Globalization

Review opening lecture

THERE ARE SOME CULTURAL UNIVERSALS:

-- INSTITUTION OF MARRIAGE / SOME FORM OF FAMILY SYSTEM / BAN ON INCEST

-- LANGUAGE

While they are not universal all cultures have:

Norms / the behavior we might most commonly encounter

A norm is the level of conformity with expected behavior.

For example, you're expected to behave in certain ways in certain situations;

The levels of norms are:

1) Mores

2) Customs
3) **Folkways**

TODAY’S WORLD HAS BECOME A GLOBAL COMMUNITY IN MANY WAYS. EASY EXPOSURE TO OTHER CULTURES THROUGH

-- TRAVEL

-- MASS MEDIA

-- ELECTRONIC MEDIA

CHANGE CENTERED ON THE TECHNOLOGY AND INFORMATION REVOLUTION.

SPEED OF CULTURE EXCHANGE:

HISTORIC: TRAVEL

POST-MODERN: AT THE SPEED OF SOUND AND LIGHT
SUCH FAST AND FREQUENT ENCOUNTERS WITH DIFFERING NORMS LEAD TO INCREASING LEVELS OF *Culture Shock*

BIGGER ISSUE MAY BE CULTURE DISPLACEMENT - LOSS OF OWN CULTURAL IDENTITY BY ADOPTION OF ANOTHER.

BIG ISSUE WITH GLOBALIZATION IS ISSUE OF DOMINANCE. **WHICH WILL PREVAIL -- CULTURE OR CAPITAL?**

AND, WHAT ABOUT NORMS? **WHICH CULTURE’S WILL PREDOMINATE?**
CONTRADICTIONS (UNRESOLVABLE TENSIONS) INEVITABLY EMERGE. STRUCTURAL STRAIN (TENSIONS THAT PRODUCE CONFLICTING INTERESTS) ERODE SOCIAL ORDER.

STRAIN MAY BE BASED ON IRRATIONAL BELIEFS. ANALOGY: WHITE FEARS OF “BLOCK BUSTING,” COMPARED TO CHINESE FEAR OF LOSS OF CULTURAL IDENTITY AS “STARBUCKS” INVADERS

Consider the following resulting from contractions and structural strain:

1) Discuss French government actions -- statutory prohibition against public use of English or “Franglish.”
2) Discuss 1998 bombing in Kenya and Tanzania -- 12 Americans and 250 Africans dead. Is culture worth killing for? Discuss American legacy....

3) Discuss global side of RELATIVE DEPRIVATION: DISCREPANCY BETWEEN LIVES PEOPLE ARE FORCED/WANT TO LEAD VS. WHAT CAN REALISTICALLY BE ACHIEVED.

INTO THIS PICTURE, ENTERS NEW TRANSNATIONAL CORPORATE PARTNERSHIP.

EXAMPLE: NIKE AND MICHAEL JORDAN:
WHAT DISTINGUISHES POST-MODERN TRANSNATIONAL FOR MODERN? FIVE CHARACTERISTICS:

1) EXTENSIVE USE OF FOREIGN LABOR; 80% OF REVENUES BASED ON FOREIGN PRODUCTION, LESS THAN 20% FROM EXPORT OF AMERICAN MADE GOODS;

2) TRADING IN INTANGIBLES - DESIGNS, IDEAS, INNOVATIONS; WITH NIKE THE SHOE IS NOT UNIQUE; IT’S THE INTANGIBLE THAT SELLS

3) DEPENDENCE ON FOREIGN PROFITS, RATHER THAN FOREIGN PROFITS BEING SUPPLEMENTAL
4) CREATION OF A MARKET, RATHER THAN SATISFACTION OF A MARKET DEMAND

5) LACK OF GOVERNMENT ABILITY TO REGULATE OR CONTROL -- DISCUSS FOREIGN WAGE/LABOR MARKET.

CONSIDER NIKE AS A TRANS-NATIONAL CORPORATION:

- NEARLY ALL PRODUCT MADE ABROAD

- HALF OR MORE OF ALL PRODUCT SOLD IN FOREIGN MARKETS

- MOST CASH FLOW AND PROFIT STAYS IN THE U.S. - COST OF SHOES
- LABOR: $2.00
- BALANCE: $3.95
- U.S. RETAIL: $49-$125
- TOTAL REVENUES AT PEAK: $5 BIL +

BUT WHY/HOW DOES MICHAEL JORDAN FIT?

1) INCREDIBLY GIFTED AND TALENTED ATHLETE

2) RIGHT PERSONALITY:

   “MICHAEL IS A LITTLE BIT OF A SHARK. HE’S COMPETITIVE TO THE EXTENT THAT HE’D LIKE TO BEAT YOU FOR YOUR LAST CENT AND SEND YOU HOME WITHOUT YOUR CLOTHES.” (COACH PHIL JACKSON)