

Global Communication

Beyond Center and Periphery

Global Flows

Homogenization or
Heterogenization?

Homogenization/Heterogenization

- Scholars like Schiller argued that global cultural flows ran the risk of *homogenizing* culture instead of making it more diverse or *heterogenous*
- Some scholars still make this argument
- Many refer to global cultural homogenization as “McDonaldization”



<http://www.ilpopolano.com/bando-mcdonalds-assume/>

The McDonalds test

Appadurai's Landscapes

- The Center-Periphery model does not explain everything about globalization - especially in its current phase
- Instead of *one-way* flows from center to periphery, we have *multi-directional* flows along at least five landscapes

Question

- What are Appadurai's five landscapes?

Five Landscapes

- Ethnoscapes – flows of people and the things they bring with them
- Technoscapes – flows of technology
- Financescapes – flows of finance
- Mediascapes – flows of media
- Ideoscapes – flows of political ideas

Five Landscapes

- Ethnoscapes
- Technoscapes
- Financescapes
- Mediascapes
- Ideoscapes

Any others?

Five Landscapes

- Ethnoscapes
- Technoscapes
- Financescapes
- Mediascapes
- Ideoscapes
- Security
- Religion
- Sports

Landscapes of Global Flows

- Come together in ways that are not always predictable
- Do not always flow smoothly together - i.e. they are “disjunctive”
- Do not eliminate the element of power, as we see in immigration controls at national ports of entry like Tijuana

Landscapes of Global Flows

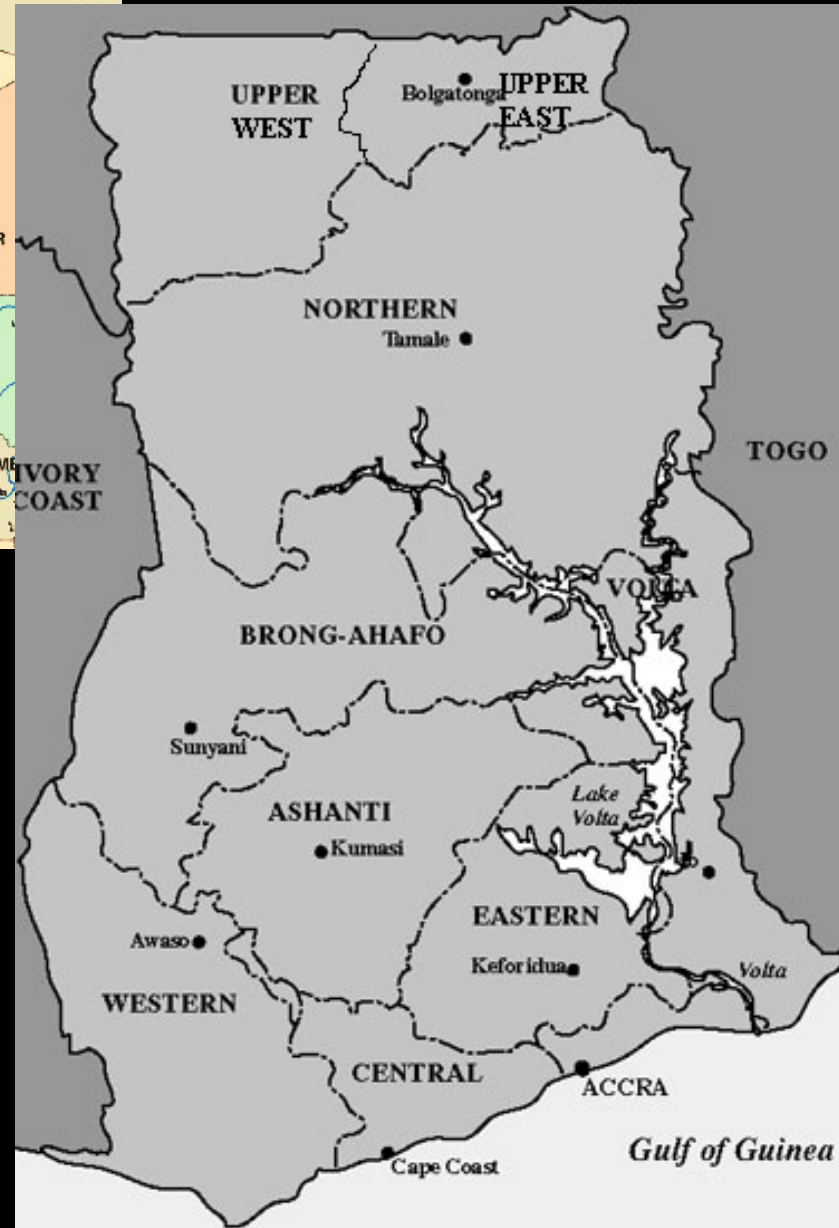
- Provide an alternative to center-periphery models of globalization
- For example, Asian financing is important to Hollywood movie production
- Churches send priests from the global South to work in parishes in the North

Trading Goes Global

West African Market Women
in
Global Landscapes

Context

- Ghana is a West African nation separated from Nigeria by the nations, Togo and Benin
- Market women are the primary distributors of consumer goods around Ghana
- The same is true for nations like the Ivory Coast, Togo, Benin, and parts of Nigeria



Map of Ghana



Ghanaian Market Women



Trading Goes Global

- Some West African market women are wholesalers who import shiploads of commodities for national distribution
- Women often turn to trading in local markets when other options (like schooling) fail
- Some become extremely successful wholesalers

Trading Goes Global

- Some market women (like those in Darkwah's article) hold university degrees
- The phase of globalization known as global economic restructuring played a role in the choices of the women in Darkwah's study

Trading Goes Global

- In many nations of the global South, that restructuring took place in the form of Structural Adjustment Programs (SAPs)
- SAPs reduced the size of governments and government services, while encouraging the growth of the private sector and trade

Trading Goes Global

- SAPs reduced employment opportunities in the government (public) sector
- Despite the obvious advantages of trading for the two women in Darkwah's study, their husbands' attitudes show that trading is considered a low-status activity for educated women

Trading Goes Global

- Trading in the market provides independence, flexibility and considerably higher incomes for the women in Darkwah's study
- Having a college education also gives them other employment options if they should choose to leave trading

Trading Goes Global

- Which of Appadurai's landscapes do we encounter in Darkwah's article
- What is the direction of the flow(s) in those landscapes?
- How does this article illustrate or add to our knowledge of discourses of the West and Rest?

Evaluations

- Evaluations for Comm 10B will take place on Wednesday, December 5
- Please come to class and participate.
Your feedback is very important to us

Announcement

- Please send Prof. Boateng your review questions for Wednesday and Friday

Announcement

- An updated keywords list was posted on TritonEd on November 28
- A final keywords list will be posted on December 4

Announcement

- If you are unhappy with your midterm grade, please make maximum use of office hours
- Prof. Boateng will have extra office hours at the same time (11:30 to 12:30) on Wednesdays and Fridays this next week. This is in addition to her regular office hours on Mondays at the same time.

