

ANNOUNCEMENTS

- Canvas
- Map Assignment: Due Today
- 9/6: Migration
- Thursday, 9/8: Jhumpa Lahiri, *The Interpreter of Maladies*
 - Read: “When Mr. Pirzada Came to Dine;” “Mrs. Sen’s;” “This Blessed House;” “The Third and Final Continent”
 - Note: We will not discuss the title story in class
- 9/13: Guest lecture: Dr. Nick Jones
- 9/15 und 9/20: *Persepolis I und II*

TRANSITIONS

Imagined Communities

Invented Traditions

Narratives

TODAY: LANGUAGE, CULTURE, AND GLOBALIZATION

Objectives:

- Consider how language links to power and opportunity
- Investigate how “globalization” affects culture and identity
- Note: we will address migration on Tuesday.

CULTURE

“Culture, in its sense of art, literature, film, and practices of representation of all kinds, both draws from and participates in a construction of culture as a way of life, as a system of values and beliefs which, in turn, affects culture as a creative, representational practice...”

- Anthony King, “Introduction,” *Culture, Globalization, and the World System* (2).

IDENTITY

Identity constitutes the distinctive characteristics belonging to an individual and/or those characteristics shared by members of a particular social category or group.

Identity is both *relational* and *contextual*.

Identity is a means of “socially organizing” and “regulating” cultural experience.

Identity through affiliation/association (role of agency)

WHY LANGUAGE MATTERS

Means of communication

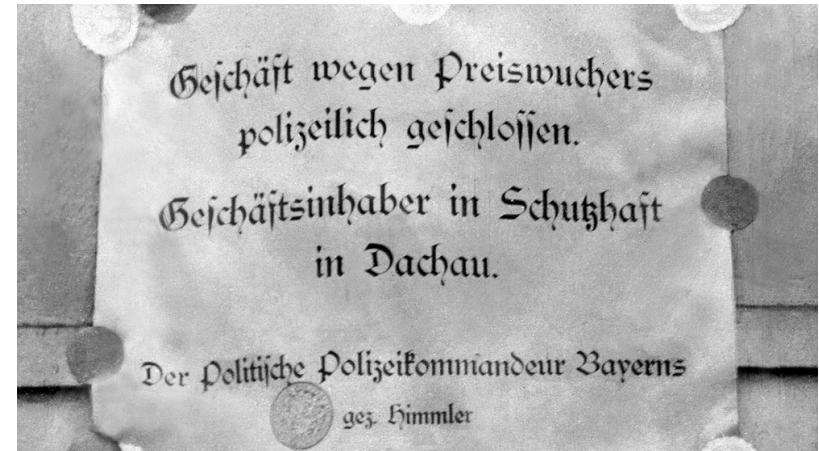
Language as commodity

Vehicle for culture

Vehicle for power



Undocumented worker or Illegal alien?



HOMEWORK READING

Language as resource?

Language as problem?

Language as right?

Language: intricately tied to power.

GLOBALIZATION AND CULTURE

Definition of globalization:

- “Globalization refers to the rapidly and ever-densening network of interconnections and interdependencies that characterize modern life” (Tomlinson 1999 2).

Role of **culture**:

- “[T]he huge transformative processes of our time” attributed to globalization “cannot be properly understood until they are grasped ***through the conceptual vocabulary of culture***” (Tomlinson 1).

CONTACT ZONES

Mary Louise Pratt: “[C]ontact zones are those social spaces where disparate cultures meet, clash, and grapple with each other, often in highly asymmetrical relations of domination and subordination” (4).

Textbook: “These [contact] zones will continue to increase – in real time and space as well as virtually” (119).

GLOBALIZATION: A CHALLENGE?

