

Princeton University
Department of Anthropology

CULTURES OF GLOBALIZATION

ANT 220
M/W 11:00-11:50 am
219 Aaron Burr Hall
Spring 2007

Prof. João Biehl
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Teaching Assistants:

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Course Description

The global economy is now characterized by an almost instantaneous flow and exchange of capital and information. This course explores the structures of power and situated cultural processes that come with globalization. The global is not a given— it is made through intense, contradictory, and often unequal encounters and negotiations. The course draws from political economy, media, and ethnography and familiarizes students with critical debates on globalization and local responses to globalizing processes. We will inquire, for example, into how open markets and the expansion of human rights discourses dovetail with reforming nation-states; the extent to which globalization promotes new labor regimes and cultural homogenization; the ways people reinvent themselves and their communities via consumerism and new medical technologies; and the real possibilities of cosmopolitanism amid culturally motivated violence. We want to bring our empirical insights to bear on theories of social justice and human agency.

Requirements/Grading

Students are expected to critically reflect on the films and readings assigned for each class, to participate actively in class and precept discussions, and to creatively integrate these insights in their assignments. Grading will be based on:

- Attendance and participation (10 percent).
- A weekly précis addressing readings and films assigned for that week (20 percent).
A paper copy of your précis has to be submitted every week in precept beginning on February 14th or 15th and ending on April 25th or 26th. Each précis should not be more than one page long (or have more than 400 words).
- Midterm take-home exam (30 percent).
- A research paper (10-12 double-spaced pages) in lieu of final (40 percent).
An outline is due on April 4th, and the paper is due on May 15th at 5 p.m.

Required Books

The following required books will be available for purchase at the U-Store and will also be on reserve at Firestone Library. Additional articles and book chapters can be downloaded from Blackboard's electronic reserve.

- Appadurai, Arjun. *Fear of Small Numbers: An Essay on the Geography of Anger*. Durham: Duke University Press, 2006.
- Biao, Xiang. *Global "Body Shopping": An Indian Labor System in the Information Technology Industry*. Princeton: Princeton University Press, 2007.
- Biehl, João. *Vita: Life in a Zone of Social Abandonment*. Berkeley: University of California Press, 2005.
- Mintz, Sidney. *Sweetness and Power: The Place of Sugar in Modern History*. New York: Penguin Books, 1986.
- Watson, James L. (ed.). *Golden Arches East: McDonald's in East Asia*. Stanford: Stanford University Press, 2006 (2nd edition).

Office Hours:

- Prof. Biehl—M 12:30-2:00 pm (128 Aaron Burr Hall)
- Maria McMath—M 1:00-2:00 pm (121 Aaron Burr Hall)
- Leo Coleman— W 2:00-3:00 pm (121 Aaron Burr Hall)

Meetings can also be arranged by appointment.

February 5

Introduction

How does the globalized world economy affect ordinary people?

- Hirschman, Albert. *Crossing Boundaries: Selected Writings*. New York: Zone Books, 1998, pp. 88-89, 96-97.
- Film: *Life: The Story So Far* by Steve Bradshaw.

February 7

What Is Globalization?

*Do all countries follow the same path to a new capitalist economy?
Which ideas, institutions, and technicians underscore economic reform?*

- Sachs, Jeffrey. "Introduction," "A Global Family Portrait," "The Spread of Economic Prosperity." In *The End of Poverty*. New York: Penguin Books, 2005, pp. 1-50.
- Harvey, David. *A Brief History of Neoliberalism*. New York: Oxford University Press, 2005, pp. 1-4.
- Bourdieu, Pierre. "The Left Hand and the Right Hand of the State." In *Acts of Resistance: Against the Tyranny of the Market*. New York: The New Press, 1998, pp. 1-10.
- Film: *The Agony of Reform*, Episode Two of *Commanding Heights: The Battle for the World Economy* by William Cran.

February 12

Globalization and Its Discontents

What types of transformations occur as societies engage with or are incorporated into a world capitalist economy? What happens to local worlds?

