

ANTH 100: Agenda

Anthropology of Globalization.

1. Globalization and Neo-liberalism.
2. Happiness, Wellbeing, and Culture.
3. Case Studies of Neoliberalism in Action
 1. T-Shirts
 2. Hog Hotels.
 3. Fish Boats

The Emergence of Neoliberalism.

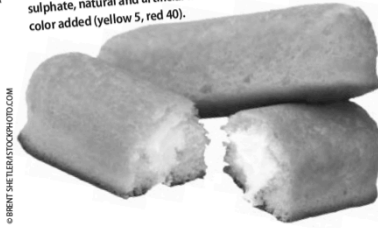
- **Neoliberalism:**
 - individual entrepreneurs operate without restriction.
 - Limit role of the state to enforcement of civil society.
- **Nation State:**
 - Economic regulation
 - Laws externalize costs
 - Monopoly of coercive force



Market Externalization

- **market externalities:** costs or benefits of economic transactions that are not included in prices; may include the environmental, social, or political consequences of market transactions

TWINKIES
 Enriched Wheat Flour—enriched with ferrous sulphate (iron), B vitamins (niacin, thiamine mononitrate (B1), riboflavin (B2) and folic acid), sugar, corn syrup, water, high fructose corn syrup, vegetable and/or animal shortening—containing one or more of partially hydrogenated soybean, cottonseed, or canola oil, and beef fat, dextrose, whole eggs, modified corn starch, cellulose gum, whey, leavenings (sodium acid pyrophosphate, baking soda, monocalcium phosphate), salt, cornstarch, corn syrup solids, mono- and diglycerides, soy lecithin, polysorbate 60, dextrin, calcium caseinate, sodium stearyl lactylate, wheat gluten, calcium sulphate, natural and artificial flavors, caramel color, sorbic acid, color added (yellow 5, red 40).



A package of Twinkies, which might sell for \$1.00, would likely cost far more if externalized costs were included in the purchase price.

How Do We Define Happiness and Well-Being?

- A small activity.
- Symbol/activity.
 - Trobriand Islanders
 - Dogon of West Africa
 - Contemporary society



Globalization and T-shirts



Hog Hotels



- Modern hog farms are factory complexes.
- the culmination of industrialized agriculture.
- Conditions akin to concentration camp.

Industrial Capitalism in the Bigoudennie

- Episode, not Epoch
 - From Peasant to Worker
 - Rise of the Trawl Fleet
 - Social Relations of Production
 - Household
 - Factory
 - Fishery



Neoliberalism and the Culture of Capitalism

- Case studies of the culture of capitalism
 - T-shirts
 - Hog hotels
 - Bigouden fishery
- Key cultural values
 - Individualism
 - Free trade
 - Business control over labour process
 - State control over force