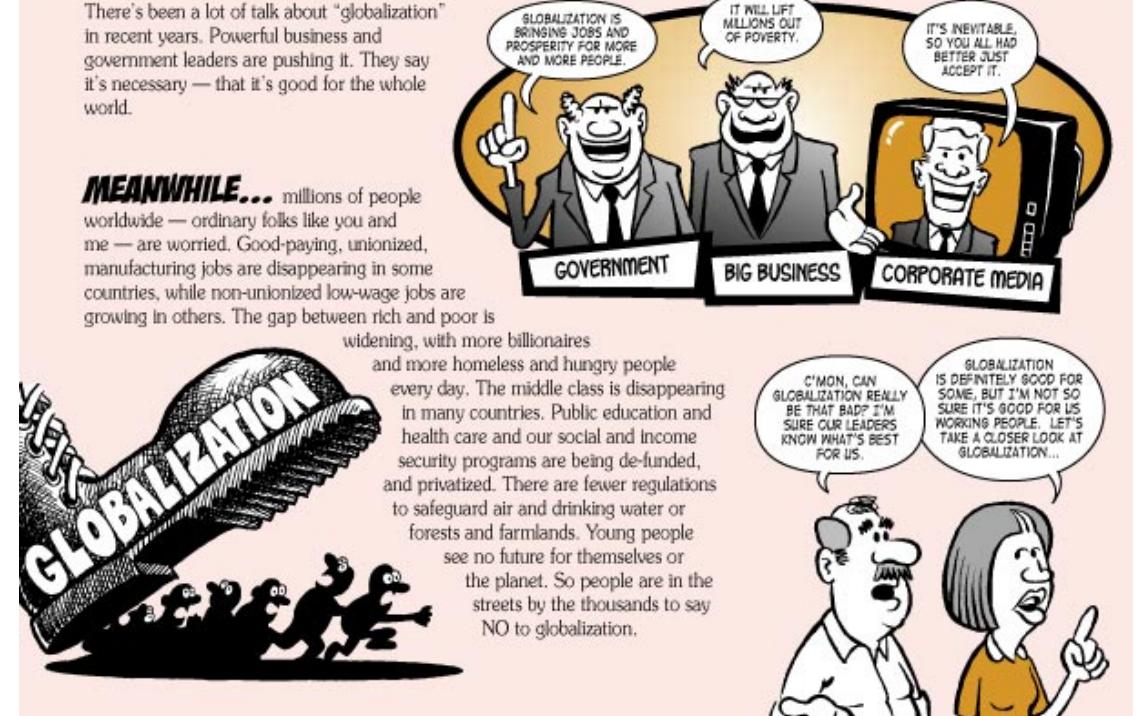
Is globalization a de-stabilizing force culturally?

Does globalization undermine or even destroy local traditions, cultures, and identities?



There's been a lot of talk about "globalization" in recent years. Powerful business and government leaders are pushing it. They say it's necessary — that it's good for the whole world.

MEANWHILE... millions of people worldwide — ordinary folks like you and me — are worried. Good-paying, unionized, manufacturing jobs are disappearing in some countries, while non-unionized low-wage jobs are growing in others. The gap between rich and poor is



PERCEPTIONS OF GLOBALIZATION

Ideas, images, practices,
traditions, people

- “On the move”
- The “distant” becomes “near,” the “near” becomes “distant”
- Homogenization of culture, taste, practices



THE “SCAPES” OF ARJUN APPADURAI

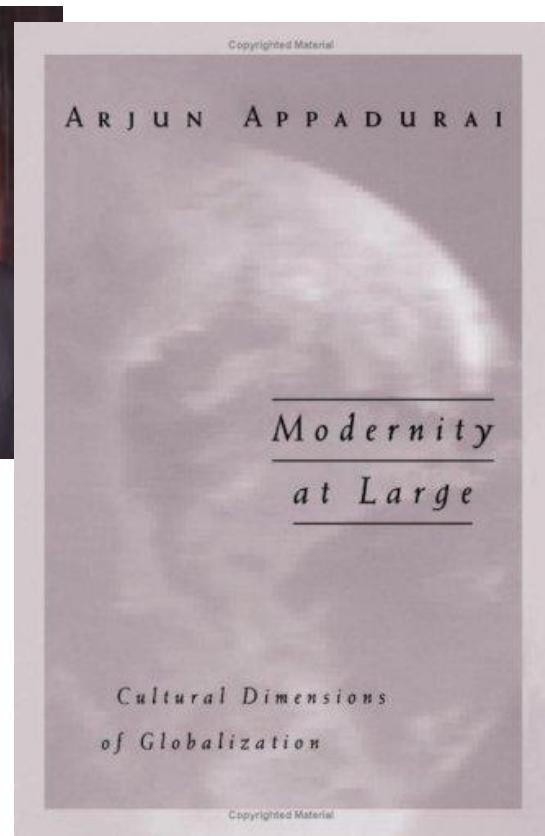
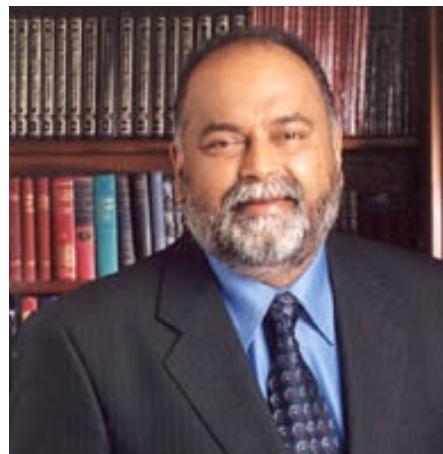
Ideoscapes

