

## **Global Culture**

College of Liberal Studies  
International Summer Program 2021  
Seoul National University

**Course Instructor:** Dr Keith B. Wagner (Assistant Professor, University College London)

**Office hours:** Wednesday 16.00-18.00 or by appointment

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**Screenings:** at your own leisure; clips to be shown in class

**Seminars:** Real-time Online via zoom and some social distanced, in-person lectures that will be recorded live

Mondays – Wednesdays – Fridays 12:00 ~ 14:50 PM

June 22 – August 2, 2021 (6-weeks)

## **Course Objective**

Is global culture merely a euphemism for global capitalism? How does the local allow the practices of globalization to flourish? What happens when increased human mobility and internationalism are weakened by pandemics and populism, should we conceive of the last few years as living in a deglobalized moment?

This class will look at the resilience of globalization through different media forms – cinema, television, telephony, animation, factual news, mega-art exhibitions and digital platforms – to help us observe and analyze life lived elsewhere, everywhere. Weekly lectures revolve around themed topics that allow students to engage with shifting attitudes, perceptions and ideas surrounding communications of culture under globalization. Our focus is to examine the interconnectedness of demographic, aesthetic, social, political, economic, and biological dimensions of cultures from areas of the world while not advocating the abolition of place specific media. From a theoretical viewpoint, we will also debate the cosmic, international, universal, supranational dimensions of events, feelings, imaginaries, obligations, commodities, and content that allow for cross-border understandings. One can contend then, to borrow from Bhaskar Sarkar, that globalization is best thought of as a fluid emergence rather than as a stable totality.

## **Aims**

This class deploys an interdisciplinary methodology that will take into account the following tenets:

- Provide an understanding of global culture as a central but discursive concept in media studies, cultural studies, film studies, television studies, literary studies, and sociology.
- Analysis of a rich diversity of media across the world, exploring specific forms,

systems and institutions and the circulation of such media from the Global North and South.

- Debate, expound and integrate the critical literature of scholars working in cognate fields of comparative literature, cultural studies, media studies, sociology, health humanities, and global studies—to gain a broader knowledge and fresh theoretical approach to moving image material.
- Familiarize students with key global studies terms: ‘speculative globalities’ (Ghosh 2011) ‘global culture’ (Featherstone, 1990), ‘glocalization’ (Robertson 1992), ‘global modernity’ (Dirlik 2007), ‘global mélange’ (Pieterse 2009) ‘global scapes’ (Appadurai 1996), ‘global history’ (Mazlish 1998), ‘the global city’ (Sassen 1995; Krause & Petro 2003), ‘global literature’ (Shih 2004; Bernard 2009; Siskind 2010; Kirsch 2016) and ‘global cinema’ (Wagner 2011, 2015).
- Acquire the research skills needed to explore media as congeries of local/global interaction.

**Class assessment:** 1 final essay, 3,000-words (50%) and 1 shorter essay, 1,000-words (30%), one oral presentation (10 %); Attendance (10 %)

**Attendance Policy:** Students who are absent for over 1/3 of the class will receive a grade of 'F' or 'U' for the course. (Exceptions can be made when the cause of absence is deemed unavoidable by the course instructor.)

## Lecture Plan

### Week 1

Screening: Various Clips

Seminar, Wednesday, June 23rd -- 12.00- 14:50 PM: **INTRODUCTION: A History and Theory of Globalization**

- Prescribed reading: Roland Robertson, *Globalization: Social theory and global culture* (London: Sage, 1992), pp. 1-31. Eve Darian-Smith and Philip C. McCarty, *The Global Turn: Theories, Research Designs, and Methods for Global Studies* (Berkeley, CA: University of California Press, 2017), pp. 1-28.
- Media: various reality TV clips
- Seminar, Friday, June 25th -- 12.00- 14:50 PM: **Television’s World Market: Reality TV as Global Format**
- Prescribed reading: Denise D. Bielby and C. Lee Harrington, *Global TV: Exporting Television and Culture in the World Market* (New York: New York University Press, 2008), pp. 1-21. Lisa Parks and Shanti Kumar, eds. *Planet TV: A Global Television Reader* (New York: New York University, 2003), pp. 1-17.

