

Culture and Globalization: Concluding Thoughts

“What was that bump?”

See

[http://adbusters.org/creativere
sistance/spoofads/misc/bump/](http://adbusters.org/creativere
sistance/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/creativoresistance/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
- Among diaspora video
- Hindi uses of Hollywood
- Kazakh soap operas