Financescapes

Mediascapes

Technoscapes

Ethnoscapes

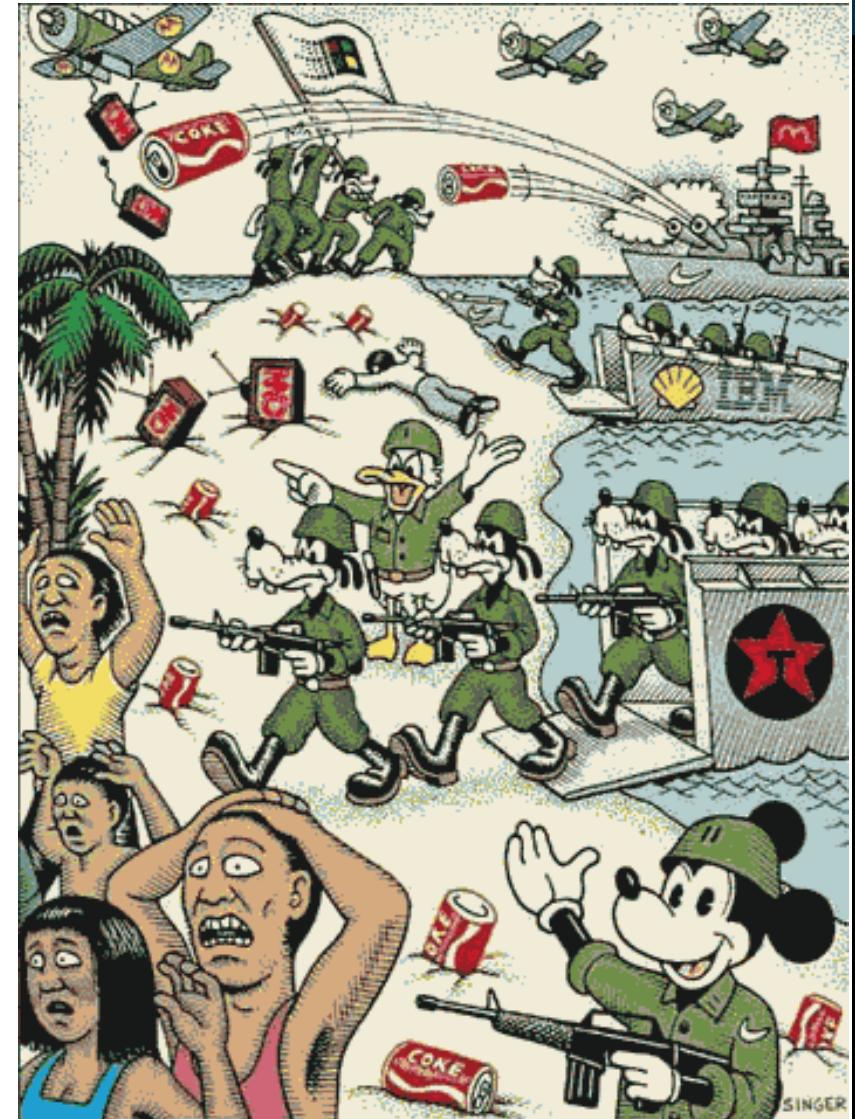


CULTURE AS TREASURE? GLOBALIZATION AS THREAT?

Identity (definition review)

John Tomlinson

- Culture and identity as “fragile treasures”?
- What is meant by the argument that "globalization destroys identity" through homogenization?



GLOBALIZATION = HOMOGENIZATION?

John Tomlinson, *Globalization and Culture*



BEYOND THE CENTER...



GLOBALIZATION AS POSITIVE FORCE FOR CULTURE AND IDENTITY?

**Over-simplification and over-demonization of globalization
(Malcolm Waters)**

John Tomlinson:

- Globalization = the amplification and proliferation of culture and identity

The role of *agency* of local forces/ideas

Textbook: “Global-local continuum” (98).