### Week 2

- Film Screening: *Ghost in the Shell* (Mamoru Oshii, Japan, 1995, 82 mins)
- Seminar, Monday June 28<sup>th</sup> – 12.00- 14:50 PM: **Global Anime and Global Genres: Science Fiction out of Japan**
- Prescribed reading: Koichi Iwabuchi, *Recentering Globalization: Popular Culture and Japanese Transnationalism* (Durham, NC: Duke University Press, 2002), pp.

1-51.

- Film Screening: Various Clips \*\*\*Bring your own favorite ethnic cuisine from outside of your culture/country of origin to show to our class\*\*\*
- Seminar, Wednesday, June 30<sup>th</sup> -- 12.00- 14:50 PM: **Global Food Culture**
- Prescribed reading: James Farrer, 'Eating the West and beating the rest: culinary Occidentalism and urban soft power in Asia's global food cities.' In *Globalization, Food and Social Identities in the Asia Pacific Region*, ed. James Farrer. Tokyo: Sophia University Institute of Comparative Culture, 2010). C. Michael Hall, Liz Sharples, Richard Mitchell, Niki Macionis and Brock Cambourne, eds. *Food Tourism Around the World Development, management and markets* (Oxford: Butterworth-Heinemann, 2003): pp. 1-24; 286-295.
- View CCTV Africa at <http://cctv.cntv.cn/lm/cctvafrica/>  
<https://library-guides.ucl.ac.uk/az.php?q=Kanopy>
- Seminar, Friday, July 2<sup>nd</sup> --12.00- 14:50 PM: **Globalization from Below: CCTV Africa and Nollywood film**
- Prescribed reading: Gordon Matthews and Carlos Alba Vega, 'Introduction: what is globalization from below' in Gordon Matthews, Gustavo Lins Ribeiro and Carlos Alba Vega, eds. *Globalization from Below: The World's Other Economy* (London: Routledge, 2012), pp. 1-15. Keith B. Wagner, "CCTV Africa in an Expanding Mediasphere: Chinese Soft Power and a South-South Connectivity out of Kenya" IN *Screening China's Soft Power* (eds) Paola Voci and Hui Luo (Routledge, October 2018): pp. 148-164.

Week 3 \*\*\*FACE-TO FACE TEACHING\*\*\* Real-time Online via zoom

- Film Screening: *Train to Busan* (Yeon Sang-ho, South Korea, 2016)
- Seminar, Monday, July 5<sup>th</sup> -- 12.00- 14:50 PM: **Hybridity in Film: Glocalization and Korean Cinema**
- Prescribed reading: Jan Nederveen Pieterse, *Globalization and Culture: Global Mélange* (Lanham, MD: Rowman & Littlefield, 2009), pp. 1-50. Keith B. Wagner, "Train to Busan: Glocalization, Korean Zombies, and a Man-Made Neoliberal Disaster" IN: *Rediscovering Korean Cinema*. Ed. Sangjoon Lee (The University of Michigan Press, 2019), pp. 515-532.
- Film Screening: *City of God* (Fernando Ferreira Meirelles, Brazil, 2002)
- Seminar, Wednesday, July 7<sup>th</sup> -- 12.00- 14:50 PM: **Global Cities: Iconicity of the Brazilian Favela**
- Prescribed reading: Bianca Freire-Medeiros, "'I went to the City of God': Gringos, guns and the touristic favela" *Journal of Latin American Cultural Studies* 20.1 (2011), pp. 21-34.

