India? How are cultural and social reputations affecting the rise of medical tourism in countries such as Thailand where tourist flock for plastic surgery, sex reassignments, and dental work? What happens to artistic, artisanal craft traditions and to local cultures as market pressures mount to package and sell authentic identities? And should there be the limits placed on global markets? When are these markets breaching (nearly) universal understandings of right and wrong? These questions help us put a face on the definitions of globalization and culture dominating the social science literature.

Week 1B: Outsourcing to India and Cultural Capacity

Wednesday, January 15

Friday, January 17

Monday, January 20
Martin Luther King, Jr. Holiday (classes will not meet)

Week 2: Globalized Medicine And Cultural Reputation

Wednesday, January 22

Week 3A: Culture Traditions in Market Exchange
Monday, January 27


Week 3B: Cultural Entrepreneurs and Globalized Capitalism?
Wednesday, January 29

Guest speaker: Dr. Shahamak Rezaei, Associate Professor, Roskilde University, Department of Society & Globalisation; and Visiting Scholar, Princeton University (2013) and UCLA (2014)

Week 4: Key Concepts in Globalization Debate
Monday, February 3


Module 2: Behind the Scenes, Nation Branding

Wednesday, February 5


Week 5: Going Behind the Scenes: Inside the Branding Teams

Monday, February 10
Aronczyk, Melissa. 2013. *Branding the Nation*. Introduction & Chapter 1


Paper Assignment 1 Distributed, due on Monday, February 24

Wednesday, February 12
Aronczyk, Melissa. 2013. *Branding the Nation*. Chapters 2 & 3

Week 6A: Inside the Branding Teams

Monday, February 17
Aronczyk, Melissa. 2013. *Branding the Nation*. Chapters 4-6 and Conclusion.

Guest speaker: Dr. Melissa Aronczyk, Assistant Professor, Department of Journalism and Media Studies, Rutgers University

Week 6B: Production of Culture Perspective

Wednesday, February 19

Week 7: Implications of Culture for Globalization

Monday, February 24


Assignment 1 Due!
Wednesday, February 26


Week 8
Monday, March 3
Review (in-class)/ wrapping up loose ends

Wednesday, March 5
In-class midterm exam

Spring Break: March 8 - 23

Module 3: Cultural Commodities

Monday, March 24


Wednesday, March 26


Monday, March 31
Gereffi, Global commodity chains article


Assignment 2 distributed, due Monday April 14

Wednesday, April 2
Monday, April 7


Wednesday, April 9


**MODULE 4: FAIR TRADE**

What are the political and social conditions of global coffee production?

Monday, April 14
Film: “Black Gold” (selections)
In-class discussion groups

**Assignment 2 due!**

Wednesday, April 16


**Assignment 3 distributed in class, due Friday at noon, April 25**

Monday, April 21


**Wednesday, April 23**
Wrap-up/ Review for final

**Assignment 3 due by noon, April 25!**

**ACADEMIC INTEGRITY**
Students who cheat on any of the assignments will receive an F for the class, and the matter will be referred to Yale's Executive Committee (see Yale's Academic Honesty Policy). (see Yale's Academic Honesty Policy). A full discussion of using sources and avoiding plagiarism is on the Yale Writing Center Website [Writing Center Website](#)