CURE 3017
Globalization and Cultural Production

Instructor: LI Cho-kiu (Joseph) lichokiu.cuhk@gmail.com
Lecture: Tue 10:30 – 12:15
Tutorial Tue 12:30 – 1:15
Venue: CKB 122

This course investigates the multifaceted relationships between globalization and culture. Under the influence of globalization and increasing international trade, are we leading more diverse or homogenous lifestyles? Does globalization promote or hamper cultural changes? Why do the commercial world and cultural theorists read globalization so differently? In this course we will investigate how the developing global culture is influencing our daily lives from the perspectives of national and cultural identity, information society, consumerism, popular culture, etc. Emphasizing both theory and its application in analysing different kinds of texts (e.g., literature, films, maps, fashions, theme parks, shopping malls, etc.), we will discuss the changing meanings of citizenship, mobilization, technology, capital, space, and time under the influence of globalization.

Learning Outcomes:

- Students are expected to develop interdisciplinary perspectives to understand and be critical of the following:
  - Our regional, national, and global orders are made up of and maintained by cultural practices, expressions, and meanings.
  - Cultural production, circulation, and consumption are ideologically and economically linked.

- Students are expected to develop the following skills and values:
  - Inter-cultural sensitivity and respect
  - A balance of local and global perspectives
  - Ability in critically analysing the diversity of values and interests in society
(Sep 3) Week 1:

**After Globalization? A Cultural Studies Perspective**

“Globalisation is dead and we need to invent a new world order,” *The Economist*, 2019


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**Part A: Globalization as the Homogenization of Culture**

(Sep 10) Week 2: Capitalism

**Required Readings**

- Lee Ching Kwan (2017), *The Spectre of Global China: Politics, Labour, and Foreign Investment in Africa* (Ch. 1)

**Supplementary References**

- Giovanni Arrighi, *The Long Twentieth Century*
- Kenneth Pomeranz and Steven Topik, *The World that Trade Created: Society, Culture, and the World Economy, 1400 to the Present*
- Oscar Sanchez-Sibony, *Red Globalization: The Political Economy of the Soviet Cold War from Stalin to Khrushchev*
- 吳介民: 《尋租中國:台商、廣東模式與全球資本主義》
- Pun Ngai, *Made in China Women Factory Workers in a Global Workplace*

(Sep 17) Week 3: Territorialism

**Required Readings**

- Michael Hardt and Antonio Negri, *Empire* (Ch. 1)
- 趙汀陽：《天下的當代性：世界秩序的實踐與想像》（2016）（第三章）

**Supplementary References**

- 福井憲彥：歐洲霸權的光和影（第一章：全球化的先驅）
- Li Chen, *Chinese Law in Imperial Eyes Sovereignty, Justice, and Transcultural Politics*
- Wang Feiling, *The China Order: Centralia, World Empire and the Nature of Chinese Power*
- Kevin Carrico, Seeing (Exactly) Like a State: Knowledge/Power in the Beijing–Hong Kong Relationship, *Hong Kong Studies*, 2019
- 羅貴祥，〈從海盗邦到耕作村：國家主權下香港的海岸與農地敘述〉《文化研究》2016
Part B: Globalization as Complex Cultural Flows

(Sep 24) Week 4: Basic Concerns and Frameworks

Required Readings

Supplementary References
- Frederic Jameson, “Globalization as a Philosophical Issue”
- Saskia Sassen, “Locating Cities on Global Circuits”

(Oct 1) Public Holiday

(Oct 8) Week 5: Ideoscape

Required Readings
- Rebecca Karl (2002), *Staging the World: Chinese Nationalism at the Turn of the Twentieth Century* (Ch. 1)
- Kuan-Hsing Chen (2010), *Asia as Method* (intro)

Supplementary References
- 王柯，《「民族」：一個來自日本的誤會》21 世紀
- 陳建華，《現代中國革命話語之源》21 世紀
- Svetlana Boym, *Another Freedom: The Alternative History of an Idea*
- Nicolai Volland, *Socialist Cosmopolitanism: The Chinese Literary Universe*

(Oct 15) Week 6: Mediascape

Required Readings
- Ran Zwigenberg (2014), *Hiroshima: The Origins of Global Memory Culture* (intro + conclusion)

Supplementary References
- Koichi Iwabuchi, *Re-centering Globalization: Popular Culture and Japanese Transnationalism*
- Christine Yano, *Pink Globalization: Hello Kitty’s Trek Across The Pacific*
- Laikwan Pang, *Cultural Control and Globalization in Asia: Copyright, Piracy and Cinema*
- 麥欣恩《香港電影與新加坡: 冷戰時代星港文化連繫, 1950-1965》
(Oct 22) Week 7: Ethnoscape

Required Readings

- Pei-chia Lan (2006), *Global Cinderellas: Migrant Domestics and Newly Rich Employers in Taiwan* (intro and conclusion)
- 史書美 (2017)，《反離散：華語語系研究論》（第一章及附錄四）