\*\*\*FACE-TO FACE TEACHING\*\*\* Real-time Online via zoom

- Media: analysis of various digital platforms
- Seminar, Friday, July 9<sup>th</sup> -- 12.00- 14:50 PM: **TikTok, YouTube, Twitter: Remote Globalism and Platform Culture**
- Prescribed reading: Jorge Vazquez-Herrero, Maria-Cruz negreira-Rey and Xose Lopez-Garcia, "Let's Dance the news! How the news media are adapting to the logic of TikTok" *Journalism*, 2020. Arjun Appadurai, *Modernity at Large: Cultural Dimensions of Globalization* (Minneapolis, MN: Minnesota University Press, 1996),

pp. 1-60.

Week 4 \*\*\*FACE-TO FACE TEACHING\*\*\* Real-time Online via zoom

- Film Screening: *Contagion* (Steven Soderbergh, USA, 2011, 106 mins); *The Skin I Live In* (Pedro Almodóvar, Spain, 2011)
- Seminar, Monday, July 12<sup>th</sup> -- 12.00- 14:50 PM: **WHO as International Entity & The Global Beauty Industry**
- Prescribed reading: Kristen Ostherr, *Cinematic Prophylaxis: Globalization and Contagion in the Discourse of World Health* (Durham, NC: Duke University Press, 2005), pp. 1-46. Meeta Rani Jha, *The Global Beauty Industry: Colorism, Racism and the National Body* (London: Routledge, 2016), pp. 1-51. Hye Seung Chung, 'Beyond "Extreme": Rereading Kim Ki-duk's Cinema of Ressentiment' *Journal of Film and Video* 62.1-2 (Spring/Summer 2010), pp. 96-111.

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\*\*\*FACE-TO FACE TEACHING\*\*\* Real-time Online via zoom

- Film Screening: *Cloud Atlas* (Tom Tykwer, Lana Wachowski and Lily Wachowski, Germany and the United States, 2012, 171 mins)
- Seminar, Wednesday, July 14<sup>th</sup> -- 12.00- 14:50 PM: **Cosmopolitanism**
- Reading: Ulrich Beck, *Cosmopolitan Vision* (Cambridge: Polity Press, 2006), pp 1-17. Craig Calhoun, *Nations Matter: Culture, History, and the Cosmopolitan Dream* (London: Routledge, 2007), pp. 1-27.
- Media: various clips of football matches and the Olympic Games
- Seminar, Friday July 16<sup>th</sup> -- 12.00- 14:50 PM: **Supranational Sports: Social Inclusion**
- Reading: Joseph McGuire, *Global Sport: Identities, Societies, Civilizations* (London: Routledge, 2001), pp. 1-75.

Week 5 \*\*\*FACE-TO FACE TEACHING\*\*\* Real-time Online via zoom

- Media: clips of catastrophe and bereavement: headlines from the European Refugee Crisis to Princess Diana's fatal accident
- Seminar, Monday July 19<sup>th</sup> -- 12.00- 14:50 PM: **Global Feelings, Local Empathy**
- Reading: Carolyn Calloway-Thomas, *Empathy in the Global World: An Intercultural Perspective* (University of Indiana Press, 2010), pp. 83-122.
- Media: clips of genocide testimonials
- Seminar, Wednesday July 21<sup>st</sup> -- 12.00- 14:50 PM: **Atrocity on the World Stage**
- Reading: Bhaskar Sarkar and Janet Walker (eds.) *Documentary Testimonies: Global Archives of Suffering* (New York: Routledge, 2010), pp. 1-34
- Media: clips of symbolic power through UN speeches
- Seminar, Friday July 23<sup>rd</sup> -- 12.00- 14:50 PM: **Media Events**
- Reading: Nick Couldry, Andreas Hepp and Friedrich Krotz, *Media Events in a Global Age* (London: Routledge, 2010), pp. 1-20.

Week 6

- Media: websites and videos related to Biennales
- Seminar, Monday July 26<sup>th</sup> -- 12.00- 14:50 PM: **World Art, Mega-exhibitions**  
Reading: NONE

- Seminar, Wednesday, July 28<sup>th</sup> --12.00- 14:50 PM : **PRESENTATIONS**
- Seminar, Friday, July 30<sup>th</sup> -- 12.00- 14:50 PM: **PRESENTATIONS**