

Week 1 - **The Nation:**

Social Imaginary - How people imagine their social existence.. how ordinary people imagine their social surroundings... in images, stories, and legends.

Representations in the social sciences and humanities are dependent upon images of break, rupture, and disjunction.

Methodological Nationalism - The assumption that the nation/state/society is the natural social and political form of the modern world.

Real Consequences:

- People who reside at the border
- Cultural differences within a nation
- Colonialism/Post-Colonialism
- Diaspora?

Transnationalism focuses on flows and counter-flows and the multistranded connections they give rise to. It encompasses not just the movement of people, but of ideas, of citizenship, of technology, of modes of political organization, and of the impulses of markets.

- a new way to think of relationships between cultures

Diaspora concerns the relationship between homelands and host nations from the perspective of people that have moved whether voluntarily or not.

A nation is imagined because even in the smallest communities each member will never know, meet, or even hear of the majority of the rest of the community.

- Benedict Anderson

Isomorphic Relationship between nation, place, and culture.

- 1:1 relationship
- a culture ends at the borders of its country/region

Anderson's 8 key aspects for development of Nationalism:

Capitalism:

- helps generate sense of community among members of a nation
- most popular products were sold most, creating common interests among general population
- print-capitalism, *books

Currency:

- images that appear are a visual history of your roots
- remind you of what country you're from, what community you're a part of

Newspapers:

- advertisements
- revolve around information concerning that community

-stories told in different perspectives

Language:

- common history
- limits communication
- accents
 - big differences, but common interest in the 'master' language

Census:

- categorizes us
- very specific population number
- you* are counted
 - everyone is an important piece

Maps:

- shows your home "I live here!"
- creates distinction

Museums:

- history/culture
- preservation
- desire for foreign artifacts
 - dominance "Our country is the best!"

Week 2 - Diaspora & Modernity:

Diaspora is becoming is "promiscuously capacious" category

- many definitions exist
- can be linked with
 - exile
 - expatriation
 - postcoloniality
 - migrancy
 - globality
 - transnationality

8 keys to defining a Diaspora:

- dispersal from an original homeland, often traumatically, to two or more foreign regions
- expansion of a homeland in search of work, pursuit of trade, or to further colonial ambitions
- a collective memory or myth about the homeland
- an idealization of the ancestral home and a commitment to its maintenance
- development of a return movement
- a strong ethnic consciousness
- a troubled relationship with the host country
- a sense of empathy and solidarity with co-ethnic members in other countries

Victim Diaspora:

The idea of dispersal following a traumatic even in the homeland, to two or more foreign destinations

Trade Diaspora:

A nation of socially interdependent, but spatially disperse communities, bounded together by a common commercial culture

Labor Diaspora:

Emigration in search of work

Imperial Diaspora:

Settlements established by one power for colonial or military purposes

Cultural Diaspora:

A Diaspora that can to some degree be cemented or recreated though the mind, through artifacts and pop culture, and through a shared imagination

Modernity:

A move from traditional societies to societies organized around the processes of a market industrial economy, secularization, democratization, and urbanization.

Acultural Modernity - only 1 process of transformation and the west embodies this process

Cultural Modernity - the rise of the modern west is 1 culture among many, its transformations are specific to the west.

Great Chain of Being:

Ranking system with God at the pinnacle ...Angels, Humanity, Animals, Plants, Minerals (Ontological Hierarchy)

Myth of Acultural Modernity:

There are many cultures, each no more advanced than any other.

August Comte:

-first social scientist, "invents" sociology

-collection of thoughts, people, culture

-a science of society

-should discover natural laws of society

-determine social stability/change

-sociology should be used to create a better society

-Assumptions:

-societies impose limits on human behaviour

-different parts of the world are at different stages of development

-sociology is dependent upon the emergence of biology

-the evolution of society has paralleled the evolution of the human mind

Magic, Religion, Science:

Theological stage (magic): Universe explained in terms of Gods, Demons, Mythological Beings. - Ancient World, dominated by military, basic societal unit is the family.

