



COURSE OUTLINE

ANTH 210

GLOBALIZATION AND THE CULTURE OF CAPITALISM

45 HOURS  
3 CREDITS

PREPARED BY: Norman Alexander Easton

DATE: \_\_\_\_\_

APPROVED BY:   
Dr. Andrew Richardson, Dean

DATE: \_\_\_\_\_

**YUKON COLLEGE**

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Course Outline prepared by N. A. Easton, 16 October 2014

Yukon College  
P.O. Box 2799  
Whitehorse, YT  
Y1A 5K



APPLIED ARTS DIVISION  
Globalization and the Culture of Capitalism  
3 Credit Course  
Winter Semester, 2015

### GLOBALIZATION AND THE CULTURE OF CAPITALISM

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**INSTRUCTOR:** Norman Alexander Easton

**OFFICE HOURS:** After Class

**OFFICE LOCATION:** A2410

**CLASSROOM:**

**E-MAIL:** [northeaston@gmail.com](mailto:northeaston@gmail.com)

**TIME:** 9:00 - 10:30 AM

**TELEPHONE: Office:** 668-8770

**DATES:** Tuesdays & Thurs days

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#### COURSE CALENDAR DESCRIPTION

This course focuses the anthropological perspective on our contemporary world, examining the historical roots, current manifestations and future trajectories of globalization and the culture of capitalism.

We will use a variety of theoretical perspectives refined by anthropology, including cultural history and geography, political economy, evolutionary psychology and biology, material culture, and semiotics. Students will explore the structure of capitalism and the nature of money, the rise of modernity and the construction of consumerism, orientalism and the 'clash of cultures,' the origin and role of nation-states, world systems of commodity exchange, the postmodern condition, and modes of indigenous and local resistance to 'the triumph of capitalism and the end of history.'

#### PREREQUISITES

At least one of the following courses:

ANTH 100, ANTH 140, SOCI 100, or SOCI 103 or with permission of the instructor.

## **EQUIVALENCY OR TRANSFERABILITY**

AU ANTH 2xx Level (3)  
TRU-OL ANTH 2XX Level (3)  
UNBC ANTH 2XX Level (3)  
UFV ANTH 2XX or SOC 247 (3)

SFU SA 2XX Level (3)  
UBC ANTH 2nd (3)  
UVIC ANTH 300 lev (1.5)  
VIU ANTH 2nd (3)

## **LEARNING OUTCOMES**

Upon successful completion of the course, students will be able to:

- critique the historical origin and spread of the culture of liberal capitalism and the ideology of globalization from a variety of theoretical perspectives
- understand the relationships between local, regional, national and international cultures and their social institutions
- comprehend the relationship between environmental stress, poverty, “under-development,” health, wealth, and cultural practice
- analyze, interpret, and evaluate the meaning of pervasive cultural symbols through the semiotic analysis of everyday life
- evaluate their own life experience within wider currents of history and global relationships
- understand anthropology as the interdisciplinary investigation of human culture through time and space

## **DELIVERY METHODS**

This course will be delivered through classroom lecture, seminar discussion, and additional lectures and films available on the internet.

## **COURSE REQUIREMENTS**

### **Attendance and Participation**

Attendance is crucial. All students will be expected to attend and actively participate in class and online discussions and activities, as assigned by the instructor. The material covered in the classroom is cumulative in nature, and missing classes may put students at a disadvantage. Attendance and participation will account for 15% of the student’s final grade.

Evaluation of student success in this course will be based on classroom participation, completion of a set of assignments that situate their lives within the global economy, submission of a research paper examining a principal course theme, and completion of a final examination of their understanding of the course content.

### General Information

- All students are encouraged to contact the instructor with questions or concerns about the assignments and/or exams
- Requests for extensions must be made no less than three days before the due date
- One mark per calendar day will be deducted if the assignment is handed in after the due date unless an extension has been granted
- Plagiarism will not be tolerated (i.e. submitting other people's work as if it is yours). Each student must complete and submit a unique assignment separate from work submitted for credit in another class
- All written assignments must be double-spaced and typed using Times New Roman 12 point font on 8.5 x 11 page format. Spelling, grammar and content organization are reflected in the grade
- All written assignments will be submitted electronically via email to the instructor at [northeaston@gmail.com](mailto:northeaston@gmail.com) . Appropriate use of web-links within documents is encouraged
- The three short assignments will be evaluated by the instructor and a selection will be presented to the class for discussion
- The final examination will be written during the assigned examination period

### Specific Evaluation Methods

#### 1. Assignment 1 - What Am I Wearing?

Each student will tabulate the contents of their wardrobe, organized by category of item, place of origin, method of manufacture, identifying Brand, and approximate retail value. Students will then map the geographical origin of these items and distance from Whitehorse using Google Earth and submit this map as a KMZ file. Finally, students will prepare a short account (one to two pages) of how these items reflect their personal sense of style and identity, as well as anything else they deem of interest.

#### 2. Assignment 2 - What Am I Eating?

Each student will track their food consumption for one week, tabulating the items consumed organized by place of origin, method of production, corporate ownership, and approximate retail value. Students will then map the geographical origin of these items and their distance from Whitehorse using Google Earth, and submit this map as a KMZ file. Finally, students will prepare a short account (one to two pages) that

reflects on the meaning of these data, as well as anything else they found interesting.

