

Youth Cultures 0817

Notes from class discussion on Globalization relating to Chapter 7 in Condry  
4/28 & 4/30

These two days of class were devoted to Globalization; in the movie, its definition, and examples of it today

First we talked about globalization in the video, "Scratching the Surface: Japan"

-The whole video is based on the idea of globalization; hip-hop, a Western phenomenon, is brought over to Japan. That is the basic idea of globalization and it is done through

-Clothing they wore in the video ie. English writing on shirts, the style was Western with t-shirts and baseball caps

-Language- rapped in Japanese but still had the English subtitles

-Showed graffiti artists doing their art in English to reach a large, global crowd or to do it in Japanese to reach the local crowd

(genba)

-If they write in Japanese though it is easier for law enforcement to catch them because it is native language so a lot of them write

in English

-Rappers talked about artists from all over the world that inspire them, not just from West, from Europe and other countries

Then we moved to Define Globalization

Class made a list including:

Cultural mixing

Electronic Telecommunications

Creates cultural bonds

World Travel and technology involved in that travel (jets and airplanes)

Shared experiences

Presence of religious variety

Consuming media (about and from other places)

One source or origin of globalization that everyone seems to agree upon is that it comes from the West/America, why? Because...

-Have a lot of access to technology and travel to spread ideas and fads that happen here

-American cultural products are all over the world; we are good at spreading pop culture through our different forms of social media

For a lot of people Globalization=Westernization because the world turns to America as model figure.

-It is also critiqued, saying America is too dominant and pushes their ideals and morals on others. We push the capitalist way, mainly consumer capitalist

We all consume globalization; that is how it's spread, we consume clothing, food, music/dance, pop culture etc. from places all over and take other places to spread there.

\*Globalization is a word describing consumer capitalism or the spread of capitalism. People consume a product and take it to another place where is can then be consumed by more people

Progress= change towards a goal for the greater good/ for the "better"

(Better in quotations because that is a judgment call, what may be good for one person may not be for the next person)

-Progress is forward movement, positive

Trope= story/narrative that you know as a result of your culture

-May not be totally conscious of how the trope functions or effects you like with race and class (both can be tropes)

Ex. When someone says "Once upon a time..." most people in American culture know what comes next, something like "in a land far, far away" we know that that is something indicating the beginning of a fairytale because we grew up in this culture that has these kinds of stories

-Gender can be a trope; what does it mean to be a man or a woman? We can answer that by how our culture says each gender to act

Progress is a trope

Tropes of Progress in Globalization

for  
Take electronic Telecommunications, one of the things we used to define globalization; a way that this has had a positive change globalization is through evolution of technology.

-Phones, computers, tablets they are all have become smaller, faster, smarter, and more available to everyone

Technology  
than before  
Another example could be World Travel and technology used in world travel. This is a trope of progress because it has made the world available to anyone via airplanes, jets, and helicopters.

can now get you wherever you want to go even faster

-Also allows for more travel of goods which brings convenience to people and they can have things that normally wouldn't be available to them

and  
-Tropes of progress are a narrow way of looking at globalization because it only focuses on the positive, forward moving change (progress part) ignores the negatives to some of these things

that jet  
In the last example of world travel a negative would be that not everyone can travel the world because of lack of money to buy to take them around the world

slower than  
-Also, goods still have to take many stops when traveling across the world still allowing the convenience factor but definitely having something in your own country

So this is what is said to be a Triumphalist Version of Globalization

are  
-Looks at globalization as an awesome, great thing that will only bring benefits and positive progress, however, it cant always be good, there holes in it made by the negative examples above.

technology,  
advantage  
America experiences this triumphalist version because for us the benefits of globalization outweigh the cons. We have the the money, and resources to use globalization to our