

Cultural Globalization
HIST 535-002/615-001/635-003
Fall Semester, 2018
Sam Lebovic

Class Details

Time: Mon 7:20-10:00 pm

Location: David King Hall 2054

Office Hours: Mon 4-5, or by appt

Contact Details

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How have the rise of new forms of media and communication shaped the modern world? To what extent have cultural experiences become more homogenous in an increasingly interconnected globe? In this seminar, we will read widely in the history of cultural globalization in order to understand how international capitalism, imperialism, nationalism, and technological change have shaped the movement of culture at different moments in the past. Readings will range across the globe, particularly from the mid-nineteenth century until the present, and will cover such cultural forms as the telegraph, the radio, popular music, cinema, satellites, and the internet, as well as the cultural and social histories of consumerism, standardized time, decolonization, and selfhood. The course will provide both an overview of the history of cultural globalization, and offer an introduction to the interdisciplinary methods scholars use to study this complicated subject.

Course Requirements

1) Class Participation (15% of final grade)

Participation in class discussion is crucial to the success of this class, as well as your success in it. Faithful attendance and class preparation is expected – please read the required readings closely and carefully, and come to class prepared to discuss them. The better you read the class materials, the better the conversation, and the better the conversation, the better the class. Respectful, thoughtful discussion is good participation – neither your peers nor I will tolerate *ad hominem* attacks or soap-boxing. Questions are great, as are connections between current discussions and earlier topics, as are efforts to clarify points of confusion.

I will issue a mid-term grade in week 7 so you know how you stand. This grade will not count to your final grade – it is just a measure of how your participation has been in the class so far.

We will read a monograph a week. All books are available for purchase in the campus bookstore in the Johnson Center. Feel free to buy/borrow/read the cheapest versions you can find – e-books are fine – but please make sure to get the correct edition.

Some weeks, we have some an article or two. You can access these through the Mason library website. In week 6, we read to extracts from books; pdfs are available on the course blackboard site.

2) 10 (really 8) emailed sets of questions for discussion (Pass/fail)

Before each week's seminar, I would like you to email me 3 questions that you would like to discuss collectively. They are due by 1pm on the day of class.

These questions can be points of confusion about the reading, juxtapositions you notice between the readings, thoughts that the readings inspired for future research or analysis, challenges to the arguments of the readings, etc. The purpose of this exercise is threefold – first, it encourages you to think critically about the reading before class, helping you to process what you've read; second, it helps me to get a feel for the most productive places to begin and focus our discussion; third, it allows me to get a sense of your interests and engagement with the texts outside of your contributions in class.

Keep the questions short, and don't overly stress about how you write them. I'm grading these pass/fail – so as long as I receive them, you pass. If I think you could adjust the way you are approaching this task, I will contact you individually.

We have readings for 13 weeks, so you have 3 free passes. The two weeks you write reviews I will count these as your questions. If you would like to use a pass on any given week, please email me a short note to that effect before 1 pm on the day of class.

3) 5 page book review (20% of final grade) DUE on the day we read the book in class.

Each of you will write a 5 page analytic review of the book you introduce to the class. Book reviews should not simply summarize the text, but make an over-arching argument about the book's argument – what works, what doesn't, what is interesting, what could be further developed, what is missing etc. Successful reviews will develop an original and interesting line of argument that is sustained throughout the paper. Reviews should be emailed to me as a word doc by 1pm on the day of class (this review counts as your questions for the week).

4) Introduction of the book you reviewed to the class (pass/fail)

On the week your book review is due, each of you will be responsible for initiating discussion by posing the first question to the class. Questions should open up a broad topic through which we can explore the themes, methods and implications of the book – they should not be merely factual.

5) 5-6 page comparison paper (20% of final grade) DUE on the day we read the book in class

Each of you will write a 5-6 page paper comparing one of the books we read in class (not the book you reviewed) with an academic article of your choice. Papers should not summarize the two works, but analyze them comparatively. A large part of this assignment is choosing a good article for comparison – I will be happy to discuss selections with you in office hours or via email. But if you would like to discuss with me, we need to begin our conversation no later than my office hours two weeks before the paper is due. Reviews should be emailed to me as a word doc by 1pm on the day of class (this review counts as your questions for the week).

6) article presentation (5% of final grade)

In no more than 4-5 minutes, each of you will present to the class an overview of the argument, content, and method of the article you read independently for your book comparison. Presentations should not be a summary, but an explanation of how the article adds to our collective understanding of the topic.

To receive a high grade for this presentation you cannot read from a prepared text. Be prepared to speak off-the-cuff or from notes – we'll all be in this together, so think of it as an opportunity to practice presenting in this way.

7) 15 page final historiographical paper (40% of final grade). DUE Dec 10, by 5pm.

Option 1: I will provide an essay prompt, asking you to synthesize the readings for the course, and construct an analytic argument based on close readings of the books we read over the semester.

Option 2: Your choice of topic

Based on 4-5 scholarly monographs of your choice, of which at least 3 must be read exclusively for this assignment, please write an analytic historiographical essay. The aim here is to closely analyze a small sub-field of literature of interest to you. Good essays will develop an overarching argument that makes sense of what works and doesn't work in the books in question, explain why, and sketch future directions for analysis and research.

8) If you are choosing Option 2 for the final, I will need a list of books for the final paper DUE Nov 2 by 5 pm.

Please email me a short outline of the research problem you want to explore, a list of the books you have chosen to review, and a short explanation (2-3 sentences) as to why you have selected each book (earlier than this due date is completely fine, and encouraged). I will write back to ok the selection. I'm happy to discuss potential books over email or in person throughout the semester. The most important thing is that you choose a set of books that hang together in some way and that are interesting and exciting to you.