Metaphysical Stage (religion): Reality explained in terms of abstractions. People question. - Middle Ages, dominated by churchmen, lawyers, state rises to social prominence.

Positive Stage (Science): People find solutions to social problems. - Modern Age, governed by industrial administrators, scientific moral guides, entire human race becomes main social unit.

Liberalization:

- Systematizing bodies
- Bedlam

Modern Prison:

- Watch tower (Chain of being created)
- everyone has separate, but identical cell

Cemetery:

Mass graves/individual graves

Modern medicine

Ordem e Progresso

- Brazilian flag
- order & progress

Cultural Modernity:

- Modernities (many cultures)
- Change without progress
- Change without convergence

Week 3 - Sponsorship & Internationalism

Local: your immediate context

Global: massive expansion around globe

National: your nation/community

Transnational: connection from 2 specific points

International: imagined community of nations

State: political community

Methodological Nationalism - always studied at the scale of the nation

Child Sponsorship:

- started as complete charity, gave whatever you wanted
- develops into support through school, food, basic needs
- how people connect to others across the globe

Sally Struthers:

- ambassador of self-cultivation
- ambassador to child-sponsorship

World Systems Theory:

- Not a theory so much as an approach to social analysis, social change
- Core: developed
- Periphery: underdeveloped
- Market: means by which core exploits periphery

Modern World System:

- no third world, one world connected by a complex network of economic exchange relationships
- set of mechanism which redistributes resources from the *periphery* to the *core*

Divisions in Child Sponsorship

- links people in transnational relationships, divides people in local relationships
- creates jealousy

Affect:

Allows us to see how society is inscribed on our nervous system and in our flesh before it appears in our consciousness.

Preverbal, social, corporeal

Week 4 - Tourism & Transnationalism

Relation between tourism and Diaspora & Transnationalism:

- exploring different culture
- constant flow of people
- moves money, economies depend on tourism
- members of a diaspora travel back to homeland
- asymmetries of power, some people cannot travel
- national identity/imagined community
- temporary diaspora?
 - expatriate diasporas

Tourism/Modernity:

- tourism is an industry
 - making money/spending money
- seeking authenticity by travelling

-myth of acultural modernity

"A tourist is a temporarily leisured person who voluntarily visits a place away from home for the purpose of experiencing a change... As a form of leisured activity, tourism provides alternative time for relaxation."

Tourism = leisure time + local sanctions + discretionary income

-desire to go somewhere exotic, tell people about it when you come back

Ethnic Tourism:

-travelling to learn about different cultures

Cultural Tourism:

-old style towns

-not quite as foreign as ethnic tourism

Historical Tourism:

-churches, castles, ruins

Environmental Tourism:

-seeing something away from cities, looking at geography

Ecotourism:

-making as little an impact on environment as possible

Recreational Tourism:

-cuba, beaches, golf, shopping, etc...

New/Interesting questions that tourists pose are very repetitive for hosts

2 Models for Tourism:

As Pilgrimage: religious, looking for home/roots

As Colonization: vacation life will meet expectations taken for granted at home

The Tourist:

-modernity, authenticity, leisure, commodification, cultural productions, front/back stage

-modern world is alienating, want to find authenticity elsewhere

-labor is not how people define themselves, do it through what they do in leisure time

-however you are defined by what you do, how much you make

-commodification: when a cultural experience is turned into something that can be sold

-cultural productions: olympics, something is made into a model of itself,

commercialization of experiences

-store: front stage

-warehouse: back stage

-elaborately constructed experiences to allow tourists to believe they are being allowed 'back stage', search for authenticity is satisfied

The Tourist Gaze:

- what the tourist is looking to see/what they want to see/what they're actually seeing
- mass consumption: Ford model company
 - Fordism: everybody would buy the same thing
 - Post-Fordism: everybody wants to be unique
 - tourists don't want to be tourists
- Postmodernism:
 - testing boundaries, reality TV, always have voyeuristic ways, seeking new experiences
 - refusal of people to be treated as undifferentiated mass
 - everyone wants to be unique
- Post-tourist:
 - people know they are tourists, know they are getting something fabricated but still participate for their own enjoyment

Cannibal Tours:

- mob mentality
- camera: protective boundary, bring pictures back home "Look where I went!", some things get taken a picture of, other things don't
- what are people looking for in the places they visit?

