Department of History
3rd Year Advanced Option Course

HI31V

‘ONE WORLD: A HISTORY OF GLOBALIZATION, 1750-2050’

Module Booklet 2012-13
TERM2
**Week 11. Consumption and the Global Consumer**

Is globalisation linked to the emergence of global consumer products? Are these products Western in nature and manufacturing? Is there a ‘global consumer’? What is the role of businesses, the state and of people in shaping global consumption? Does the use of similar commodities create uniformity across the globe? This week will focus on two global consumer goods (clothing and food) in order to analyse the role of consumers, technologies, the meaning of power and the creation of hybridity.

**Key Readings**

*Either (on food)*


*Or (on dress and appearances)*


**Further Readings**


Essay Questions

“The product might be the same but the meaning is invariably different”. Discuss with reference to one or more ‘global goods’.

Is ‘the consumer’ an invention of Western culture in the attempt to sell its products to the world?

Consider one product or commodity and explain why it is/has become global.

‘Consumer movements and protests are among the most visible signs of globalisation’. Discuss with reference to the nineteenth and twentieth centuries.

In what ways has globalisation led to the creation of increasingly complex forms of social and economic organisation? What are multinationals and why have they become such powerful symbols of globalisation? How have multinationals developed over time? Where and in what sectors are multinationals strongest? Have multinationals contributed to the globalisation of culture? Have multinationals created a global elite?

Key Readings


Further Readings


Thomas Friedman, “Globalization 3.0 Has Shrunk the World to Size Tiny,” YaleGlobal, 7 April 2004.  Nayan Chanda Interview: [http://yaleglobal.yale.edu/content/globalization-30-has-shrunken-world-size-tiny](http://yaleglobal.yale.edu/content/globalization-30-has-shrunken-world-size-tiny)


**Essays Questions**

When and why did multinationals emerge?

Explain the importance of multinationals for the life of a specific country (ex. UK, France or the US).

Are multinationals truly symbolic of the historical process of globalisation?

“Since the Second Industrial Revolution multinationals have been fundamental to the shaping of modern capitalism and modern consumer culture”. Discuss.

What is the relationship between multinationals and other institutions (ex. the State, NGOs etc.)?
Week 13. Global Capitalism: Globalization and the World Economy

How has the global economy changed over the past 200 years? Can we say that the world has become more economically integrated? Can we say that world economies have converged? How do exchange rates, the movement of capital and monetary policies fit into it? What is the Washington consensus? Why is the global economy afflicted by cyclical crises? Have the crises of 1873, 1929 and 2008 had similar causes, reactions and outcomes?

Key Readings


Further Readings


Kevin H. O'Rourke and Jeffrey G. Williamson, Globalization and History: The Evolution of a Nineteenth-Century Atlantic Economy (Harvard: MIT Press, 2000), esp. chs. 11 and 12 (pp. 207-246) HY 4060.07


Essays Questions

“By 1900, 80 percent of world industrial output came from Europe and the United States, with Japan contributing another 10 percent: China contributed 7 percent and India 2 percent, totaling 99 percent of all industrial production. Thus the one hundred years from 1800 to 1900 saw a great reversal, with Europe and the United States taking the pride of place previously held by India and China” (Marks p. 135). What were the causes of this ‘reversal’ of fortune and how does it explain the different phases of globalization in the 19th and 20th centuries?

Explain the major changes of the global economy since 1800.

Historically, have states and global organisations been successful at shaping the global economy?

Which was the strongest crisis of the global economy since 1750 and why?

What has been the role of states in the history of globalisation? How have strong states and empires shaped global connections over the past two centuries? Does globalisation need ‘a centre’ or strong power? And have Britain, the US and China provided such a strong power over time? Or should we endorse instead Huntington’s idea of a clash of civilizations?

Key Readings


Further Readings


Evan Osnos, "The Grand Tour: Europe on Fifteen Hundred Yuan a Day", New Yorker, 18 April 2011.*


**Online**

Nearest GDP Equivalents:

http://www.economist.com/blogs/dailychart/2011/01/comparing_us_states_countries

Niall Ferguson: Empire: the Rise and Demise of the British World Order:

http://www.youtube.com/watch?v=UN0WifTjTmM

Conversations with History: Amy Chua: http://www.youtube.com/watch?v=PUrfo5cyeDA

Niall Ferguson - When East Beats West: The Shifting Balance of Global Economic Power:

http://www.youtube.com/watch?v=h27EQRn0tZs&feature=related

**Essays Questions**

Can we say that throughout its history globalisation has played against the power of states?

“Globalisation is the result of the changing power of formal and informal empires”. Discuss.

Can we say that globalisation needs a strong economic power, be it Britain in the 19th century, the US in the 20th century or the European Union in the 21st century?

How do we reconcile globalisation and the ‘clash of civilizations’?
**Week 15. Cities: From New York to Shanghai**

What is a global city? Why globalisation needs ‘nodes’? How have cities shaped the world and people’s lives since the industrial revolution? Have cities changed in nature of time? Does a city need to be ‘big’ to be a global city? Have technologies reinforced or weakened the position of global cities?

**Key Readings**


**Further Readings**


**Essay Questions**

“The growth of cities and the urbanization of the world is one of the most impressive facts of modern times”. Discuss.

Compare the evolution of two of more 'global cities' since the nineteenth century.

Assess the importance of migration for the growth of cosmopolitan cities.

What makes a large city a global one? Provide examples from history.
Week 17. Globality and the People: People and Global Rights

Does globalisation need a global imaginary? What is the meaning of ‘globality’? Are human rights a force of globalisation? What is the role of NGOs and IGOs? Why is a global strategy needed to deal with issues such as peace, food supplies and economic development? When and why have ‘global institutions’ emerged? What is the role of war and other negative events in global history?

Key Readings


Further Readings


Rachel M. McCleary, Global Compassion: private voluntary organizations and U.S. foreign policy since 1939 (New York, 2009), pp. 3-35.


**Essays Questions**

Has a ‘global imaginary’ been constructed over the twentieth century?

Is the concept of ‘humanity’ important for the history of globalisation?

What is the role of NGOs and IGOs in shaping globalisation?

Consider one or more wars and explain how it/they affected globalisation.
Week 18. Against Globalisation and No Global

Why is globalization such a controversial issue? And is the history of globalization similarly controversial? What accusations are moved against globalization? Does it make sense to ask if globalization in ‘good’ or ‘bad’? If we consider globalization in its long history, can we say that it leads to homogenization or uniformity? Does globalization coincide with Westernization or Americanization?

Readings

Please notice that there are no set readings for this seminar.

John Aberth, *Plagues In World History* (Lanham, Md.: Rowman & Littlefield, 2011), esp. ch. 5 'Influenza' and ch. 6 'AIDS' online


**Essays Questions**

“With the global entailing a major time/space compression, it is hardly surprising that the ‘local’ requires a new ‘location’ in our thinking, as well as in our everyday lives”. Discuss.

“The process of globalization was not simply an acceleration along a continuum of European expansion but a new ordering of relations of domination and subordination among all regions of the world”. Discuss.

Do you agree that anti-globalization sentiments are stronger in the West than in the rest of the world? And if so why?

“The very production of difference was lodged in the processes of globalization that the West had presumed to control”. Discuss.

**Week 19. Final Presentations**

This final meeting will be dedicated to project presentations for the long essay and a review of the main themes covered in this course.