Culture and Globalization: Concluding Thoughts

“What was that bump?”

See http://adbusters.org/creativereistance/spoofads/misc/bump/

Lecture 14:
December 9, 2003
What is globalization?

• Malcolm Waters (1995)
  – "... a social process in which the constraints of geography on social and cultural arrangements recede and in which people become increasingly aware that they are receding" (p. 3)
Paradoxes of Globalization

- Uneven effects
- Everyone connected, but different power
- Cultural differences persist
- “Culture” used in ways to disguise inequities

“The True Colors of Benetton”

See http://adbusters.org/creative resistance/spoofads/fashion/benetton/
Diamond, *Guns, Germs and Steel*

- **Yali's question:**
  - "Why did wealth and power become distributed as they now are?" (p. 15)
"First Contact"

- Australians vs. New Guinea Highlanders
- A parable of misunderstanding and exploitation
- But what kind of power did the Australians wield?

Highlanders "wanted the wealth."
How should we interpret that?
Threat can come from within, too

Moai of Easter Island
Malcolm Waters (1995) *Globalization*

See Waters (1995: 159) - Figure 1: Path of Globalization
Globalization from Below

- Challenge: see our role in global/local inequalities
- Hip-Hop: keep it real
- Klein: not "what should I buy?" but how be political
- P2P: multinationals at risk with new tech, & practices
- Media, marketing, and power: requires constant vigilance

Samurai schoolgirls as symbolic of youth power
Media Worlds (cont'd)

- Nation and TV
- Egypt / melodrama
- India / Epic contests
- Belize / time

- Transnational media
- Hmong diaspora video
- Hindi uses of Hollywood
- Kazakh soap operas