

ANTHROPOLOGY 790-7 SYLLABUS – FALL 2009
GLOBALIZATION AND CORPORATE CULTURES

Class Location: 206 Stevens Building

Class Meeting Time: 2:00-3:15 p.m., Monday, Wednesday

Professor: Dr. Susan Russell, Professor, Anthropology

Office hours: 10:30-11:30 a.m. Monday, Wednesday, or by appointment

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E-Mail Address: srussell@niu.edu (Please give the subject as ‘student inquiry’ so that I know to read it right away).

Course Description: This course provides a broad overview of anthropological perspectives on global problems and organizational cultures in U.S. and international settings. The specific organizational cultures to be examined in readings and lecture/discussions are those of global capitalism, advertising, and corporations. The regional emphases will be on the cultures of Asia and North America. There are three essential goals in this course: 1) to review the ideas of globalization and capitalism and the impacts of global, state and NGO aid agencies; 2) to review anthropological approaches to understanding the structure and ideology of corporate cultures, consumerism and advertising; and 3) to allow you to develop your own ethnographic and interpretive methods for investigating corporate culture issues through first-hand fieldwork in a business (or other organizational) setting.

The first part of the course examines the history of the spread of European capitalism throughout the world and the attendant problems of growing social and economic inequality, environmental destruction, mass starvation, and forms of social unrest and conflict. While the expansion of capitalism and consumer cultures are interdisciplinary issues, requiring a familiarity with multiple regional perspectives, the anthropological approach best captures these processes in combination with a historical review. The emphasis will be on how the contexts of population shifts, trade, ideology, technology and the spread of 20th century ‘cultures of consumption’ around the globe should be understood. The second part of the course is an overview of the ways anthropologists identify and study problems of international communication in business and workplace settings. Applied anthropologists who conduct ethnographic research in these settings view workers, managers, and executives as different social categories participating in a common social system. Corporate and workplace cultures are very diverse, and vary according to the type of industry and larger cultural context of developing and industrialized countries. The above issues will be investigated through studies of culture and advertising, as well as cross-cultural analyses of businesses.

Graduate students are expected to learn how to apply anthropological concepts to analyzing a text on consumer research written by practicing anthropologists. You are also expected to demonstrate an engaged participation in this course.

Six Required Texts:

1. Ann Kelleher and Laura Klein, *Global Perspectives: a Handbook for Understanding Global Issues*.
2. Glynn Cochrane, *Festival Elephants and the Myth of Global Poverty*.
3. Ann T. Jordan, *Business Anthropology*.
4. Thomas Rohlen, *For Harmony and Strength: Japanese White-Collar Organization in Anthropological Perspective*.
5. Patricia Sunderland and Rita Denny, *Doing Anthropology in Consumer Research*.
6. Anne Allison, *Nightwork: Sexuality, Pleasure, and Corporate Masculinity in a Tokyo Hostess Club*.

Required readings from sources on reserve in Founders Library:

1. Van Maanen, J. and S. R. Barley, 1984 “Occupational communities: culture and control in organizations” (article on reserve)
2. Gee, J., G. Hull, and C. Lankshear, 1996 *The New Work Order: Behind the Language of the New Capitalism* (book on reserve)
3. William O’Barr, *Culture and the Ad*, 1994 (book on reserve)
4. Ty Matejowsky, “SPAM and Fast-food ‘Glocalization’ in the Philippines”, 2007 (article on reserve)
5. Brian Larkin, “Indian Films and Nigerian Lovers: Media and the Creation of Parallel Modernities” (article on reserve)
6. Roger Janelli and Dawnhee Yim, “The Mutual Constitution of Confucianism and Capitalism in South Korea” (article on reserve)
7. Daromir Rudnycky, “Worshipping Work: Producing Commodity Producers in Contemporary Indonesia” (article on reserve)
8. Sandra Smeltzer, “The Message is the Market: Selling Biotechnology and Nation in Malaysia” (article on reserve)

Graduate Course Requirements:

ALL projects listed below must be completed in order to pass this course. A failure to complete one of these requirements will result in a failure in the course. Your grade will be determined as follows:

10 percent	class participation in discussions/advertising analysis/attendance
25 percent	midterm examination
20 percent	book review of <i>Doing Anthropology in Consumer Research</i>
25 percent	final examination
20 percent	final paper -- ethnographic study of an organization or workplace

1. **Class Participation/Advertising Analysis:** This class relies more heavily than many other classes on your participation. You are **required** to attend class and keep up with the readings, ask questions or offer opinions, and participate in oral

presentations of particular projects. If you miss more than 3 classes without a written excuse from a physician or without my advance permission, your class participation grade will be marked down for each additional day missed. Each week, we will assign specific students to be discussion leaders for specific readings. If you do these things, you should be able to earn an A in this part of your overall grade. One simple, fun project we do consists of an analysis of several advertisements, following the lines of interpretation suggested in the book *Culture and the Ad*. We will discuss ways to proceed with this project in the early part of the semester.

