Intercultural Communication Globalization and Social Justice 2nd edition Sorrells Solutions Manual

SKU: 9781452292755-SOLUTIONS

Autobiography of Racialized Body (40 points)

Due: October 1
Length: 4 to 5 pages (no shorter than 3.5 pages and no longer than 5.5 pages)
Note: This assignment is adapted from McKinney (2008) and developed by Dr. Yea-Wen Chen.

Everyone has some racial and/or ethnic heritage, which may be more visible and/or important for some and less so for others. In this paper, you will reflect on and write about your personal life story/stories, or autobiography, focusing on experiences that you have had with race and/or ethnicity. Since identities are multiple, overlapping, and intersecting, your experiences with race might relate to other relevant identities such as sex and gender, sexuality, class, and so on. The aim of this assignment is not to reinforce racial/ethnic categories but to expose hidden, or unconscious, assumptions about race and/or ethnic groups that hinder productive intergroup interactions.

Throughout your paper, use as many specific, concrete, and detailed examples and write about as many experiences, memories, and stories as you can. Choose stories from your life when you were most aware of race and/or ethnicity. Use details to try to describe and process your thoughts and experiences as thoroughly as possible. This paper should read like a common autobiography but with a particular focus on issues of race and/or ethnicity. Reflect on things that have happened to you. First, tell a story about something that has happened to you, and then add something you learned from it. *This paper is about your personal experiences with race/ethnicity, not what you think about issues of race/ethnicity or current racial issues of most interest.* Focus on occurrences like change, turning points, memorable moments, feelings, conflicts, and recurring themes.

Write about specific instance that you remember as being significant to you with regard to your race and/or ethnicity. *What I am looking for is the budding awareness, shifts, progression, or other development of your racial/ethnic consciousness*. Be specific. It helps to work and write chronologically from the first time you remember becoming aware of your or someone else's race/ethnicity to the present. Below are some guiding questions to help you start:

- What are some of your first memories of becoming aware of racial/ethnic differences and your place in a racial/ethnic group?
- What messages did your family communicate to you about your own race/ethnicity as you were growing up?
- What messages did your family communicate to you about members of other racial/ethnic groups as you were growing up?
- Does/did your family have specific traditions related to your racial/ethnic heritage? How do you think this compares with other families or your same race/ethnicity? How about with other families of other races/ethnicities?
- How, if at all, have your ideas about race/ethnicity changed through the years?
- What specific world events, personal incidents, relationship with significant others, environmental factors, media images, and so on, have had an effect on your ideas about race, ethnicity, and racism?
- What are some experiences that have made your race/ethnicity most visible to you?
- Have you been subjected to discrimination based on race/ethnicity? If so, what happened?
- How do you think demographic changes that are currently underway will affect your experiences and attitudes related to race, ethnicity, and racism?

Intercultural Communication Globalization and Social Justice 2nd edition Sorrells Solutions Manual

- Do you think racism is becoming more of or less of a problem in the United States? If you think it is a problem, what do you think the best solution(s) is(are)?

You will be graded on the depth of your reflections and on whether you follow the directions for the assignment. Be sure to (a) meet the page length and formatting requirements for the paper; (b) proofread your essay flawlessly; (c) focus on stories, instances, and experiences, not opinions; and (d) demonstrate careful thought in the context of things that we have been discussing in class.

Intercultural Communication Globalization and Social Justice 2nd edition Sorrells Solutions Manual

COMS 4100
Rubric for "Autobiography of Racialized Body"

This paper is about your personal experiences with race/ethnicity, not what you think about issues of race/ethnicity. What I am looking for is the budding awareness, shifts, progression, or other development of your racial/ethnic consciousness.