If I have not approved a final list of books by Nov 15, you will complete option 1 for the final.

Requirements for all papers

All papers are due in Word format, 12 point Times New Roman font, double spaced with page numbers, and 1 inch margins.

Please email all of your papers to slebovic@gmu.edu.

I will only grant extensions in advance, and on a case-by-case basis – all other late papers will be docked a half letter grade for each day they are tardy.

On Academic Integrity

GMU is an Honor Code university; please see the Office for Academic Integrity (<http://oai.gmu.edu/>) for a full description of the code and the honor committee process. If you have any questions, concerns or confusion about this policy during the semester, please bring them directly to me – I'll be happy to help, and it is better to be safe than sorry.

Communications

Students in this class need to check their GMU email accounts regularly throughout the semester – I will rely on the mailtool in blackboard to communicate all announcements, such changes to the syllabus or to class meetings.

I will endeavor to respond to all emails within one working-day of receiving them. I am regularly away from my mail in the evenings and on the weekends, so while I *will* respond to your mail, I may not do so instantaneously. I will check and respond to email more regularly in the immediate lead-up to assignments in order to handle more urgent questions.

Please feel free to stop by my office hours if you want to discuss anything related to the course or your studies. If your schedule is tight, you are welcome to email me so that we can arrange an appointment at a particular time. Throughout the semester, I am also more than happy to meet by appointment if you cannot make my office hours – just send me an email or speak to me after class.

Special Accommodations

If any of these course policies pose a particular hardship for you, please come and speak to me directly.

If you are a student with a disability and you need academic accommodations, please see me and contact the Office of Disability Services (ODS) at 993-2474, <http://ods.gmu.edu>. All academic accommodations must be arranged through the ODS.

Course Schedule**Week 1 Aug 27**

Introductions – assigning reviews

Week 2 Sep 3

LABOR DAY – CLASS CANCELLED

Week 3 Sep 10

Sidney W. Mintz, *Sweetness and Power: The Place of Sugar in Modern History* (Penguin, 1986), 978-0140092332

Frederick Cooper, “What is the Concept of Globalization Good For? An African Historian’s Perspective”, *African Affairs*, 100, 2001, 189-213.

Week 4 Sep 17

Dwayne R. Winseck and Robert M. Pike, *Communication and Empire: Media, Markets and Globalization, 1860-1930* (Duke University Press, 2007), 978-0822339281

Week 5 Sep 24

Vanessa Ogle, *The Global Transformation of Time, 1870-1950* (Harvard University Press, 2015) 978-0674286146

Week 6 Oct 1

Isabel Hofmeyr, *Gandhi’s Printing Press: Experiments in Slow Reading* (Harvard University Press, 2013), 978-0674072794

Selection from Benedict Anderson, *Imagined Communities: Reflections on the Origin and Spread of Nationalism*, (Verso, 2006), 978-1844670864 [on blackboard]

Marshall Berman, *All that is Solid Melts into Air: The Experience of Modernity*, (New York: Penguin, 1988), 87-129 [on blackboard]

Week 7 DUE TO COLUMBUS DAY, WE MEET ON TUESDAY OCT 9

Mauricio Tenorio-Trillo, *I Speak of the City: Mexico City at the Turn of the Twentieth Century* (University of Chicago Press, 2015) 978-0226273587

Week 8 Oct 15

Michael Denning, *Noise Uprising: The Audiopolitics of a World Musical Revolution*, (Verso, 2015), 978-1781688564

Week 9 Oct 22

The Modern Girl Around the World Research Group, *The Modern Girl Around the World: Consumption, Modernity and Globalization* (Duke University Press, 2009), 978-0822343059

Fri, Nov 2 For Final Paper Option 2, you need to submit a bibliography by 5pm.

Week 10 Oct 29

Brian Larkin, *Signal and Noise: Media, Infrastructure and Urban Culture in Nigeria*, (Duke University Press, 2008), 978-0822341086

Week 11 Nov 5

Victoria De Grazia, *Irresistible Empire: America's Advance through Twentieth Century Europe*, (Belknap Press of Harvard University Press, 2006), 978-0674022348

Assignment – Option 2 bibliographies need to be approved by this week.

Week 12 Nov 12

Lisa Parks, *Cultures in Orbit: Satellites and the Televisual* (Duke University Press, 2005) 978-0822334972

Week 13 Nov 19

Benjamin Peters, *How Not to Network a Nation: The Uneasy History of the Soviet Internet* (MIT Press, 2017), 978-0262534666

Eden Medina, "Designing Freedom, Regulating a Nation: Socialist Cybernetics in Allende's Chile," *Journal of Latin American Studies* 38 (2006): 571-606.

Week 14 Nov 26

Bartow J. Elmore, *Citizen Coke: The Making of Coca-Cola Capitalism* (W.W. Norton, 2016) 978-0393353341

Maurice Labelle "De-Coca-Colonizing Egypt: Globalization, Decolonization, and the Egyptian Boycott of Coca-Cola, 1966-68," *Journal of Global History* 9, 1 (March 2014): 122-142

Week 15 Dec 3

Michael Geyer and Charles Bright, "World History in a Global Age," *American Historical Review* 100(4) (October, 1995): 1034-1060

Adam McKeown et al. "Periodizing Globalization," *History Workshop Journal* 63 (Spring, 2007) pp. 218–230

Jan Nederveen Pieterse, "Periodizing Globalization: Histories of Globalization," *New Global Studies* 6(2) (2012).

Week 16 Dec 10

Final Papers due by 5pm.