Does tourism offer the possibility of symmetrical intercultural exchange or does it just reinforce stereotypes?

Week 5 - Affect & Remittance

Remittances: A transfer of money by a foreign worker to his/her home country

- Affective scale (Scales of Analysis)
 - "I don't think, I feel."
- child sponsorship
- 150 million migrants sent \$300 billion in remittances (2006)
- approximately 10% of world affected by remittances
- 1.5 billion separate transactions/year
- far exceeds international aid

The Economist: Migration

- Russia/Europe/Asia separated
- interregional emigration
- no N. American emigration
- migration is expensive, middle class benefits most

Remittances are an investment

- emotive investment for those "left behind"
- child sponsorship
- acultural modernity
- longing/nostalgia

1. Nostalgia/Yearning
2. Cultural as opposed to economic capital

Remittances are a completely calculated effort...

Affect?

- Affect is similar to emotion or feeling but has much more to do with the body than either.
- Affect is raw, reactive sensation
- Affect takes place before consciousness or discourse
 - (hair stands on the back of your neck, rush of enthusiasm at political rally)
- Facial expressions, hand gestures, voice tone, other emotional signs (laughter or tears)
- Affect is pre-subjective without being pre-social
- Unlike emotion, affect is not always already semiotically mediated
- From the standpoint of affect, society is inscribed on our nervous system and in our flesh before it appears in our consciousness
- Cultivated from the start of your life to respond to things at a bodily level
- Yearn for better future, nostalgic about the past

For diaspora, the ability to feel is just as indicative of humanity as the ability to reason

Western Union:

- telegraphs, money transfers, charge significant fees
- middle class America
- "yes!" campaign
 - self-described as global
 - core to global economy
 - middle-lower class crisis, idea of hope
 - changed whole function/platform

Economic Capital (money) vs. Cultural Capital (social class)

- worker works in order to play

Remittances 1) begin with and 2) bolster the middle class:

- middle-class families benefit from remittances since they:
 - have the money to assist in migration
 - are able to send out higher-skilled workers to fetch higher wages
- recipient families spend remittances mostly on food and education, but a large portion also goes towards consumption and real estate

This means...

- 1) Poor get poorer
- 2) Rich stay rich
- 3) Middle class grows
 - education, health care, standard of living, social standing

Middle class:

-people who earn enough money to live comfortably

Economic Capital:

focuses on economic resources - cash, assets, property, shares, etc...

Cultural Capital:

internalized knowledge - appropriate manners, appropriate clothes, appropriate etc...

Middle class is also about a certain kind of social respectability that one performs and practices daily.

Week 6 - Race, Place, Italian Americans

Jersey Shore: Most successful TV show from MTV

- "Becoming White"

Successful because:

- big party
- makes you feel better about yourself
- feels real
- look up to them (super fun)
- down on them (unintelligent)
- Italian/Italian-American

Race/Place

1. Place understood as a location in space (New Jersey) and
2. As a rank of social categories "know your place"

Jersey Shore - Return to Italy

- no one wanted them there
- they didn't want to be there
- strong identity of American (can't return to homeland)
- tourist perspective
- Florence not Milan (club scene)

Italians to America

- migrant labour circuit
- nearly half returned to Italy

-ones who fought in world wars gained access to higher education (G.I. bill)

Not Quite White - Edward A. Ross

- contours of body can be associated with certain race
- creates racial hierarchy

Lynchings

- public events
 - helps with placing of people in social/racial category
- photographed events
- images circulated as postcards

"When would Italians get into church and start behaving like other American cultures?"