TOTALS	/40	COMMENTS
Organization Organize the essay *logically* and *coherently*. **# 4 points**	_____ Exemplary (4/4) _____ Above average (3/4) _____ Average (2/4) _____ Below average (1/4) _____ Unsatisfactory (0/4)	
Introduction Introduce your essay, including *thesis statement* and *preview statement*. **#4 points**	_____ Exemplary (4/4) _____ Above average (3/4) _____ Average (2/4) _____ Below average (1/4) _____ Unsatisfactory (0/4)	
Autographical Reflections 1. Reflect on a minimum of *three* significant stories, instances, or experiences about your awareness of your racialized body. 2. Apply a minimum of *three* relevant course concepts to help make sense of your reflections (e.g., body politics, social construction of race, etc.). **# 24 points**	_____ Exemplary (22–24) _____ Above average (19–21) _____ Average (16–18) _____ Below average (13–15) _____ Unsatisfactory (0–12)	*Refer to pages 7–8 for guiding questions and additional information.
Conclusion Discuss implications for intercultural communication and what you have learned from your autographical reflections. **# 4 points**	_____ Exemplary (4/4) _____ Above average (3/4) _____ Average (2/4) _____ Below average (1/4) _____ Unsatisfactory (0/4)	
Clarity, Grammar, and Punctuation 1. Tighten wordy sentences. 2. Proofread. 3. Balance parallel ideas. 4. Edit, edit, and edit. **# 4 points**	_____ Exemplary (4/4) _____ Above average (3/4) _____ Average (2/4) _____ Below average (1/4) _____ Unsatisfactory (0/4)	*Edit your essay to be within 4.5–5.5 pages in length.

Due October 1 in Class

Intercultural Communication Globalization and Social Justice 2nd edition Sorrells Solutions Manual

Chapter 2

Understanding the Context of Globalization

Lecture Notes: Chapter Overview, Objectives, and Outline

Chapter Overview

This chapter situates everyday intercultural interactions within the broader macro context of globalization. The central role that history plays in defining and shaping interactions among cultural groups today is highlighted. A brief review of world migration since the colonial period underscores how our current context of globalization is inextricably intertwined with the past. The chapter also introduces the importance of relationships of power for understanding intercultural communication.

The chapter begins with a set of scenarios that illustrate the complexity of intercultural communication in the context of globalization. The fast-paced, rapidly changing, interconnected, and inequitable context of globalization has a tremendous impact on intercultural communication today. Globalization is defined as the complex web of forces and factors that have brought people, cultures, cultural products, and markets, as well as beliefs and practices into increasingly greater proximity to and interrelationship with one another within inequitable relations of power. Particularly, salient forces that propel globalization include the advances in communication and transportation technologies as well as changes in economic and political policies in the past 30 years. The resulting global web of interdependence leads to shared interests, needs, and resources, as well as greater intercultural misunderstanding, tension, and conflict. Intensified interaction and magnified inequities among people from diverse cultures couple with historic legacies of colonization, Western domination, and U.S. hegemony to shape intercultural relations today.

Three facets of globalization—economic, political, and cultural—are examined with a focus on the intercultural communication dimensions of each. The role of global governance, "alter-globalization" movements, democratizing processes, and ideological wars, as well as cultural imperialism and cultural hybridity are addressed. These global dynamics shape our identities, influence who we interact with, frame our attitudes about and experiences of each other, and structure our intercultural interaction in relationships of power.

Chapter Objectives

1. Describe the complex and contradictory influences of globalization on intercultural communication.
2. Explain the important role history plays in shaping intercultural communication today.

Intercultural Communication Globalization and Social Justice 2nd edition Sorrells Solutions Manual

3. Explain how relationships of power affect intercultural communication in our everyday lives.
4. Identify the intercultural dimensions of economic, political, and cultural globalization.

Key Terms *Indicated in bold and italicized letters below

Globalization
World Trade Organization (WTO)
Historical legacy of colonization
International Monetary Fund (IMF)
First, second, and third Worlds
World Bank (WB)
Developing/developed countries
Ideology
Global South/Global North
Democratization
Economic globalization
Earth Democracy
Neoliberalism
Culture as de-territorialized
Political globalization
Culture as re-territorialized
Cultural globalization
Remittances
Diasporic communities
Economic liberalization/free Trade
Cultural imperialism
Free Trade Agreements
Hybrid cultural forms
NAFTA

I. Introduction

a. Five scenarios of globalization

b. All scenarios illustrate the dynamic movement, confluence, and interconnection of peoples, cultures, markets, and relationships of power that are rooted in history and are redefined and rearticulated in our current global age.

c. This chapter introduces

i. the central roles that history and power play in intercultural communication.

ii. the broader context of globalization within which intercultural communication occurs today: economic, political, and cultural globalization.