2. **Midterm Examination:** this will be a short essay examination covering the lectures and readings. A study guide will be handed out in advance. **The midterm is on Monday, Oct. 19.**
3. **Graduate Student Book Review of required text, *Doing Anthropology in Consumer Research*.** This assignment consists of a 9-10 page, double-spaced typed paper in which you provide a summary and critical review of the required text. The handout that you will receive lists the guidelines for this review. Your job is to evaluate the book's usefulness for this course and more generally for preparing you for a potential career in consumer research. You may discuss what it leaves out and the kind of information it presents, but you must also connect this book to other readings in the course. How are the other readings relevant, and how does this text complement other required readings? **The book review is due at the beginning of class on Monday, Nov. 16.**
4. **Final Examination:** The final examination will consist of short answer and essay questions that focus on the readings and lectures. The point is not to test you in depth on the details of your readings or my lectures, but to get you to think about the broader themes and questions that they raise for our understanding of global capitalism, culture, and the corporate environment of the late 20th and early 21st century. **The final exam is on Monday, Dec. 7, 2-3:50 p.m.**
5. **Final Paper on the Ethnography of an Organization:** This project requires that you do an original analysis of an organization or work culture with which you are familiar. Your report should provide an overview of the 1) decision making/leadership structure of the organization; 2) the roles and groups that characterize the organization; and 3) the rules (both formal and informal) that govern communication within the organization. Your primary tools for this assignment are observation and interviews. The organization can be a dormitory or living arrangement, a place you have worked (this is the preferred setting), or any student organization of which you are a member. If none of these alternatives are workable, then we will substitute a different organization depending on your circumstances.

The last date and time to hand in your paper is Wednesday, December 2.

This assignment should be a fun opportunity for you to apply your ethnographic skills and personal insights to a practical research situation. We discuss various methods one can use (as well as the problems each of you is confronting in your fieldwork) as we go along in the course. You will write up your findings in a 10-15 page typed (double-spaced) report and present them to the class in the last couple of weeks of the semester.

Note: This is a big project. You need to begin it as early in the semester as possible.

Attendance and Grading Procedures: You are required to attend class and to turn in your assignments when they are due. If you are late in turning in your paper or project, or in showing up for the exam, you will be downgraded by an entire letter grade for each extra day beyond the due date. Also, ALWAYS KEEP A BACK-UP OF YOUR PAPER ON A DISKETTE OR TWO!!!! The old standard lines about how "the computer or printer ate my paper" have worn thin.

Note: NIU abides by Section 504 of the Rehabilitation Act of 1973 which mandates reasonable accommodations be provided for qualified students with disabilities. If you have a disability and may require some type of instructional and/or examination accommodation, please contact me early in the semester so that I can provide or facilitate in providing accommodations you may need. If you have not already done so, you will need to register with the Center for Access-Ability Resources (CAAR), the designated office on campus to provide services and administer exams with accommodations for students with disabilities. The CAAR office is located on the 4th floor of the University Health Services building (815-753-1303).

Reading Assignments

NOTE: *this schedule is tentative.* We will try to follow it as closely as possible, but it will likely be altered in some degree in accordance with what I or we as a group decide we need to spend more (or less) time discussing.

Week Of:	Topic and Reading Assignment
Aug.24	Ch. 1 & 2, <i>Global Perspectives</i>
Aug. 31	Ch. 3 & 4, <i>Global Perspectives</i>
Sept. 7	No Class – Labor Day
Sept. 9	Ch. 5 & 6, <i>Global Perspectives</i>
Sept. 14	Ch. 7 & 8, <i>Global Perspectives</i>
Sept. 21	Ch. 9, <i>Global Perspectives</i>

- Ch. 1-4, *Business Anthropology*
- Sept. 28 Ch. 5-10, *Business Anthropology*
Ch. 1 and 7 of William O’Barr, *Culture and the Ad* (book on reserve)
- Oct. 5 “Occupational Communities...”, Van Maanen & Barley (article on reserve)
Presentation of Advertising Analyses (individual projects)
- Oct. 12 Thomas Rohlen, *For Harmony and Strength* (whole book)
- Oct. 19 **Midterm Exam on Monday, Oct. 19**
Ch. 1-6, Sunderland and Denny, *Doing Anthropology in Consumer Research*.
- Oct. 26 Ch. 7-11 of Sunderland and Denny, *Doing Anthropology in Consumer Research*.
Ch. 1, 2 & 6 (pp.1-48, 129-53) of Gee, J. et al, *The New Work Order: Behind the Language of the New Capitalism* (book on reserve)
- Nov. 2 Glynn Cochrane, *Festival Elephants and the Myth of Global Poverty* (whole book)
Ty Matejowsky, “SPAM and Fast-food ‘Glocalization in the Philippines” (article on reserve)
- Nov. 9 Brian Larkin, “Indian Films and Nigerian Lovers: Media and the Creation of Parallel Modernities”
Roger Janelli and Dawnhee Yim, “The Mutual Constitution of Confucianism and Capitalism in South Korea”
Daromir Rudnyckyj, “Worshipping Work: Producing Commodity Producers in Contemporary Indonesia”
Sandra Smeltzer, “The Message is the Market: Selling Biotechnology and Nation in Malaysia”
** All four articles are on reserve**
- Nov. 16 **Book review of *Doing Anthropology in Consumer Research*, due on Monday, Nov. 16.**
Discussion of *Nightwork* (undergraduate book review) on Monday, Nov. 16 and discussion of graduate book review, *Doing Anthropology in Consumer Research* on Wednesday, Nov. 18.
- Nov. 23 **No Class on Wednesday, Nov. 25—Thanksgiving vacation.**

Begin oral presentations of ethnography research project on Monday, Nov. 23.

Nov. 30

Continue oral presentations of ethnography research projects. **Final paper is due on December 2 at beginning of class.**

FINAL EXAMINATION IS MONDAY, DECEMBER 7, 2-3:50 P.M.
Final Ethnographic Project Papers are due at the beginning of class on Wednesday, Dec. 2.