- Stiglitz, Joseph. "Preface" and "The Promise of Global Institutions." In *Globalization and Its Discontents*, New York: W. W. Norton & Company, 2002, pp. ix-xvi, 3-22.
- Bourdieu, Pierre. "Neo-liberalism, the Utopia (Becoming Reality) of Unlimited Exploitation." In *Acts of Resistance: Against the Tyranny of the Market*. New York: The New Press, 1998, pp. 94-105.
- Sen, Amartya. "How to Judge Globalism." In *The Globalization Reader* (2nd Edition) edited by Frank J. Lechner and John Boli. Malden, MA: Blackwell Publishing, 2004, pp. 16-21.
- Optional Reading: Friedman, Thomas L. *The World Is Flat: A Brief History of the Twenty-First Century*. New York: Farrar, Strauss and Giroux, 2006, pp. 1-49.

February 14

The Global Cultural Economy

What happens to the concept of bounded cultures or societies in a globalizing world?

What is global culture?

How do individuals and groups articulate identity vis-à-vis global forces and commodities?

- Geertz, Clifford. “The World in Pieces: Culture and Politics at the End of the Century.” *Available Light: Anthropological Reflections on Philosophical Topics*. Princeton: Princeton University Press, 2000, pp. 218-263.
- Appadurai, Arjun. “Disjuncture and Difference in the Global Cultural Economy.” In *Modernity at Large: Cultural Dimensions of Globalization*. Minneapolis, University of Minnesota Press, 1996, pp. 27-47.
- Film: *The Global Assembly Line* by Lorraine Gray.
- Optional Reading: Hannerz, Ulf. “Notes on the Global Ecumene.” *Public Culture*, 1989, 1(2): 66-75.

February 19

Tracking and Historicizing Global Connections

On how does the on-the-ground encounter with globalization reshape anthropology's orientations, methods, and strategies of representation.

- Comaroff, Jean and John Comaroff. “[Ethnography on an awkward scale: Postcolonial anthropology and the violence of abstraction.](#)” *Ethnography*, 2003, 4(2):147-179.
- Tsing, Anna. “The Global Situation.” *Cultural Anthropology* 15(3): 327-360.
- Ferguson, James. “Globalizing Africa? Observations from an Inconvenient Continent.” In *Global Shadows: Africa in the Neoliberal World Order*. Durham: Duke University Press, 2006, pp. 25-49.
- Film: *Geraldo's Brazil* by Patrice Barrat.
- Optional Reading: Marx, Karl. “The Fetishism of the Commodity and Its Secret.” In *The Consumer Society Reader* edited by Juliet B. Schor and Douglas B. Holt. New York: The New Press, 2000, pp. 331-342.

February 21

Corporations—the Legal Pursuit of Profit and Power

How do national institutions and the rule of law enable the global and which forms of governance do corporations facilitate?

- Sassen, Saskia. “Denationalizing State Agendas and Privatizing Norm-Making.” In *Territory, Authority, Rights: From Medieval to Global Assemblages*. Princeton: Princeton University Press, 2006, pp. 222-276.
- Film: *The Corporation* by Mark Achbar, Jennifer Abbot, and Joel Bakan.
- Optional Reading: Foucault, Michel. 1991. “Governmentality.” In *The Foucault Effect: Studies in Governmentality* edited by Graham Burchell, [Colin Gordon](#), and [Peter Miller](#). Chicago: The University of Chicago Press, pp. 87-104.

February 26

Offshore Production and the Gender of Labor

Which forms of production and labor enable the global economy?

How is the mobility of capital and production articulated with local cultural formations?

What is the value of gender?

- [Fernandez-Kelly](#), Patricia. "Maquilladoras: The View from Inside," "Epilogue." *For We Are Sold, I and My People: Women and Industry in Mexico's Frontier*. Albany: State University of New York Press, 1983, pp. 108-132, 190-194.
- Sassen, Saskia. "Notes on the Incorporation of Third World Women into Wage Labor through Immigration and Offshore Production." In *Globalization and Its Discontents: Essays on the New Mobility of People and Money*. New York: New Press, 1999, pp. 111-134.
- Film: *Maquilapolis* by Vicky Funari and Sergio de la Torre.
- Optional Reading: Freeman, Carla. "Designing Women: Corporate Discipline and Barbados' Off-Shore Pink-collar Sector." *Cultural Anthropology*, 1993, 8(2):169-186.

