

**THIS SYLLABUS AND ALL COURSE MATERIALS ARE PROTECTED AND MAY NOT BE SHARED, UPLOADED, SOLD, OR DISTRIBUTED.**

**ASB 378: Globalization: Migration, McDonald's, Mass Media**  
Fall Semester 2022 (session B online)

**Course Description**

We are now living in an unprecedented age of globalization in which societies around the world are increasingly interconnected by the global circulation and flow of peoples, information, mass media, culture, capital, and goods across national borders. Although globalization has opened up new possibilities for some, it has had serious negative repercussions for others. While it has empowered certain peoples with information, power, and wealth, it can also exacerbate socioeconomic inequality and exploitation, increase Western cultural domination, degrade the environment, and threaten the viability of local cultures. Nonetheless, globalization has become an unavoidable force and there are few people left in the world who are not directly affected by it. How local peoples, institutions, and governments manage the consequences of globalization has become one of the most pressing issues in the modern world.

This course explores the impact of globalization on local societies and cultures by focusing on the international migration of peoples, the global expansion of capitalism (as exemplified by McDonald's), and the global mass media. We will also examine the consequences of globalization for food systems, cultures, and human health around the world as well as attempts to mitigate the social and environmental injustices of globalization.

**Instructor**

Takeyuki (Gaku) Tsuda, Professor of Sociocultural Anthropology at the School of Human Evolution and Social Change. He is the instructor for the course and also responsible for the content of this entire course. His contact information is listed in the Course Introduction and Resources module under "Professor and TA Information." You are welcome to contact him at any time with any questions about the course and its content, readings or assignments, or anything that requires his attention.

**Learning Goals**

Upon successful completion of this course:

- Students will gain an understanding and appreciation of the importance of globalization and its impact on local societies around the world.
- Students will learn the basic concepts and theories scholars have used to understand globalization and apply them to particular cases of globalization.
- Students will understand the various types of globalization and how they articulate with cultures, environments, economies, and health.

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- Students will be able to articulate their own arguments and opinions about globalization and its consequences on the basis of empirical evidence and reasoned analysis.
- Students will further develop their analytical as well as reading and writing skills.

### Course Format

This 3-credit upper division course is taught online, in modular format. It is based on 7 modules that explore different aspects and approaches to globalization.

### Prerequisites

ENG 101, 105, 107, or 111 with C or better

### Course Modules

1. Introduction to Globalization
2. Global Migration
3. The Global Economy
4. Globalization and Food
5. Global Mass Media
6. Globalization and Social Justice
7. Global Health

### Course Texts and Readings

Click on the "Textbook Information" link in the Course Introduction and Resources module to see the one required text that students must purchase: *Globalization: The Making of World Society*, written by Frank Lechner and published by Wiley-Blackwell. You can purchase it new or used or rent it on [Amazon.com](https://www.amazon.com) and it is also available at the [ASU bookstore](#) on the Tempe campus. All other readings are posted as PDFs in each of the course modules under "Required Readings." They have been formatted so that you can underline and highlight on your computer using an Adobe program or Preview (for Mac computers).

### Assignments and Grades

Your graded coursework for this class will be worth a total of 559 points. Each course module will contain a quiz and a response to a discussion question. There will also be three writing assignments. The point breakdown for these will be as follows:

7 Quizzes (17 points each)	119 points (21% of course grade)
7 Discussion Question Responses (20 points each)	140 points (25% of course grade)
3 Writing Assignments (100 points each)	<u>300 points (54% of course grade)</u>
	= 559 points total

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*Late Assignments:* If you submit quizzes, discussion responses, or writing assignments after the due date, you will be marked down five percentage points per day late. Even if you turn in work extremely late, the maximum percentage deduction will be 20% (Canvas will automatically deduct more than 20% if you turn in work more than 4 days late, but the TA and instructor will go through all the submissions to make sure no student receives more than a 20% late penalty).

I am willing to grant extensions because of medical or other types of emergencies, but *only if you notify me in advance of the due date.*

Grades will be based on the following scale:

A+ = 97-100	C+ = 77-79.99
A = 94-96.99	C = 70-76.99
A- = 90-93.99	D = 60-69.99
B+ = 87-89.99	E = 59.99 and below
B = 84-86.99	XE = Failure due to Academic Dishonesty
B- = 80-83.99	

All grades will be viewable on Canvas (click on "Grades"). For your own protection, you should keep a copy of everything you hand in, and you should keep your graded assignments at least until grades are finalized at the end of the semester and in the event you wish to contest any grades.