II. The Role of History in Intercultural Communication

a. European expansion and colonization

i. The European conquest starting in the 16th century transformed global migration patterns in ways that continue to affect us today.

ii. People moved from Europe to the Americas, Oceania, Africa, and Asia for the purpose of conquest, economic expansion, and religious conversion.

b. Transatlantic slave trade

i. Between the 1600s and the 1850s, 9 to 12 million people were forcibly removed from Africa and transported to the colonies—primarily in the Americas—to serve as enslaved laborers.

Intercultural Communication Globalization and Social Justice 2nd edition Sorrells Solutions Manual

ii. In the 19th century, Indians subjected to colonial British rule were relocated as laborers and indentured servants to British colonies in Africa and Oceania.

iii. The process of colonization established Europe as the economic and political center of the world and the colonies as the periphery.

c. Postindependence Americas

i. In the 19th century, a mass migration to the Americas occurred with the expulsion of the working class and the poor people from the centers of Europe.

ii. Movements of indentured laborers from Asia (i.e., China, Japan, and the Philippines) to European colonies and former colonies—mainly the United States and Canada—swelled the number of migrants to more than 40 million during the 25 years before World War I.

d. World wars

i. World War I brought the unprecedented closure of national borders.

ii. The implementation of the first systematic immigration legislation and border controls in modern times.

i**ii.** The ethnically motivated violence of World War II led to the movement of Jews out of Europe to Israel, the United States, and Latin America.

i**v.** After World War II, the first institutions of global, political, and economic governance—the United Nations, the ***World Bank (WB)***, and the ***International Monetary Fund (IMF)***—were established.

e. The 1960s to 1970s

i. A shift in migratory patterns with the rebuilding of European economic power and the rise of the United States as an economic and political center.

ii. People from the former colonies or peripheries migrated toward the centers of former colonial power.

a. From Turkey and North Africa to Germany and France, respectively.

b. From the former colonies in Southeast Asia and East and West Africa to England, France, Germany, Italy, and the Scandinavian countries.

c. From Latin America and Asia to the United States.

d. From Africa and Asia to the Middle East.

e. In the past two decades, the number of people seeking asylum, and refugees in Africa, the Middle East, and Latin America, has risen exponentially, and trends indicate that the number of displaced people will continue to grow.

i. Migration of people from countries in the Global South to other countries in the south is as common as the south-north migration.

Intercultural Communication Globalization and Social Justice 2nd edition Sorrells Solutions Manual

a. Asians and Latin Americans constitute the largest groups of people living outside their countries of origin in the global diaspora.

iv. Textbox: Intercultural praxis, historicizing the field of intercultural communication**.**

a. Asks readers to zoom their frames in and out to understand situations from micro-, meso-, and macrolevels.

v. Movements of people and intercultural interactions are directly related to economic and political forces.

a. Intercultural misunderstandings and conflict occurring today among individuals, groups, or nations may be rooted deeply in histories of dispute, discrimination, and dehumanization.

b. The networks of connection and global relationships of power are a continuation of worldwide intercultural contact and interaction over the past 500 years.

vi. We must understand ICC within a broad historical context.

a. The colonial process initiated the division between "the West and the rest" that we experience today.

b. Colonization and the global expansion of the West propelled the development of capitalism, leading to the expansion of markets, trade, and the incorporation of labor from the former colonies or developing countries.

f. First, Second, and Third Worlds

i. Used during the Cold War to describe the relationship between the United States and other countries.

ii. The ***first world:*** Countries friendly with the United States and identified as capitalist and democratic.

iii. The ***second world:*** Countries perceived as hostile and ideologically incompatible with the United States (i.e., the former Soviet bloc countries, China, and their allies) and identified as communist.

iv. The ***third world:*** Countries that were seen as neutral or nonaligned with either the first world (capitalism) or the second world (communism).

v. Since the end of the Cold War, the meaning of first and third worlds is less clearly defined and more closely associated with levels of economic development.

vi. ***Developing*** and ***developed*** country, more commonly used today, are based on a nation's wealth (gross national product), political and economic stability, and other factors.

vii. The terms ***Global South*** and ***Global North*** highlight the socioeconomic and political division between wealthy, developed nations (former centers of colonial power) in the northern

Intercultural Communication Globalization and Social Justice 2nd edition Sorrells Solutions Manual

hemisphere and poorer, developing nations (formerly colonized countries) in the southern hemisphere.

