

APPLIED ARTS DIVISION  
School of Liberal Arts  
Fall, 2017



**COURSE OUTLINE**

**ANTH 210**

**GLOBALIZATION AND THE CULTURE OF CAPITALISM**

**45 HOURS  
3 CREDITS**

PREPARED BY: Norman Easton

DATE: 26 May 2017

APPROVED BY:

DATE:

APPROVED BY ACADEMIC COUNCIL

DATE:

RENEWED BY ACADEMIC COUNCIL

DATE:



This work is licensed under the Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc-sa/4.0/>.

---

**GLOBALIZATION AND THE CULTURE OF CAPITALISM**

---

**INSTRUCTOR:** Norman Alexander Easton    **OFFICE HOURS:** Tue-Thurs 2 :30/by  
apt

**OFFICE LOCATION:** A2410                      **CLASSROOM:** TBA

**E-MAIL:** neaston@yukoncollege.yk.ca    **TIME:** 1 :00 - 2 :30 PM

**TELEPHONE:** (867) 668-8770              **DATES:** Tuesday and Thursday

---

**COURSE 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 social 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 permission of the instructor.

**TRANSFERABILITIES**

AU ANTH 200 Level (3)	SFU SA 200 Level (3)
UBC ANTH 200 Level (3)	TRU-OL ANTH 2xx1 (3)
UNBC ANTH 2xx Level (3)	VIU ANTH 200 Level (3)
UVIC ANH 300 Level (1.5)	UFV SOC 247 (3) or ANTH 200 Level (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.

## COURSE FORMAT

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

## RELATED COURSE REQUIREMENTS

### 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.
- 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.

## **ASSESSMENTS**

### **Attendance & Participation**

Attendance is mandatory. 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.

As per Academic Regulation 4.01, a student may be dismissed from a course if more than ten percent (10%) of the scheduled contact hours are missed. Dismissal from a course may result in loss of full-time status and loss of sponsorship funding.

### **Assignments**

#### **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.

##### **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.

##### **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 the embedded semiotic content of these data.

##### **4. Research Paper**

Students are to identify a major chapter theme as an area of further research. In

consultation with the instructor they will refine their focus and develop a thesis topic to pursue for their term paper. This must be done in consultation with and approval of the instructor.

### Tests

#### 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 a set of short answer questions on theoretical perspectives introduced in the course, and two short essay questions provided in advance of the examination.

### Other

#### 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 Total 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 TEXTBOOK AND MATERIALS

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

Additional Readings and Films will be assigned as Required and Optional on the course webpage.

## **ACADEMIC AND STUDENT CONDUCT**

Information on academic standing and student rights and responsibilities can be found in the current Academic Regulations that are posted on the Student Services/ Admissions & Registration web page.

## **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.

## **YUKON FIRST NATIONS CORE COMPETENCY**

Yukon College recognizes that a greater understanding and awareness of Yukon First Nations history, culture and journey towards self-determination will help to build positive relationships among all Yukon citizens. As a result, to graduate from ANY Yukon College program, you will be required to achieve core competency in knowledge of Yukon First Nations. For details, please see [www.yukoncollege.yk.ca/yfnccr](http://www.yukoncollege.yk.ca/yfnccr).

## **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).

## TOPIC OUTLINE

Week	Topic	Reading
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

Other readings and materials may be assigned or advised.