The Great American Melting Pot (Assimilation)

- any kid can become president
- if you don't join the pot you won't be having any fun
- minimizes difficulty of assimilation
- kids don't know anything, "Why are those kids different?"
- everyone sheds "ethnic clothes" and jumps into pot

Leonard Feeney

- catholic priest
- can only go to heaven if you are catholic
- preaches it publicly
- kicked out of church

Religious Imagery from:

- front stage to back stage
- streets to churches
- colour to white

NIAF argument:

- Jersey Shore is an example of some Italian Americans, but there are much better ones that you should be focusing on

Relationship between place and "place"

New Jersey - middle class

Week 7 - **Self-Esteem**

Self-esteem can be viewed differently in different contexts

- Affects and Affected by where you're placed in society

Commercials:

- didn't know you were lacking something until they told you
- displaying a product

Exportation of self-esteem a new solution to many problems.

O Magazine - "What is your true calling?"

Phil Donahue:

- daytime television host of late 80s
- taken over by Oprah

Phil Donahue:

- America has a problem
- internal racial divide
- the public's network
- problem is nation

vs. Oprah:

- more flexible, not directed at anyone
- internal tape, believing in yourself
- Oprah's network
- problem is self

Social Relationship/Political Obligation:

- to function in society, need to cultivate a sense of self
- created by other people (self-esteem)
- inner dialogue: between you/yourself, influenced by external factors
- bad self-esteem -bad representation of society
- more self-esteem -more active in society
- self-esteem becomes source of various problems
 - takes blame away from other factors
 - puts onus on self, takes away from structures

Self-esteem is a social vaccine against crime violence, substance abuse, teen pregnancy, child abuse, chronic welfare dependency, and educational failure.

-Political Obligation

Social Relationship

- you speaking with you

Subjectivity:

synonym: affective states, interiority

Ethics of subjectivity:

- what kinds of tools is Oprah providing to help people?
- Practices that Oprah is providing us with helps us envision the 'right' life

Moderation:

- an effort to cultivate one's self
- about controlling yourself
- must limit yourself to the norms of society
- effort to stylize oneself
- can't buy water
 - plastic
 - paying for bottle
 - have tap
 - creates a habit
- distinct practices/decisions

Government:

- management by the state
- administrative decisions
- ex. university government
 - says you can't buy bottled water

Governance:

- guiding family & children, management of household
- wider spectrum, incorporates self-esteem
- ex. show up to group with water bottle, get slack

Subjectivity:

- active cultivation of one's sense of self
- deciding to buy water bottles, sell them on campus to rebel -own beliefs

Subjection:

- forced submission to control by others
- buy water bottles, sell them on campus, eventually get ticket

***Meta-Point:** The moment when government becomes governance is the moment when subjection takes the form of subjectivity.

What G. W. Bush would say to younger self:

- defines himself by the roles he plays, his heart -christianity
- 10 years later -stuck to his principles
- was head of state (government) -stuck to his principles (governance)
- wasn't going to be subject to popularity (subjection) -stuck to his principles (subjectivity)

California Closets

Social relationship - how your room is organized will affect your relationships

Political Obligation - clean home/clean mind, reflection of sanctuary is a reflection of self, domestic organization links up with social function

Week 8 - Yoga

A cultural/spiritual practice with specific group becomes commodified

CNN Yoga Report:

- who has rights to Yoga?
- what does 'real' Yoga constitute?
- cultural sensitivity
- orientalism: East vs. West
- why call it yoga?
 - just exercising/stretching
 - purchasing it?
- respect to tradition of Yoga

Who owns Yoga?