III. The Role of Power in Intercultural Communication

a. Consider how global movements of people, products, cultural forms, and cultural representations are shaped and controlled by relationships of power.

i. Who controls the media? Who are in charge of global institutions?

b. Access, availability, and visibility of different cultures reflect power relations among cultures.

i. Introductory scenarios in this chapter illustrate inequitable positions of power that shape intercultural interactions.

ii. Example: Shah Rukh Khan, an international star from Bollywood, is largely unknown in the United States.

iii. Example: Occupy Wall Street garnered tremendous mainstream and social media attention by late September 2011 and was reported by media outlets as a call for increased regulations and taxes on millionaires; however, the vast majority of Occupy Wall Street organizers were calling for the end to capitalism.

c. Textbox: Intercultural praxis: Communication and power

i. The textbox provides a conceptualization of power as an integral part of intercultural communication.

ii. Discussion on how to utilize intercultural praxis to analyze, critique, and transform relations of power in intercultural communication.

IV. Intercultural Communication in the Context of Globalization

a. The context of globalization within which intercultural communication occurs is characterized by

i. *an increasingly dynamic, mobile* world facilitated by communication and transportation technologies, accompanied by *an intensification of interaction and exchange* among people, cultures, and cultural forms across geographic, cultural, and national boundaries.

ii. *a rapidly growing global interdependence* socially, economically, politically, and environmentally, which leads both to shared interests, needs, and resources and greater tensions, contestations, and conflicts.

iii. *a magnification of inequities* based on flows of capital, labor, and access to education and technology, as well as the increasing power of multinational corporations and global financial institutions.

iv. ***a historical legacy of colonization***, *Western domination, and U.S. hegemony* that continue to shape intercultural relations today.

b. Intercultural communication is central in our current age.

Intercultural Communication Globalization and Social Justice 2nd edition Sorrells Solutions Manual

i. Our assumptions and attitudes based on differences in physical appearance condition our responses and shape who we communicate with and build friendships and alliances with.
ii. The increased exposure today through interpersonal and mediated communication to people who differ from ourselves deeply affects how we make sense of, constitute, and negotiate our own identities as well as the identities of others.
iii. Histories of conflict among groups, structural inequities, and ideological differences frequently frame and inform our intercultural interactions.

c. ***Globalization***
i. Refers to the complex web of forces and factors that have brought people, cultures, cultural products, and markets, as well as beliefs and practices into increasingly greater proximity to and interrelationship with one another within inequitable relations of power.
ii. Used to address both the processes that contribute to and the conditions of living in a world shaped by
a. advances in technology that has brought the world's people spatially and temporally closer together.
b. economic and political forces of advanced capitalism and neoliberalism that have increased flows of products, services, and labor across national boundaries.
c. cultural, economic, and political ideologies that "travel" through public campaigns, the mass media, consumer products, and global institutions.

V. Intercultural Dimensions of Economic Globalization

a. Global business and global markets
i. ***Economic globalization***
a. Characterized by a growth in multinational corporations.
b. An intensification of international trade and international flows of capital.
c. Internationally interconnected webs of production, distribution, and consumption.
d. Economic globalization has magnified the need for intercultural awareness, understanding, and training at all levels of business.
e. Cultural differences in values, norms, and behaviors play a significant role in team building, decision making, job satisfaction, marketing, and advertising.
f. Examples: The popular Pepsi slogan "Pepsi Brings You Back to Life." The slogan, translated into Chinese, reads, "Pepsi Brings Your Ancestors Back From the Grave." Or Umbro, a sports manufacturing firm, had to

Intercultural Communication Globalization and Social Justice 2nd edition Sorrells Solutions Manual

withdraw its new sneakers called the Zyklon after learning that zyklon was the name of the gas used on Jews in the Holocaust.

g. Example: "Konglish" in corporate slogans damages the image of Korean companies.

b. Free trade and economic liberalization

i. ***Economic liberalization***—also known as trade liberalization, or ***free trade***.

a. Economic policies that increase the global movement of goods, labor, services, and capital with less restrictive tariffs (taxes) and trade barriers.

