

Culture and Identity in Globalization
16641
International Studies
Universidad Carlos III of Madrid
(Spring 2021)

Instructor:

Marc Saurina Lucini

Email: marc.saurina@uc3m.es

Office hours: Online (by appointment)

Master course (online): Fridays, 12:30-14:00 (55 MAG.)

Seminar course	Group 55	Tuesdays, 09:00-10:30 (10.2.7)
	Group 56	Tuesdays, 10:45-12:15 (10.2.7)
	Group 57	Tuesdays, 12:30-14:00 (10.2.9)

Course Description:

This course is designed to introduce the students to the study of culture and identity in a globalizing world. The course is presented through an inter-disciplinary approach and focuses on scholar debates over an array of socio-cultural changes and transformations that affect all world societies and individuals in multiple ways. During the course, students will engage in the study of different globalization theories and approaches, the concept of culture and cultural change, and the origin and transformation of different identity layers (national, supranational, ethnic), always from a local-global perspective. Students will learn how to conduct research using culture and identity as explanatory variables while deepening on varied methodological and conceptual challenges linked to globalization.

The course can be described, as well, as a reading and discussion intensive course. Attendance and participation are crucial for learning and acquiring the skills needed to conduct a critical analysis of current heterogeneous socio-cultural changes and contexts. Practice sessions will be structured in discussions on readings (and audio-visual resources), debates, group assignments and research on scholarly work.

Course Requirements and Grading System:

Attendance and Participation (10%): Attendance is mandatory. Besides, participation in class is an important part of the course. The involvement of the students in debates and discussions will reflect in and improve the quality of the class.

Tasks in groups (10%): Several tasks distributed over the course during the seminar classes will be graded. Tasks will be done individually, on some occasions, and in groups, in some others (2-3-4 students)

Essay/research (40%): Students will have to work in pairs
Qualitative research paper with two authors.
(details will be provided in class)

Plagiarism:

Plagiarism will not be accepted in any form.

Final Exam (40%): Multiple-choice text (50%) + text analysis (50%).

Course Structure and Readings

PART I: GLOBALIZATION

1.1 Overview and overview

- **Suggested reading:** Eriksen, T. H. 2014. *Globalization. The Key Concepts. 2nd Edition*. London and New York: Bloomsbury (selected pages, 1-18)

1.2 Globalization discourses in the 21st century

2.1 Globalization in scholarship: key concepts and waves

- Axford, B. 2013. *Theories of Globalization*. Cambridge: Polity. (Chapter I, pp. 6-35)

2.2 Globalization theories: discussion of texts.

PART II: CULTURE

3.1 What is culture?

- Sewell, W. J. 1999. "The Concept(s) of Culture." In Victoria E. Bonnell and Lynn Hunt (eds.), *Beyond the Cultural Turn: New Directions in the Study of Society and Culture*. Berkeley: University of California Press., pp. 35-61.

3.2 Deterritorialization of culture

- **Additional reading:** Appadurai, A. 1996. *Modernity at Large. Cultural Dimensions of Globalization*. Minneapolis: University of Minnesota Press (Chapter "Disjunction and Difference", 27-47)

4.1 Economy and consumption

- Ritzer, G. & Miles, S. 2018. The changing nature of consumption and the intensification of McDonaldisation in the digital age. *Journal of Consumer Culture*, 19(1): 3-29.
- Wiedenhof Murphy, W. 2017. *Consumer Culture and Society*. Los Angeles: SAGE (selected pages)

4.2 Cultural globalization and consumption (readings to be split into groups)

- Cruz, A.-Seo, Y.-Binay, I. 2019. Cultural Globalization from the Periphery: Translation Practices of English-Speaking K-Pop Fans. *Journal of Consumer Culture*. <https://doi.org/10.1177/1469540519846215>
- Malik, S.I. 2019. The Korean Wave (Hallyu) and Its Cultural Translation by Fans in Qatar. *International Journal of Communication*, 13: 5734-5751.
- Zhang, W. 2017. No cultural revolution? Continuity and change in consumption patterns in contemporary China. *Journal of Consumer Culture*, 17(3): 639-658.
- Mathur, M. 2010. Shopping Malls, Credit Cards and Global Brands: Consumer Culture and Lifestyle of India's New Middle Class. *South Asian Research*, 30(3): <https://doi.org/10.1177/026272801003000301>

5.1 Global media and communication: main paradigms

- Kraidy, M. 2005. *Hybridity or the Cultural Logic of Globalization*. Philadelphia: Temple University Press (selected pages, 22-44)

5.2 Streaming services and Netflix: cultural standardization or cultural difference?

- Lobato, R. 2019. *Netflix Nations: The Geography of Digital Distribution*. New York: University Press. (selected pages from Chapter 5 "Content, Catalogues and Cultural Imperialism")
- Jenner, M. 2018. *Netflix and the Re-Invention of Television*. New York: Palgrave. (Chapter "The Netflix Audience": 241-259)

6.1 World Culture and global awareness

- Lechner, F.L. & Boli, J. 2005. *World Culture: Origins and Consequences*. New York: Wiley. (Chapter 2, "Analyzing World Culture: Alternative Theories", pages 30-59)

6.2 Global culture: Human rights (readings to be split in two groups)

- Elliott, M.A. 2007. Human Rights and the Triumph of the Individual in World Culture. *Cultural Sociology*, 1(3): 343-363.
- Bromley, P. 2014. Legitimacy and the Contingent Diffusion of World Culture: Diversity and Human Rights in Social Science Textbooks, Divergent Cross-National Patterns (1970-2008). *Canadian Journal of Sociology*, 39(1): 1-44.