February 28

Outsourcing, Self-Discipline, and Ethical Audits

Which trading and laboring practices are profit-making?

How do corporations manage regulatory gaps?

What is ethical behavior in the corporate world?

- Dunn, Elizabeth. *Privatizing Poland: Baby Food, Big Business, and the Remaking of Labor*. Ithaca: Cornell University Press, 2004, pp. 1-27, 94-129.
- Zaloon, Caitlin. "The Discipline of Speculators." In *Global Assemblages: Technology, Politics, and Ethics as Anthropological Problems* edited by Aihwa Ong and Stephen Collier. Malden, MA: Blackwell, 2005, pp. 253-269.
- Film: *A Decent Factory* by Thomas Balmès.

March 5

International Trade and National Crisis

How does globalization foster growth and who are the beneficiaries?

Does globalization lessen inequality within and across country?

- Dollar, David and Aart Kraay. "Growth is Good for the Poor." In *The Globalization Reader* (2nd Edition) edited by Frank J. Lechner and John Boli. Malden, MA: Blackwell Publishing, 2004, pp. 177-182.
- Oxfam. "Growth with Equity is Good for the Poor." In *The Globalization Reader* (2nd Edition) edited by Frank J. Lechner and John Boli. Malden, MA: Blackwell Publishing, 2004, pp. 183-189.
- Film: *New Rules of the Game*, Third Episode of *Commanding Heights: The Battle for the World Economy* by William Cran.

- Optional Reading: Fassin, Didier. “Compassion and Repression: The Moral Economy of Immigration Policies in France.” In *Cultural Anthropology*, 2005, 20(3): 362-387; and Marc Abélès. “Globalization, Power and Survival: An Anthropological Perspective.” *Anthropological Quarterly*, 2006, 79(2):483-508.

March 7

Globalization and What Is Governmentally Possible

What is happening to nation-states, sovereignty, and politics in a globalized world?

Which forms of governance emerge through market-based politics?

- Annan, Kofi. “The Role of the State in the Age of Globalisation.” In *The Globalization Reader* (2nd Edition) edited by Frank J. Lechner and John Boli. Malden, MA: Blackwell Publishing, 2004, pp. 240-243.
- Ong, Aihwa. “Graduated Sovereignty.” In *Neoliberalism as Exception: Mutations in Citizenship and Sovereignty*. Durham: Duke University Press, 2006, pp. 75-96.
- Biehl, João. “Pharmaceutical Governance.” (2006). “Pharmaceutical Governance.” In *Global Pharmaceuticals: Ethics, Markets, Practices* edited by Adriana Petryna, Andrew Lakoff, Arthur Kleinman. Durham, NC: Duke University Press, pp. 206-239.
- Optional Readings: Hansen, Thomas Blom and Finn Stepputat. “Sovereignty Revisited.” *Annual Review of Anthropology*, 2006, 35:295-315; and Roitman, Janet. 2004. “The Garrison-Entrepôt: A Mode of Governing in the Chad Basin.” *Global Assemblages: Technology, Politics, and Ethics as Anthropological Problems*, edited by Aihwa Ong and Stephen J. Collier. London: Blackwell Publishing, pp. 417-36.

March 12

Global Cities

What is the role of cities in global capitalism?

Which social forms and ways of being accompany urban life?

Which new national and transnational alignments of citizenship are manifest in global cities?

- Sassen, Saskia. 1999. “Whose City Is It? Globalization and the Formation of New Claims.” In *Cities and Citizenship* edited by James Holston. Durham: Duke University Press, pp. 177-194.
- Appadurai, Arjun. “Spectral Housing and Urban Cleansing: Notes on Millennial Mumbai.” In *Public Culture*, 2000, 12(3): 627-651.
- Boo, Katherine. “The Best Job in Town: The Americanization of Chennai.” In *The New Yorker*, July 5, 2004.
- French, Howard. “In Chinese Boomtown, Middle Class Pushes Back.” In *The New York Times*, December 18, 2006.
- French, Howard. “Chinese Success Story Chokes on Its Own Growth.” In *The New York Times*, December 19, 2006.
- Film: *Life and Debt* by Stephanie Black.
- Optional Reading: Caldeira, Teresa. “Fortified Enclaves: The New Urban Segregation.” In *Cities and Citizenship* edited by James Holston. Durham: Duke University Press, pp. 114-138.