#### *Extra Credit:*

For each of the module quizzes (which are worth 17 points each), I will give extra credit points for students who score above a 15/17. For instance, if your score is 16/17 on a quiz, you will receive one point of extra credit for that quiz. The maximum extra credit points you can receive is 14 (if you score a perfect 17/17 on all seven quizzes). At the end of the semester, I will add up the extra credit quiz points for each student and add those points to the total points you have for the course.

*Grade Appeals:* ASU has formal and informal channels to [appeal a grade](#).

*Incompletes:* A mark of "I" (incomplete) is given by the instructor when you have completed most of the course and are otherwise doing acceptable work but are unable to complete the course because of illness or other conditions beyond your control. You are required to arrange with the instructor for the completion of the course requirements. The arrangement must be recorded on the [Request for Grade of Incomplete Form](#).

#### **Email Communications**

All email communication for this class will be done through your ASU email account. You should be in the habit of checking your ASU email regularly as you will not only

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receive important information about your class(es), but other important university updates and information.

### **Policy on Plagiarism**

Plagiarism is the intentional or unintentional use of material from someone else's written work without acknowledging the source. This includes turning in papers written by someone else or copying/using passages from someone else's written work in your paper without properly citing it. It does not matter whether the material you are copying is from a published or unpublished text or manuscript, from the internet, or the written work of other students. If you use someone else's written work and misrepresent it as your own, it is plagiarism, among the most serious types of academic cheating. Even if you modify words and sentences from someone else's work, it is still plagiarism if you do not properly cite the source. See also <https://provost.asu.edu/academic-integrity>

By taking this class, you are promising that you will not plagiarize. If you think there is any chance you might plagiarize for whatever reason, please withdraw from the class. All writing assignments will be scanned by Turnitin on Canvas, which compares your work against everything posted on the internet, online article/paper databases, and papers submitted in previous years by ASU students and students at other universities. The first time you are caught plagiarizing, you will receive 0 points for your work and you will be reported to the Director of Student Affairs in the College of Liberal Arts and Sciences. The second time you plagiarize, you will receive a "XE" (failure due to academic dishonesty) for the course.

### **Drop and Add Dates/Withdrawals**

Please refer to the [academic calendar](#) for deadlines to drop/withdraw from this course. Consult with your advisor and notify your instructor if you are going to drop/withdraw this course. If you are considering a withdrawal, review the following ASU policies: [Withdrawal from Classes](#), [Medical/Compassionate Withdrawal](#), and [Drop/Add and Withdraw](#).

### **Student Standards**

Students are required to read and act in accordance with university and Arizona Board of Regents policies, including the [ABOR Student Code of Conduct](#).

### **Prohibition of Commercial Note Taking Services**

In accordance with [ACD 304-06 Commercial Note Taking Services](#), written permission must be secured from the official instructor of the class in order to sell the instructor's oral communication in the form of notes. Notes must have the notetaker's name as well as the instructor's name, the course number, and the date.

### **Student Support and Disability Accommodations**

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In compliance with the Rehabilitation Act of 1973, Section 504, and the Americans with Disabilities Act of 1990, professional disability specialists and support staff at the Student Accessibility and Inclusive Learning Services (SAILS) facilitate a comprehensive range of academic support services and accommodations for qualified students with disabilities.

Qualified students with disabilities may be eligible to receive academic support services and accommodations. Eligibility is based on qualifying disability documentation and assessment of individual need. Students who believe they have a current and essential need for disability accommodations are responsible for requesting accommodations and providing [qualifying documentation to SAILS](#). Every effort is made to provide reasonable accommodations for qualified students with disabilities.

Qualified students who wish to request an accommodation for a disability should contact their [campus SAILS](#).

If you are a student in need of special arrangements, we will do all we can to help, based on the recommendations of these services. For the sake of equity for all students, we cannot make any accommodations without formal guidance from these services.