7.1 Cultures of protest: global justice and social movements

- Tarrow, S. 2005. *The New Transnational Activism*. Cambridge: Cambridge University Press. (selected pages)
- **Additional Reading.** Moghadam, V.M. 2009. *Globalization and Social Movements: Islamism, Feminism and The Global Justice Movement*. New York: Roman & Littlefield Publishers (Chapter 5 "The Global Justice Movement", pages 91-117)

7.2 The Mediterranean and beyond (Me too; BLM)

- Funke, P.N. 2017. The Global Justice Movement and its subterranean afterlife in Europe. The rhizomatic epoch of contention – from the Zapatistas to the European anti-austerity protests. In H. Vanden-P. Funke-G. Prevost (Eds.), *The New Global Politics. Global Social Movements in the Twenty-First Century*. London: Routledge. (174-189)

PART III: IDENTITY

8.1 Identity, self-identification and the other

- Brubaker, R. & Cooper, F. 2000. Beyond "Identity". *Theory and Society* 29(1), 1-47.
- Eriksen, T. H. 1995. We and Us: Two Modes of Group Identification. *Journal of Peace Research* 32(4): 427-436.

9.2 Identity in the digital era

- Hudson, C. 2014. New Social Media and Global Self-Representation. In M. Steger-P. Battersby-J. Siracusa (Eds.), *The SAGE Handbook of Globalization*. London: Sage: 399-413.

10.1 National identities (I): Origins and consequences

- Anderson, B. 1983. *Imagined Communities: Reflections on the Origin and Spread of Nationalism*. Revised edition 1991. New York: Verso (selected pages).
- **Additional reading:** Hobsbawm, E. J. 1983. "Mass-Producing Traditions: Europe, 1870-1914". In E. Hobsbawm & T. Ranger (Eds.), *The Invention of Tradition*. Cambridge (pages 263-307)

10.2 National identities (II): the globalization of nations

10.3 National vs. supranational identities

- Fligstein, N. 2008. *Euroclash. The EU, European Identity, and the Future of Europe*. Oxford: University Press (Chapter 5, "Who Are the Europeans?", 123-164)

11.1 Ethnicity

- Eriksen, T.H. 1994. *Ethnicity and Nationalism: Anthropological Perspectives*. Third Edition 2010. London: Pluto Press (selected pages, 1-22)
- **Additional reading.** Hale, H.E. 2004. Explaining Ethnicity. *Comparative Political Studies* 37(4): 458-485.

11.2 Indigenous peoples and globalization

- Reading (to be provided)

12.1 Culturalization of racism: The West and beyond

- Balibar, E. 1991. Is there a Neo-Racism?. In E. Balibar & I. Wallerstein (Eds.), *Race, Nation, Class. Ambiguous Identities*. London: Verso (pp. 17-28).
- Modood, T. 2015 (1997). 'Difference', Cultural Racism and Anti-Racism. In P. Werbner & T. Modood (Eds.), *Debating Cultural Hybridity: Multicultural Identities and the Politics of Anti-Racism*. London: Zed Books (pp. 154-172).

12.2 National vs. ethnic minorities

- Kinnvall, C. 2009. *Globalization and Religious Nationalism in India*. London: Routledge (Chapter 6 "Globalization, modernity and the power of Hindu nationalism", pages 136-165)

PART IV: IDENTITY AND CULTURE

13.1 Multiculturalism (I): Boundaries

- Nederven Pieterse, J. 2004. "Ethnicities and Multiculturalisms: The Politics of Boundaries". In S. May-Moood, T.-Squires, J. (Eds.), *Ethnicity, Nationalism and Minority Rights*. Cambridge: University Press, pp: 27-49.

13.2 Multiculturalism (II): Models (Canada, Singapur, Malaysia, Europe)

- Kymlicka, W. 2012. *Multiculturalism: Success, Failure, and the Future*. Washington, DC: Migration Policy Institute.
- Joppke, C. 2018. War of Words: Interculturalism vs. Multiculturalism. *Comparative Migration Studies*, 6(11): <https://doi.org/10.1186/s40878-018-0079-1>

14.1 Cosmopolitanism: Theory and practice

- Kendall, G.-Woodward, I.-Skrbis, Z. 2009. *The Sociology of Cosmopolitanism. Globalization, Identity, Culture and Government*. New York: Palgrave (Chapter 5 "Thinking, Feeling and Acting Cosmopolitan: The Ideal Types and their Expression in Everyday Cultural Fields")

14.2 Managing diversity (final remarks, Covid and predictions)

- Beck, U. 2011. Multiculturalism or Cosmopolitanism: How Can We Describe and Understand the Diversity of the World? *Social Sciences in China* 32(4): 52-58.
- Other (online) readings to be uploaded.