March 14

Volatile Capital Movement and Everyday Realities

*Mid-Term Review: On the flexibility of high finance, production systems, and labor markets,
and on the pace and unevenness of the social life that sustain this flexibility.*

- Biao, Xiang. *Global “Body Shopping”: An Indian Labor System in the Information Technology Industry*. Princeton: Princeton University Press, 2007.
- Film: *1-800-India* by Anna Cater.

*** * * Spring Break * * ***

March 26

Commodities and Consumption

*Theories of the growth and spread of capitalism have emphasized transformations in the mode of production,
that is, the new technologies and social relations that made industrialization possible.*

But how is it that societies come to have a taste for the commodities produced?

How are consumer desires intertwined with modern forms of power?

- Mintz, Sidney. *Sweetness and Power: The Place of Sugar in Modern History*. New York: Penguin Books, 1986.
- Film: *Advertising Missionaries* by Chris Hilton and Gauthier Flaunder.

March 28

Branded Lives

Must successful corporations primarily produce brands?

Beyond commodities, the brand as experience and life-style.

- Klein, Naomi. “New Branded World,” “The Brand Expands,” and “A Tale of Three Logos.” In *No Logo*. New York: Picador, 2002, pp. 3-61, 364-396.
- Meyer, Birgit. “Commodities and the Power of Prayer: Pentecostal Attitudes towards Consumption in Contemporary Ghana.” In *The Anthropology of Globalization: A Reader* edited by Jonathan Xavier Inda and Renato Rosaldo. Malden: Blackwell Publishing, 2002, pp. 247-269.
- Film: *Knock Off: Revenge on the Logo* by Anette Baldauf and Katharina Weingartner.
- Optional Reading: Certeau, Michel de. “Believing and Making People Believe.” In *The Practice of Everyday Life*. Berkeley: University of California Press, 2002, pp. 177-189.

April 2

Fast Food

How does the food industry look from the perspective of the consumer? Cultural imperialism—or?

- Schlosser, Eric. "Introduction," "Global Realization." In *Fast Food Nation: The Dark Side of the All American Meal*. New York: Harper Perennial, 2005, pp. 1-10, 225-252.
- Watson, James L. (ed.). *Golden Arches East: McDonald's in East Asia*. Stanford: Stanford University Press, 2006 (2nd edition). Excerpts.
- Optional Reading: Certeau, Michel de. "Making Do': Uses and Tactics." In *The Practice of Everyday Life*. Berkeley: University of California Press, 2002, pp. 29-42.

April 4

Consumer Citizens

- Schor, Juliet B. "Towards a New Politics of Consumption." In *The Consumer Society Reader* edited by Juliet B. Schor and Douglas B. Holt. New York: The new Press, 2000, pp. 446-462.
- Watson, James L. (ed.). *Golden Arches East: McDonald's in East Asia*. Stanford: Stanford University Press, 2006 (2nd edition). Excerpts.
- Film: *Our Daily Bread* by Nikolaus Geyrhalter.

April 9

The Mass Media and Imagined Communities

What is the role of the mass media in creating various imagined communities, from the political entity of the nation-state to the diffuse cultural communities that cut across national boundaries?

Which cultural alternatives do people engineer via mass media productions?

- Andersen, Benedict. "Introduction" and "The Origins of National Consciousness." In *Imagined Communities: Reflections on the Origin and Spread of Nationalism*. New York: Verso, 1991, pp. 1-46.
- Mankekar, Purnima. *Screening Culture, Viewing Politics: An Ethnography of Television, Womanhood, and Nation in Postcolonial India*. Durham: Duke University Press, 1999, pp. 54-69, 69-89.
- "Jackie Chan is Nobody, and So Am I: Juvenile Fan Culture and the Construction of Transnational Male Identity in the Tamil Diaspora." In *Youthscapes: The Popular, the National, the Global* edited by Sunaina Maira and Elisabeth Soep. Philadelphia: University of Pennsylvania Press, 2005, pp.137-155.
- Film: *Al Jazeera: Voice of Arabia* by Tewfik Hakem.
- Optional Readings: Turner, Terence. "Representations, Politics, and Cultural Imagination in Indigenous Video." In *Media Worlds: Anthropology on New Terrain* edited by Faye D. Ginsburg, Lila Abu-Lughod, and Brian Larkin. Berkeley: University of California Press, 2002, pp. 75-89; and Yang, Mayfair Mei-hui. "Mass Media and Transnational Subjectivity in Shanghai" Notes on (Re)Cosmopolitanism in a Chinese Metropolis." In *Media Worlds: Anthropology on New Terrain*, pp. 189-210.