b. The movement of goods, labor, services, and capital is increasingly unrestricted by tariffs (taxes) and trade barriers.

c. Developed nations, or first world nations, used protectionist policies (taxation of foreign made products and service) until they accumulated enough wealth to benefit from free trade.

i. Until the past 35 to 45 years, the United States opposed "free trade" policies in an effort to protect U.S. jobs, products, and services.

d. ***Free Trade Agreements*** liberalize trade by reducing trade tariffs and barriers transnationally.

e. ***Neoliberalism*** is an economic and political theory promoting free trade, privatization of natural resources and institutions, reliance on the individual, and minimal government intervention or support for social services.

a. The use of the term *liberalism* is often confused with the term *liberal*, but the two are most often at opposite ends of ideological spectrums in relation to political and economic policies.

f. Moving manufacturing sectors and service sectors to offshore locations with cheaper labor and less business and environmental regulations.

g. ***NAFTA*** (The North American Free Trade Agreement) by Canada, Mexico, and the United States was signed in January 1994 to support the free movement of goods, services, and capital without trade or tariff barriers.

i. The implications of its policies remain highly controversial and contested.

ii. It is important to be aware of the broader economic context that propels and shapes intercultural interactions today.

Intercultural Communication Globalization and Social Justice 2nd edition Sorrells Solutions Manual

iii. It is critical to underscore how different actors on the global stage experience and make meaning about economic globalization in vastly different ways.

c. Global financial institutions and popular resistance

i. ***World Trade Organization (WTO)***

a. In 1995, the WTO was formed as a successor to the General Agreement on Tariffs and Trade.

b. WTO supervises and liberalizes international trade.

c. General Agreement on Tariffs and Trade (now the WTO), the IMF, and the WB were set up immediately following World War II to maintain global economic stability and to address poverty through development.

d. Economic globalization has resulted in

a. increased business transactions.

b. economic interdependence.

c. a need for intercultural communication skills in business and workplace.

d. increased economic disparities between the wealthy and the poor not only globally but also within the United States.

d. Textbox: Communicative dimensions: Communication and globalization

i. The textbox addresses the relationship between three types of globalization (cultural, economic, and political) and communication.

ii. The focus is on the central role and impact of communication in globalization.

VI. Intercultural Dimensions of Political Globalization

a. Democratization and militarism

i. ***Democratization*** refers to the transition from an authoritarian to a democratic political system that ensures the universal right to vote.

ii. Francis Fukuyama (1992) argues that Western liberal democracy has been universalized and human history has reached the end of ideological evolution.

iii. In 1974, 39 of the world's 165 countries were democracies. By 1990, that number had risen to 76. By 2008, 121 of the 193 countries were technically seen as democracies using popular sovereign elections as the sole criteria to define "democracy".

a. While a correlation between free market capitalism and democratic governance exists, there is also evidence that the two are in conflict.

b. True free market capitalism inevitably results in the inequitable distribution of wealth and resources, which

Intercultural Communication Globalization and Social Justice 2nd edition Sorrells Solutions Manual

is fundamentally undemocratic and tends to produce tension and unrest that destabilizes democracies.

iv. Advances in communication technologies, like the Internet and social media sites, connect and mobilize protestors both within and across cultures.

a. Vandana Shiva coined the term ***Earth Democracy***, which refers to democracy grounded in the needs of the people and a sustainable, peaceful relationship with the planet, as opposed to free market democracy, which relies on wars against the Earth, the natural resources, and the people.

b. Ideological wars

i. ***Ideology:*** A set of ideas and beliefs reflecting the needs and aspirations of individuals, groups, classes, or cultures, which form the basis for political, economic, and other systems.

ii. International conflicts are caused by, or framed as, the clash of ideologies.

iii. Examples: 9/11 attacks, "war on terror," and the histories of U.S. intervention in the Middle East.

iv. Example: Islamic State in Iraq and Syria.

v. Globalization is shaped by the tension between contradictory ideologies of inclusion and exclusion.

vi. Ideological wars

a. impact intercultural communication.

b. employ false dichotomies to galvanize the public.

c. often scapegoats one group for the challenges and ills of a society.

c. Global governance and social movements

i. Questions of governance at global, national, state, and local levels are closely linked to intercultural communication.