DIALECTICAL PROCESSES OF GLOBALIZATION

“THE DIALECTIC”

Term originates from German philosopher Georg Friedrich Wilhelm Hegel (1770-1831)

IN SUM:

Thesis meets antithesis, producing a synthesis



GLOBALIZATION

From Malcom Waters,
Globalization (1995)

Globalization – a bundle of dialectical processes

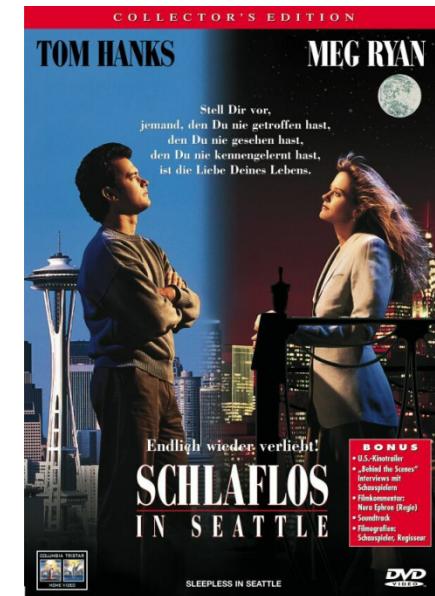
- differentiates as well as homogenizes.
- brings the center to the periphery.
- also brings the periphery to the center.

HOMOGENIZING FACTORS

Global companies

Business practices

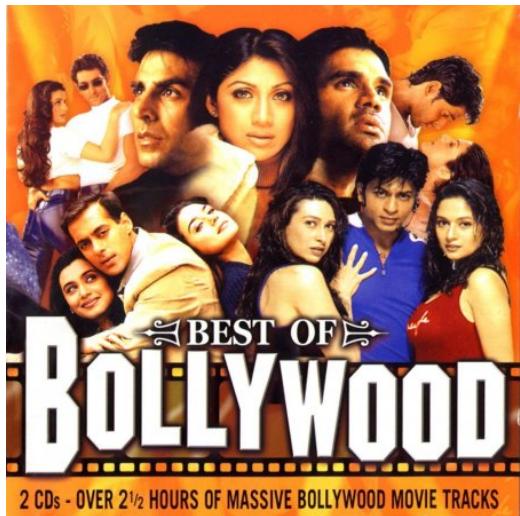
Western (American) culture



DIFFERENTIATING FACTORS

Local identities, traditions, and customs

Local cultures adapt to the homogenizing global trends (and vice versa!)



AND MORE THAN JUST LOCAL / GLOBAL



ADDITIONAL CULTURAL CONCEPTS

Deterritorialization

Reterritorialization

DETERRITORIALIZATION



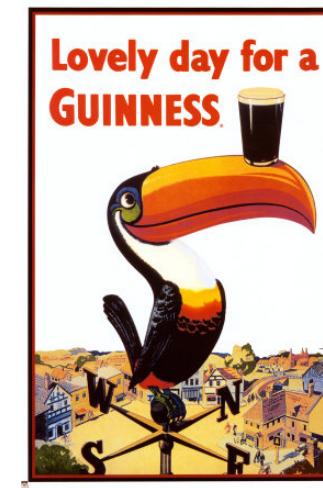
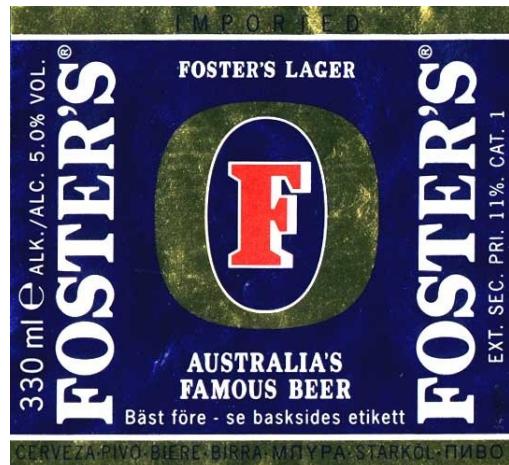
A CORPORATE EXAMPLE OF DETERRITORIALIZATION?



BUT...

Some brands are
internationally recognized
BECAUSE of a local identity

A kind of “re-territorialization”



CONCLUSIONS

Language as resource, right, and commodity as well as medium for articulating power

**Globalization not a “one-way” process;
“agency” on all sides (though not always
equal players)**

REMINDERS

Map assignment due today

Tuesday: Migrations

Thursday: *The Interpreter of Maladies*