April 11
Advertising Agency

- Mazzarella, William. “‘Very Bombay’: Contending with the Global in an Indian Advertising Agency.” *Cultural Anthropology*, 2003, 18(1): 33-71.
- Davila, Arlene. “Culture in the Ad World.” In *Media Worlds: Anthropology on New Terrain* edited by Faye D. Ginsburg, Lila Abu-Lughod, and Brian Larkin. Berkeley: University of California Press, 2002, pp. 264-280.
- Ganti, Tejaswini. “And Yet My Heart Is Still Indian: The Bombay Film Industry and the (H)Indianization of Hollywood.” In *Media Worlds: Anthropology on New Terrain* edited by Faye D. Ginsburg, Lila Abu-Lughod, and Brian Larkin. Berkeley: University of California Press, 2002, pp. 281-300.
- Film: *Our Brand is Crisis* by Rachel Boynton.

April 16
Enhancement Technologies and Market-Driven Medicine
*On how technological transformation and global medicine inform health planning,
popular culture, and affect the intimate realms of bodily experience.*

- Edmonds, Alexander. “‘The Poor Have the Right to Be Beautiful’: Cosmetic Surgery in Neoliberal Brazil.” *Journal of the Royal Anthropological Institute*, forthcoming 2007.
- Scheper-Hughes, Nancy. “Parts Unknown: Undercover Ethnography of the Organs-Trafficking Underworld.” *Ethnography*, 2004, 5(1):29-73.
- Petryna, Adriana and Arthur Kleinman. “The Pharmaceutical Nexus.” In *Global Pharmaceuticals: Ethics, Markets, and Practices* edited by Adriana Petryna, Andrew Lakoff, and Arthur Kleinman. Durham: Duke University Press, 2006, pp. 1-32.
- Lovell, Anne. “Addiction Markets: The Case of High-Dose Buprenorphine in France.” In *Global Pharmaceuticals: Ethics, Markets, and Practices*, pp. 136-170.

April 18
Darwin’s Nightmare and Humanitarianism
A tableau of ecological catastrophe, economic exploitation, and human misery.

- Tsing, Anna. “Coda.” In *Friction: An Ethnography of Global Connections*. Princeton, Princeton University Press, 2005, pp. 267-272.
- Redfield, Peter. “Doctors, Borders, and Life in Crisis.” *Cultural Anthropology* 2005, 20(3):328-361.
- Film: *Darwin’s Nightmare* by Huber Sauper.

April 23

Zones of Social Abandonment

*On how economic globalization and state and medical reform coincide
and impinge on a local production of social death.*

- Biehl, João. “Introduction,” “Part One,” “Part Two,” “Part Three.” In *Vita: Life in a Zone of Social Abandonment*. Berkeley: University of California Press, 2005.

April 25

The Real in Fieldwork and in Analysis

- Biehl, João. “Part Four,” “Part Five,” “Part Six,” and “Conclusion.” In *Vita: Life in a Zone of Social Abandonment*. Berkeley: University of California Press, 2005.

April 30

The Future

Reflections on Human Values and Human Rights

- Appadurai, Arjun. *Fear of Small Numbers: An Essay on the Geography of Anger*. Durham: Duke University Press, 2006.
- Sontag, Susan. “Regarding the Torture of Others.” In *New York Times Magazine* (May 23, 2004).
- Farmer, Paul. “[Never Again? Reflections on Human Values and Human Rights.](#)” The Tanner Lecture on Human Values delivered at the University of Utah, May 2005 (<http://www.pih.org/inforesources/news/Farmer-Tanner-Lecture2005.pdf>).

May 1

Review of the Course’s Themes and Discussions