Intercultural Communication Globalization and Social Justice 2nd edition Sorrells Solutions Manual

a. It is important to address the question of who gets to govern whom, what kind of decisions are made, and how.

b. Developed nations control the decision-making process of the IMF and the WB.

c. Individuals and groups have also come together to organize movements against the domination of global financial and political institutions.

ii. Global governance is shaped by contradictory forces of democratization, Western dominance, and grassroots resistance.

VII. Intercultural Dimensions of Cultural Globalization

a. Migration and cultural connectivities

i. We live in "a world in motion," where people and cultures move across places (Inda & Rosaldo, 2001, p. 11).

ii. ***Culture as de-territorialized:*** Culture in the context of globalization where cultural subjects and cultural objects are uprooted from their situatedness in a particular physical, geographic location.

iii. ***Culture as re-territorialized:*** Culture in the context of globalization where cultural subjects and cultural objects are relocated in new, multiple, and varied geographic spaces.

iv. The way people connect with their culture and cultivate a sense of home is changing due to the following reasons:

a. Communication technology.

b. Frequent trips home.

c. International economic and social networks.

d. ***Remittances*** or financial support sent to a distant location.

e. ***Diasporic communities:*** Groups of people who have been forced to leave their homeland and who maintain a longing for—even if only in their imagination—a return to "home."

f. Example: The expulsion and dispersion of the Jews during the Babylonian Exile in 700 BCE.

g. Example: The African diaspora that forcibly uprooted and transplanted Africans to the Americas and the Caribbean during the period of British colonization.

h. Example: The Armenian diaspora in the early part of the 20th century that resulted in the genocide of approximately 1.5 million Armenian.

i. Globalization enables a sense of community beyond and across national borders.

Intercultural Communication Globalization and Social Justice 2nd edition Sorrells Solutions Manual

b. Cultural flows and unequal power relations
- **i.** ***Cultural imperialism:*** The domination of one culture over others through cultural forms such as popular culture, media, and cultural products.
- **ii.** Cultural imperialism is shaped by unequal power relations and cultural flows.
  - **a.** Example: Starbucks has 23,000 coffee houses in 65 countries outside North America.
  - **b.** McDonald's spread around the world.
  - **c.** Coca Cola is ubiquitous in even the most remote areas.
  - **d.** Mickey Mouse the most internationally recognized figure.
- **iii.** Unequal and asymmetrical flows of culture have various implications for local and national cultures.
  - **a.** Americanization: Global cultural homogenization by U.S. American culture, such as McDonald's and Disney.
  - **b.** Local industries are affected by the dominance of U.S. corporations and products.
  - **c.** Local traditions and national cultures are altered or lost due to the presence of American culture.
  - **d.** Example: In France, there is an active resistance to how U.S. popular culture, the English language, and fast-food chains have invaded the physical and representational landscape of the country.
  - **e.** Example: In China, marketing targeted at children by McDonald's and Disney disrupts cultural norms of parental authority, where children are informed through mass advertising that they can make choices about what they want independent of their parents.
  - **f.** Example: In India, the production and consumption of Barbie dressed in a sari (traditional Indian dress) advances notions of universal female subjectivity that is essentially bound to White American norms and values and yet is "veiled" in Indian attire.
- **iv.** John Tomlinson (1999) argues that cultural imperialism in the context of globalization is a continuation of earlier forms of imperialism that existed between the 16th and 19th centuries.
- **v.** Cultural imperialism is a site where the forces of cultural homogenization and resistance coexist.

c. Hybrid cultural forms and identities
- **i.** ***Hybrid cultural forms:*** A new and distinct cultural form that is created by a mix of different cultures and an appropriation of other cultural forms based on local knowledge and practice.
  - **a.** This notion describes how U.S. and Western cultural forms get modified and appropriated for the local audience.

Intercultural Communication Globalization and Social Justice 2nd edition Sorrells Solutions Manual

b. Cultural products travel across national borders and are interpreted and used differently by different groups of people.

c. Global cultural flows are shaped by the relations of power; at the same time, the level of influence and adaptation is different across places.

ii. Example: Reggaeton, a blend of rap and reggae with Latin influence and origins, which soared to popularity in the mid-2000s.

iii. Radha Hegde (2002) defines the creation of hybrid cultures and hybrid cultural forms as a type of resistance that nondominant groups employ out of fear of total assimilation and as a means of cultural maintenance in the midst of powerful dominant cultural forces.