### 3. Assignment 3 - What Am I Listening To?

Students will track their participation in popular culture for one week, tabulating their consumption of music, video, movies, television, and print media by categories of their own choosing. Finally, students will prepare a short account (one to two pages) reflecting on their choices and the embedded semiotic content of these data.

### 4. Research Paper

Students are to choose one of the [Thesis Statements](http://faculty.plattsburgh.edu/richard.robbins/legacy/thesis_statements.html) on the course textbook webpage (found at [http://faculty.plattsburgh.edu/richard.robbins/legacy/thesis\\_statements.html](http://faculty.plattsburgh.edu/richard.robbins/legacy/thesis_statements.html) ) and prepare a research essay that critically examines the proposition with a view towards either supporting or negating the statement or refining it based on their research. The paper must include evidence in support of your position drawn from documented published data and sources as well as your own lived local experience.

### 5. Final Examination

Students will write a comprehensive final examination of the course content during the examination period at the end of term. The exam will consist of short answer questions on facts and theoretical perspectives introduced in the course, and two short essay questions provided in advance of the examination.

### 6. Attendance and Participation

Students will be evaluated on their attendance and participation in class discussions that demonstrates reading and reflection on assigned readings and ancillary materials.

## EVALUATION

Distribution of Marks Used for Student Evaluation			
Evaluation	Topic	Value	Weight
Participation	Attendance and in class discussion	30 Marks Attendance - 15 Participation - 15	15%
Assignment 1	What Am I Wearing?	20 Marks	10%
Assignment 2	What Am I Eating?	20 Marks	10%
Assignment 3	What Am I Listening To?	20 Marks	10%
Research Paper	Student's Choice	50 Marks	25%

Final Exam	Cumulative Evaluation	60 Marks	30%
<b>Total</b>		<b>200 Marks</b>	<b>100%</b>

## REQUIRED TEXTBOOKS AND MATERIALS

Richard H. Robbins. *Global Problems and the Culture of Capitalism*. 6<sup>th</sup> edition. Pearson. (ISBN-10: 0205801056 ISBN-13: 9780205801053)

Additional Readings and Films to be found on the course textbook webpage at: <http://faculty.plattsburgh.edu/richard.robbins/legacy/default.htm>

A Yukon College Course Webpage is in development for which an URL will be distributed in Class.

## PLAGIARISM

Plagiarism is a serious academic offence. Plagiarism occurs when students present the words of someone else as their own. Plagiarism can be the deliberate use of a whole piece of another person's writing, but more frequently it occurs when students fail to acknowledge and document sources from which they have taken material. Whenever the words, research or ideas of others are directly quoted or paraphrased, they must be documented according to an accepted manuscript style (e.g., APA, CSE, MLA, etc.). Resubmitting a paper which has previously received credit is also considered plagiarism. Students who plagiarize material for assignments will receive a mark of zero (F) on the assignment and may fail the course. Plagiarism may also result in dismissal from a program of study or the College.

## ACADEMIC ACCOMMODATION

Reasonable accommodations are available for students requiring an academic accommodation to fully participate in this class. These accommodations are available for students with a documented disability, chronic condition or any other grounds specified in section 8.0 of the Yukon College Academic Regulations (available on the Yukon College website). It is the student's responsibility to seek these accommodations. If a student requires an academic accommodation, he/she should contact the Learning Assistance Centre (LAC) at (867) 668-8785 or [lassist@yukoncollege.yk.ca](mailto:lassist@yukoncollege.yk.ca).

## WRITING CENTRE

All students are encouraged to make the Writing Centre a regular part of the writing process for coursework. Located in C2231 (adjacent the College Library), the Writing

Centre offers half-hour writing coaching sessions to students of all writing abilities. Coaching sessions are available in person and through distance technologies (e.g., email plus Skype or phone). For further information or to book an appointment, visit the Centre's website: [www.yukoncollege.yk.ca/student\\_info/pages/writing\\_centre](http://www.yukoncollege.yk.ca/student_info/pages/writing_centre).

## COURSE SYLLABUS

<b>Week</b>	<b>Topic</b>	<b>Reading</b>
1	Course Introduction A New Type of Person for a New Age - Capitalism and the Construction of the Consumer	Ch. 1
2	The Necessary Condition of Alienation and Exploitation - The Labourer in the Culture of Capitalism	Ch. 2
3	The Great Transformation - The Rise of the Merchant, Industrialist, and Capital Controller	Ch. 3
4	We Hold These Truths to Be Self-Evident - The Nation State and the Culture of Capitalism	Ch. 4
5	Escaping the Malthusian Trap? - The Growth of Population Under Capitalism	Ch. 5
6	The Development of Underdevelopment - Hunger, Poverty, and Economic Development Under Capitalism	Ch. 6
7	Gaia Ascendant - Environmental Stress and Consumption Under Capitalism	Ch. 7
8	One Pill Makes You Larger, One Pill Makes You Small - Disease and the Culture of Capitalism	Ch. 8
9	Post-Modern Traditionalism - Indigenous People, Ethnicity, and the Nation State	Ch. 9
10	History Counts for Something - Peasant Protest, Rebellion, and Resistance	Ch. 10
11	Local Protest in Global Perspective - Anti-Systemic Protest	Ch. 11
12	Orientalism and the Clash of Cultures - Religion, Fundamentalism, and Social Protest	Ch. 12
13	Culture Jamming Anonymous Tea Parties of Feminists Occupy Greenpeace - The Rise of the Citizen Activist	Ch. 13
14	Course Summary and Review	TBA