Supplementary References

- Mike Davis, *Planet of Slums* (ch. 1 and 8)
- Cynthia Enloe, *Bananas, Beaches and Bases: Making Feminist Sense of International Politics*
- Laura Madokoro, *Elusive Refuge: Chinese Migrants in the Cold War*, ch.1
- Philip Kuhn: *Chinese Among Others* (Chapter 1)
- Elizabeth Sinn, *Pacific Crossing: California Gold, Chinese Migration, and the Making of Hong Kong*
- Yao Xiao “Who needs Cantonese, who speaks? Whispers across mountains, delta, and waterfronts” *Cultural Studies*
- 潘美玲：〈在市場中實踐“西藏意識”：印度、尼泊爾流亡藏人的難民經濟〉，《文化研究》
- Gordon Mathews, *The World in Guangzhou: Africans and Other Foreigners in South China's Global Marketplace* and
- Gordon Mathews, *Ghetto at the Center of the World: Chungking Mansions*
- 雷競旋：《末路遺民》及《遠在古巴》(screening TBC)

(Oct 29) Week 8: Technoscape

Required Readings


Supplementary References

- Laura DeNardis, *The Global War for Internet Governance*
- Nick Couldry, Ulises A. Mejias, *Data Colonialism: Rethinking Big Data’s Relation to the Contemporary Subject*, *Television and New Media*
- Marcel Danesi, *The Semiotics of Emoji: The Rise of Visual Language in the Age of the Internet*
- Agnes Ku, “The “Global City” as a Cultural Project: The Case of the West Kowloon District,” *Hong Kong Mobile: Making a Global Population*
Part C: Globalization as an Ethical Process

(Nov 5) Week 9: National Populisms in the World

Required Readings
- Zygmunt Bauman (2017), *Retrotopia* (ch.1 and 3)

Supplementary References
- Benjamin Moffitt, *The Global Rise of Populism: Performance, Political Style, and Representation*, ch. 1
- Paolo Gerbaudo: *The Mask and the Flag: Populism, Citizenism and Global Protest*

(Nov 12) Week 10: The World as One Environment

Required Readings
- Anna Tsing (2015), *Mushroom at the End of the World: On the Possibility of Life in Capitalist Ruins* (ch. 1)

Supplementary References
- Robert Gottlieb, Simon Ng, *Global Cities: Urban Environments in Los Angeles, Hong Kong, and China*

(Nov 19) Week 11: (Im)possible Directions

Required Readings
- 柄谷行人 (2007) 《邁向世界共和國》 第一章及第四部

Supplementary References
- Doreen Massey, “a Global Sense of Place”
- Jurdgen Habermas, *Postnational Constellation*
- Luis Cabrera, *Institutional Cosmopolitanism*
- 馬國明, 《歐洲12國16天遊》

Nov 26 Week 12: Conclusion and Consultation
Assessment:
- 10% Class Participation
- 20% Tutorial Presentation
- 70% Final Paper (Deadline: Dec 10, 5 pm)

Honesty in Academic Work: A Guide for Students and Teachers

The Chinese University of Hong Kong places very high importance on honesty in academic work submitted by students, and adopts a policy of zero tolerance on cheating and plagiarism. Any related offence will lead to disciplinary action including termination of studies at the University. All student assignments in undergraduate and postgraduate programmes should be submitted via VeriGuide with effect from September 2008: [https://veriguide2.cse.cuhk.edu.hk/cuhk/](https://veriguide2.cse.cuhk.edu.hk/cuhk/)

Although cases of cheating or plagiarism are rare at the University, everyone should make himself/herself familiar with the content of this website and thereby help avoid any practice that would not be acceptable.

Section 1 What is plagiarism
[http://www.cuhk.edu.hk/policy/academichonesty/p01.htm](http://www.cuhk.edu.hk/policy/academichonesty/p01.htm)

Section 2 Proper use of source material

Section 3 Citation styles [http://www.cuhk.edu.hk/policy/academichonesty/p03.htm](http://www.cuhk.edu.hk/policy/academichonesty/p03.htm)

Section 4 Plagiarism and copyright violation

Section 5 CUHK regulations on honesty in academic work
[http://www.cuhk.edu.hk/policy/academichonesty/p05.htm](http://www.cuhk.edu.hk/policy/academichonesty/p05.htm)

Section 6 CUHK disciplinary guidelines and procedures
[http://www.cuhk.edu.hk/policy/academichonesty/p06.htm](http://www.cuhk.edu.hk/policy/academichonesty/p06.htm)

Section 7 Guide for teachers and departments

Section 8 Recommended material to be included in course outlines
[http://www.cuhk.edu.hk/policy/academichonesty/p08.htm](http://www.cuhk.edu.hk/policy/academichonesty/p08.htm)

Section 9 Electronic submission of assignments via VeriGuide

Section 10 Declaration to be included in assignments