

SUBJECT: ESTUDIS CULTURALS - LA CRÍTICA CONTRA LA GLOBALITZACIÓ

Code: 28451

Credits: 6

Semester: 1. Fr 11:30-14:30

Groups: 1

Teacher: Sara Martín Alegre

Tutoria integrada: Virtual

Office: B11-118

Telephone: 93 5812330

E-mail: Sara.Martin@uab.cat

1. BRIEF DESCRIPTION OF THE SUBJECT

This subject introduces students to a selection of recent texts of great impact dealing with globalisation, placed between journalism and academic work and published or released mainly in the United States. Its main aim is to teach students to read these texts critically and to consider how they apply to their own cultural environment using a Cultural Studies methodology.

2. OBJECTIVES

On completion of ‘Estudis Culturals: La crítica contra la globalització’ students will be able to:

- ⇒ demonstrate advanced skills in cultural criticism developed by training on a selection of significant texts from the 1990s onwards and taking part in class discussion
- ⇒ apply the theory generated by Cultural Studies to this subject matter and to others
- ⇒ produce cultural criticism of texts and contexts (in particular of those marked by globalisation)
- ⇒ demonstrate an understanding of the evolution of globalisation in the last two decades
- ⇒ demonstrate their knowledge of how the globalising model supported by US culture affects our immediate cultural context

3. SYLLABUS AND MATERIALS

■ UNIT 1 Global madness

Moore, Michael. *Bowling for Columbine*. DVD. Other films recommended: *Fahrenheit 9/11* and *Sicko* by Michael Moore.

Gore, Al. *An Inconvenient Truth*. DVD.

- background reading: Noam Chomsky, *Hegemony or Survival*, Chapter 2: “Imperial Grand Strategy”
- background material: *Zeitgeist* (<http://www.zeitgeistmovie.com/>)

■ UNIT 2 We are what we eat

Schlosser, Eric. *Fast Food Nation* (2002). Penguin Books. ISBN: 0141006870. Film adaptation by Eric Linklater, DVD (recommended).

- background reading: Greg Critser, *Fat Land*, Chapter 1: “Up, up, up! Or Where the Calories Come From.” Chapter 2: “Supersize Me: Who Got the Calories in Our Bellies.”
- background material: Morgan Spurlock, *Supersize Me* (documentary)

▪ UNIT 3 Branded slaves

Klein, Naomi. *No Logo* (2001). Flamingo. ISBN: 0006530400.

- background reading: Alissa Quart, *Branded*, Chapter 2: “From the Mall to the Fall: The Teen Consultants.” Chapter 3: “Peer-to-peer marketing.”; Naomi Klein, *The Shock Doctrine* (recommended)

▪ UNIT 4 Live to work

Ehrenreich, Barbara. *Nickel and Dimed: Undercover in Low-wage America* (2001). Granta Books. ISBN: 1862075212

- background reading: Polly Toynbee, *Hard Work*, Chapter 9: “Clapham Park Neighbours”; Kevin Bales, “Because she looks like a child” (from Barbara Ehrenreich and Arlie Russell Hochschild (eds.), *Global Woman*)

4. ASSESSMENT

4.1. Assessment Criteria

The final mark for this subject is based on continuous assessment:

Class participation (including Forums):	30%
Written exercises:	70%

4.2. Assessment Description:

- Class participation: Students are expected to a) always attend class, b) contribute to class discussion of all the texts, c) participate in the Forum (at least 1 contribution, minimum 5 lines PER UNIT).
- Written exercises:
 - One critical essay (350/500 words) per unit on passages from the texts that the teacher will post to Virtual Campus.
 - **Don't forget to a) give each essay a TITLE that reflects your thesis, b) quote from the passage you're commenting on.**

5. TUTORIALS

Virtual. Weekly tutorials will be posted to the subject's virtual classroom on the UAB's Virtual Campus with class notes and other comments. Please, check the VC regularly.

1. OTHER COMMENTS

2.

Students are required to read the texts and see the corresponding films independently (rent, buy or share them) outside classroom hours. You may purchase the books from www.bookdepository.co.uk or www.amazon.co.uk (or second hand from www.abebooks.co.uk) The DVD can be purchased from www.play.com or locally from FNAC, MediaMarkt or El Corte Inglés.