VIII. Summary

a. The role of history in ICC

b. The role of power in ICC

c. Definition of globalization

i. ***Political globalization***

ii. Economic globalization

iii. ***Cultural globalization***

Intercultural Communication Globalization and Social Justice 2nd edition Sorrells Solutions Manual

Intercultural Communication: Globalization and Social Justice

Chapter 2: Understanding the Context of Globalization

Intercultural Communication Globalization and Social Justice 2nd edition Sorrells Solutions Manual

Chapter Objectives

- Describe the complex and contradictory influences of globalization on intercultural communication.
- Explain the important role history plays in shaping intercultural communication today.
- Explain how relationships of power impact intercultural communication in our everyday lives.
- Identify the intercultural dimensions of economic, political and cultural globalization.

Scenarios: ICC in the Context of Globalization

- Scenario 1: ICC in Interpersonal Relationships
  - Hamza, an international student from Morocco
  - Cathy, immigrated to the U.S. four years ago from France
  - Immaculee, immigrated from Rwanda seventeen years ago
- What challenges and opportunities can you identify?
- Scenario 2: ICC in International Trade
  - Brazil, Mexico, Argentina and Chile lead Latin America in reducing trade barriers
  - Australia is major trading partner with the countries
- What are the benefits and challenges of international trade?

Scenarios: ICC in the Context of Globalization

- Scenario 3: ICC through the Media
  - Amitabh Bachchan, internationally revered Indian film
  - Well-known around the world except the U.S.
  - Fans in Russian wear Indian dress and wore the bindi
- What are the ICC issues here?
- Scenario 4: ICC in Activism
  - 1999 Protest against the WTO
  - Environmentalists, labor unions, teachers, students & citizens from around the world
  - "What they all seem to agree on is that giant corporations have gone too far in gaining control over their lives…"

Scenarios: ICC in the Context of Globalization

- Scenario 5: ICC in Romantic Relationships
  - Grace, a Filipina American, goes to Italy to meet her Italian boyfriend's parents
  - When they meet, his parents say, "But where is your girlfriend—the American? Why did she send the maid?"
- What issues are influencing Grace's interaction with her boyfriend's parents?
- Based on all 5 scenarios, what generalization can you make about ICC in the context of globalization?

The Role of History in ICC

- Broad historical context is vital for understanding ICC today
- The European Colonial Period
  - Established Europe as center/Colonies as periphery
  - Propelled the development of capitalism
  - Depended upon exploitation of labor (slave trade; servitude)
  - Transformed global migration patterns through trade
- The Era of Globalization
  - Continues notion of the "West and the Rest"
  - Propelled by capitalism
  - Dependent upon exploitative labor and migration for labor
  - Dependent on expanding markets/trade

The Role of Power in ICC

- Global movements of people, products, cultural forms, representations are shaped/controlled by relationships of power
  - Who controls the media?
  - Who governs global institutions?
  - Whose voices are heard, and whose voices are silenced?
- Access, availability, and visibility of different cultures reflect power relations among cultures
- Examples?

Globalization

- The complex web of forces and factors that bring people, cultures, cultural products, markets, as well as beliefs and practices into increasingly greater proximity to and inter-relationship with one another.
- What are some of the forces and factors?
- Advances in communication technologies
- Advances in transportation technologies
- Economic and political policies and practices

Globalization is characterized by:

- An increasingly dynamic, mobile world
- An intensification of interaction
- A rapidly growing global interdependence
- A magnification of inequities
- An historical legacy of colonization, Western domination, and U.S. hegemony
- What evidence do you see of this in your everyday lives?