### **Campus Resources**

As an ASU student, you have access to [many resources on campus](#). This includes tutoring, academic counseling services, international student services, disability resources, career and internship help, and opportunities to get involved in the ASU student community. For more information about the School of Human Evolution and Social Change, including our degree programs, research opportunities, and advising information, go to: <https://shesc.asu.edu/>.

### **Sexual Harassment**

Title IX is a federal law that provides that no person be excluded on the basis of sex from participation in, be denied benefits of, or be subjected to discrimination under any education program or activity. Both Title IX and university policy make clear that sexual violence and harassment based on sex is prohibited. An individual who believes they have been subjected to sexual violence or harassed on the basis of sex can seek support, including counseling and academic support, from the university. If you or someone you know has been harassed on the basis of sex or sexually assaulted, you can find information and resources at <https://sexualviolenceprevention.asu.edu/faqs>. The instructor is obligated to report any information he becomes aware of regarding alleged acts of sexual discrimination, including sexual violence and dating violence. [ASU Counseling Services](#) is available if you wish discuss any concerns confidentially and privately.

## **Course Modules and Readings**

### **Module 1: Introduction to Globalization**

Schaeffer, Robert. 2003. "Theories of Globalization." In *Understanding Globalization: The Social Consequences of Political, Economic and Environmental Change*, pp.1-16 (15 pages)

Ritzer, George. 2011. "Theorizing Globalization" and "Global Culture and Cultural Flows." In *Globalization: The Essentials*, pp.28-37, 153-167 (23 pages).

### **Module 2: Global Migration**

Lechner, Frank. 2009. "Global Migration: How New People Change Old Places." In *Globalization: The Making of World Society*, pp.195-217 (22 pages).

Cornelius, Wayne and Takeyuki Tsuda. 2004. "Controlling Immigration: The Limits of Government Intervention." In *Controlling Immigration: A Global Perspective*, second edition, Wayne Cornelius and Takeyuki Tsuda, eds., pp.2-15, 40-43 (15 pages).

Tsuda, Takeyuki. 2015. "Unequal in the Court of Public Opinion: Mexican and Asian Immigrants in the United States." In *Migration and Disruptions: Toward a Unifying Theory of Ancient and Contemporary Migrations*, Brenda Baker and Takeyuki Tsuda, eds, pp.243-263 (20 pages).

### **Module 3: Global Economy**

Lechner, Frank. 2009. "The Global Economy and the Power of the Market." In *Globalization: The Making of World Society*, pp.79-102 (23 pages).

Ritzer, George. 2011. "Global Economic Flows" and "McDonaldization." In *Globalization: The Essentials*, pp.81-103, 167-170 (25 pages).

### **Module 4: Globalization and Food**

Lechner, Frank. 2009. "Global Food and the History of Globalization." In *Globalization: The Making of World Society*, pp.13-18, 26-32 (11 pages). YOU DO NOT HAVE TO READ pp.18-26.

Bestor, Theodore. 2005. "How Sushi Went Global." In *The Cultural Politics of Food and Eating*, James Watson and Melissa Caldwell, eds., pp.13-20 (7 pages).

Yan, Yunxiang. 2006. "McDonald's in Beijing: The Localization of Americana." In *Golden Arches East: McDonald's in East Asia*, second edition, James Watson, ed., pp.39-76 (37 pages).

### **Module 5: Global Mass Media**

Lechner, Frank. 2009. "Global Media and the Varieties of Globalization." In *Globalization: The Making of World Society*, pp.56-75 (19 pages).

Ritzer, George. 2011. "High-Tech, Global Flows, and Structures" and "Global Digital Divide." In *Globalization: The Essentials*, pp.139-150, 263-264 (12 pages).

### **Module 6: Globalization and Social Justice**

Lechner, Frank. 2009. "Global Justice: Is Another World Possible?" In *Globalization: The Making of World Society*, pp.266-283 (17 pages).

Ritzer, George. 2011. "Fair Trade" and "Global Environmental Flows." In *Globalization: The Essentials*, pp.295-297, 204-226 (24 pages).

### **Module 7: Global Health**

Skolnik, Richard. 2012. "Communicable Diseases," "Noncommunicable Diseases," and "Health, Education, Poverty, and the Economy." In *Global Health 101*, second edition, pp.237-248, 271-273, 279-286, 289-290, 295-297, 49-58, 63-64, 65-66 (34 pages).