- a commodity
 - something that can be bought/sold
 - separated from labor that produced it

Starbucks:

- selling distinct experience of consuming coffee
- fair-trade coffee, all bought from Guatemala
- personalized
- trendy
- vs. Tim Hortons
 - cheaper, poorer quality, no experience included

Lululemon:

- only certain social class
- trendy vs. traditional (modernity)

Chopra vs. Shukla

Shukla: Hindus must take back yoga, reclaim intellectual property of their spiritual heritage, stop selling out

Chopra: Yoga did not originate with Hinduism, should embrace the popularity that has grown with Yoga

Tara Stiles:

- former model
- yoga studios -10\$ /class
- representative for Nissan Leaf

*Commodity Fetishism

- Use value vs. exchange value
 - water vs. diamond

Use Value: Only has value when you use it (qualitative)

Exchange Value: 2 commodities can be exchanged because their use value is equivalent (quantitative)

Exchange is valued over use.

Labour drives commodity, exchange hides labour

Week 9 - **New Economy**

Benedict Anderson - horizontal camaraderie

- "We are the 99%"
- those making less than \$506,000/year
- what grounds can we invoke a we?
 - indexicality
 - labor, diaspora, transnationalism

Charles Pierce:

"I-You-We"

- moments in grammar opposed to him/her/they
 - "We're getting lunch, what are *you* gonna do?"
- creates social boundaries

"WE WANT YOU"

Fordism:

- invoking "we" was a lot easier
- who was a "we" (gender, class, race, ...)
- "a style of mass production"
 - Henry Ford
 - systematic efficiency when producing things
 - changed approach to mass production
 - a standard product
 - 1 product over and over
 - assembly line
 - doing 1 thing over and over
 - unskilled labor
 - higher wages
 - doubled minimum wage
 - more enthusiastic workers
 - retains talent
 - no turnover
 - workers become consumers
 - company loyalty

N. American landscape shrinks because of Ford cars

- everything is closer
- everyone buys a car

- gas stations, drive thru's, service centres all emerge

The "we" rising of middle class

Labor-civil society-state

The Fordist State: Labor Policy, Public Policy, Welfare State

Exporting Fordism: Experiment to export Ford shop to Brazil

- Fordlandia

Fredrick Taylor: "Taylorism"

- science of efficiency -management

- Assembly line

- scientific management: increase efficiency, decrease waste

- observing, counting, charting, goals

- expectations for workers

- the employer is to his employees as the shepherd is to his flock.

"Men work for only 2 reasons: 1 is for wages, and 1 is for fear of losing their jobs."

Social workers

- science interested in people who don't work

Moral economy emerges

- responsible citizen is stationed inside a factory

Soap: becomes brand new product

- 2nd only to bread and butter as household need

- self-cultivation, maintaining certain image

- cleaner people are less delinquent?

- standardization

- bigger middle-class, more people with running water

- working in close-quarters in factories, no one wants to work beside smelly person

- factories give you certain smell

- supposed to smell certain way at work, and smell differently at home

Every family had same setup in respective homes

- standardization

...Fordism

"Yes we can"

- Obama campaign, affect driven

Post-Fordism: A multiplicity of goods & services for diverse cultures and lifestyles

Model T vs. Prius

- extending "we" to nature

- exclusive environmental "we"

- prius separates you from faceless mass of people

-have sun on a leash, center of the universe

Mass production of services

- industrial jobs becoming fewer and fewer
- services are emerging

International correspondence schools

- developing skill set for service industry at home
- do not need a factory/school/institution to get a degree
- emergence from Fordism

New worker has become shepherd, skill set has become flock.

Transportation/Information Technology

- shrinks world

International free-trade agreements

De-nationalization of markets

- rise of labor allowed unions to negotiate health care with employers

Contract labor

- paid for discrete amounts of time
- no pension/vacation time/unions

Deindustrialization, rising income disparity

- distance between 1% and 99% has never been greater

Those making lots of money are those creating things (Facebook, Instagram, Twitter)

- creates entire derivative economy that services these
- make much less money

Fordism: Moving people into standardized middle-class

Post-Fordism: everyone is in individual boxes

- flexible labor, always "on the clock"

The Precariat

- Deindustrialization, destandardization
- the 'dangerous class'

"We are the 99%, we are one."

-what do we have in common when we are all seeking individuality