Economic Globalization: ICC Dimensions

- Global Business and Global Markets
  - Growth in Multinational corporations
  - An intensification of international trade and flows of capital
  - Interconnected webs of production, distribution, and consumption.
  - Magnified need for intercultural awareness, understanding, and training at all levels of business
- Implications for IC?
- Cultural differences in values, norms, behaviors play a major role in:
  - Team-building
  - Decision-making
  - Job satisfaction
  - Marketing and advertising

Economic Globalization: ICC Dimensions

- Free Trade/Economic Liberalization
  - Free Trade Agreements
  - NAFTA
- Implications of policies are highly controversial and contested
  - Arguments for NAFTA/Free Trade Agreements?
  - Arguments against NAFTA/Free Trade Agreements?
- Implications for ICC?
  - Propels and displaces people from the cultures/countries of origin
  - Creates inequitable dynamics for intercultural communication
  - Different people on global stage experience globalization very differently

Neoliberalism

- An economic and political theory promoting:
  - Free trade
  - Privatization of natural resources and institutions,
  - Reliance on the individual and minimal government intervention or support for social services.
- The use of the term "liberalism" is often confused with the term "liberal," but the two are most often at opposite ends of ideological spectrums in relation to political and economic policies.

Economic Globalization: ICC Dimensions

- **Global Financial Institutions and Popular Resistance**
  - **Increased control through global bodies**
  - WTO
  - World Bank
  - IMF
- Popular resistance
- Implications for ICC?
  - Increased disparity within and across cultural groups
  - Increased intercultural alliances for social justice

Political Globalization: ICC Dimensions

- Democratization
  - Transition from an authoritarian to a democratic political system that ensures the universal right to vote.
- Globalization can have a democratizing tendency
  - Evident in the Middle East (Egypt, Libya)
- Implications for ICC?
  - Increased access and freedom across national cultures
  - Rapid expansion of free market democracy can lead to inter-ethnic conflict

Political Globalization: ICC Dimensions

- Ideological Wars
- Ideology: a set of ideas and beliefs reflecting the needs and aspirations of individuals, groups, classes or cultures, which form the basis for political, economic and other systems.
- Implications for ICC:
  - International conflicts are caused by, or framed as, the clash of ideologies.
  - Often employ false dichotomies to galvanize the public.
    - "Us" vs. "Them"
  - Often scapegoats one cultural/ethnic group for the challenges and ills of a society.
    - Mexican migrants; Arabs, etc.

Political Globalization: ICC Dimensions

- Global Governance and Social Movements
- Who is governing? Who is making decisions?
- Developed/ 1st world nations control
  - Set up rules that benefit their interests
  - Elites from developing/3rd world also benefit
  - Yet, grassroots resistance movements are growing
- Global governance is shaped by contradictory forces of democratization, Western dominance, and grassroots resistance

Cultural Globalization: ICC Dimensions

- Migration and Cultural Connectivities
- Culture as de-territorialized
  - Culture and people are removed from their geographic location of origin
    - Examples?
- Culture as re-territorialized
  - Culture and people are relocated and adapted in new geographic spaces
    - Examples?
- ICC implications?
  - Connections to cultural "homes" are changing; multiple "homes"
  - Diasporic communities are increasing
  - Multiple cultural identities

Cultural Globalization: ICC Dimensions

- Cultural flows in the context of unequal power relations
- Cultural imperialism
  - The domination of one culture over others
    - Starbucks has 16,000 coffeehouses in 50 countries outside North America,
    - McDonald's spread around the world.
    - Coca Cola is ubiquitous in even the most remote areas
    - Mickey Mouse the most internationally recognized figure
- Cultural imperialism occurs through cultural forms such as pop culture, media, and cultural products

Cultural Globalization: ICC Dimensions

- Americanization
  - Global cultural homogenization with U.S. American culture
  - Examples: McDonald's, Disney, music, fashion, etc.
- Implications of ICC?
  - Asymmetrical understanding of different cultures
  - Local cultures are lost
  - Resistance to U.S. /Western dominance
  - Expectations of cultural similarity

Cultural Globalization: ICC Dimensions

Hybrid cultural forms

- New and distinct cultural forms created by a mix of different cultures and appropriation of other cultural forms based on local knowledge and practice.
- Cultural products (movies, fashion, etc.) are interpreted and used differently by different groups of people. Example: Reggaeton
- Hybrid cultures/hybrid cultural forms as resistance
  - Employed out of fear of total assimilation
  - Means of cultural maintenance

Summary

- This chapter addressed:

- The role of history in ICC
- The role of power in ICC
- The definition of globalization
- Intercultural Dimensions of:
  - Political globalization
  - Economic globalization
  - Cultural globalization