Overview Module 5

In this module we examine the features of globalization and its consequences on cultures and people.

Globalization is, fundamentally, culture change.  All cultures change over time from both internal and external forces. We will examine cultural change brought about especially by economic force, exploitation, and expansion.

# Assigned Readings and Learning Objectives 5

## **Assigned Readings**

* **Welsch and Vivanco**:  Chapter 6
* **Lecture 5**
* **Brondo**: Chapters 9.1 (The Price of Progress by John Bodley); 9.2 (Being Indigenous in the 21st Century by Wilma Mankiller); 9.3 (The Making of Disaster by Vincanne Adams)

## **Learning Objectives**

* Understand how anthropologists study the relationship between culture and global processes.
* Describe what transnational flows of people, finance, and information mean for understanding global cultural dynamics.
* Apply anthropological understandings of globalization to identify and assess the winners and losers of global integration.
* Critically assess the notion that people everywhere want to be developed.
* Describe and analyze anthropological theories about global trends like cultural convergence and hybridization.
* Clarify the opportunities and dilemmas facing anthropologists who want to study ethnographically the relationship between culture and globalization.
* Identify and analyze what the transnational movement of everyday objects reveals about global integration.

How Cultures Change

Anthropologists have traditionally defined three main methods of cultural evolution or change:

* **Innovation**: a variation on an existing cultural pattern that is accepted or learned by members of a society. Most innovations are modifications of already existing habits of behavior or thoughts. An innovation may arise unintentionally or through deliberate experimentation.
* **Invention**: a combination of existing cultural elements into something new.   New art forms or new theories may be considered inventions.
* **Diffusion**:  the spread of cultural elements from one culture to another. The cultural element is out of the context in which it was first developed. A diffused cultural trait may be readily accepted and altered to fit within the new culture.  Or there may be conflict within or between cultures over newly diffused traits. This often happens when the traits are forced upon other cultures.

# Does Globalization Lead to Homogenization?

An implication of diffusion is that no pure culture exists. No culture is truly isolated. With globalization in media and the economy, diffusion is increasing at a dramatic pace. Does this lead to cultural homogenization? Are cultural differences declining? One community in Colorado Springs looks indistinguishable from another community a thousand miles away with the exact same national chains of retail stores. But there are still vast numbers of people in the world who are not exposed to these diffused traits. And do these diffused traits have the same meaning to people in different locations with different histories and cultures?

An example of diffusion:

Children's backpacks and roller bags with images of Winnie the Pooh, Strawberry Shortcake, Spider-Man, and Muslim Barbie at a market in Damascus, Syria.

# Module 5 Questions

No unread replies.No replies.

Have questions about this week's material?  Ask here!

Study Guide 5

1. Define anthropology of development.
2. Define development anthropology.
3. Define cultural imperialism.
4. Define diffusion.
5. Define diffusionists.
6. Define exiles.
7. Define globalization.
8. Define hybridization.
9. Define immigrants.
10. Define localization.
11. Define migrants.
12. Define multisited ethnography.
13. Define postcolonialism.
14. Define refugees.
15. Define transnational.
16. Define world culture.
17. Define World Systems theory.
18. Define and give an example of relative deprivation.
19. Define and give an example of disaster capitalism.

# Assessment Instructions

For the assignment, answer the question(s) with one to two paragraphs. Your answer should draw upon the course material and you should cite your sources.  For the discussion, your contribution should also draw upon the course material as well as give your own insight/thoughts.  Please use proper grammar and spelling.

Note that in the Assignment area, in order to bring up the window where you type your answer, you need to click on the blue Submit Assignment button in the top right.  I know it is confusing!

Assignment 5

What is progress and how is it associated with development projects? How do you define it? In what ways have indigenous people been impacted by development projects?

# Discussion 5

No unread replies.11 reply.

Is hybridization occurring in American life? If not, why? If so, give an example.

Sample

“Hybridization is the foundation for “American culture”. Americans come from diverse backgrounds and we adopt parts of other people’s culture. Perhaps one of the easiest places to see this is food. California sticks out as one of the most diverse states, and as a result, we have so many different cuisines. There is the blending of cuisines, which we sometimes call “fusion”. I went to this restaurant (not recommendable, to be honest), that exclusively sold dumplings and fish and chips. It was odd. Dumplings are distinctly Chinese, while fish and chips are historically British, although they are pretty common in fast food and diners. Apparently, their dumplings are actually pretty good, but I only tried their fish and chips.

Another instance of hybridization, which I find almost baffling, is the spread of milk tea (bubble tea, pearl milk tea, etc). It originated in Taiwan, but now I see it everywhere in California. There are plenty of specialty shops that only sell milk tea, and demand is definitely high, as I only see more and more shops opening. In college, I think half the time I see a student with a drink, it’s milk tea. It’s so lucrative, it’s made its way into restaurants that don’t serve food that's even remotely Taiwanese/Chinese/Asian.

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