COURSE DESCRIPTION

We commonly hear to say that we live in a globalized world. The aim of this course is to critically comprehend the profound relationships between “culture” and “globalization” in our contemporary world, and to better understand that Cultural Globalization is not a static but an ongoing process with dimensions that are continually changing and effects that are difficult to predict. For this reason the course will provide a variety of theoretical perspectives, adopting a trans-disciplinary approach.

The use of several learning tools, such as readings, field experiences, lectures, and group works, will allow students to understand how different theoretical discourses deal with particular issues related to cultural globalization.

A variety of materials will be used to focus on specific case studies both from the US and Europe/Italy in a comparative way, and to activate a critical in-class students’ participation. Students will be encouraged to apply theoretical skills to reality, to apply a reflective thinking to their own experience as individuals living abroad in order to understand the meaning of cultural diversity and the presence of the “Otherness”, and to experience and observe Florence as a study subject as well.

Based on opportunities available in Florence, the course will try to fully integrate the students' abroad experience in their learning process. During the course, students will be encouraged to express their positions and ideas through writings, presentations and in-class discussions.

The course will cover the following themes:

- Theories of globalization
- Globalization and culture
- Glocalization: the Global in the Local, the Local in the Global. Florence as a case study
- Is the American Dream still possible in a globalized world?
- Popular culture, Popular music and globalization: A Euro-American analysis
- The globalization of tourism
- The globalization and glocalization of food
- Sports and Globalization
- Social media and globalization: connected, but alone?
- Consuming cultures and environmental issues

COURSE OBJECTIVES

- To introduce students to key debates in the globalization studies, from the American perspective and the European one as well
- To understand cultural globalization as a complex process
- To reflect upon ways in which personal, social and cultural identities are increasingly linked to globalization
- To encourage students to engage critically with questions around globalization between and across different cultures, through research and writing
- To take full advantage of students' experience in Florence and Europe using the city and the Continent as learning tools in order to live a deep cross cultural experience
- To give students conceptual tools to understand the socio cultural “Otherness”
LEARNING OUTCOMES

By the end of this course the students will be familiar with:

- The most important theoretical perspectives on globalization and on cultural globalization
- The pervasive and influencing role played by social media in the globalized world
- The relationship between globalization, culture and identities (collective and individual)
- A variety of fields of application of cultural globalization, such as the media, sports, food, tourism, popular music etc.

Students will be able:

- To critically apply concepts and theoretical perspectives on cultural globalization to real-life situations, to their everyday lives and to their future professions
- To understand the connections between cultural diversity, globalization and glocalization
- To develop specific cases studies in the field of study
- To develop a critical thinking upon the main changes of their own personal and national identities through their exposure to the Italian and European cultures
- To demonstrate knowledge of particular social practices and cultural systems as constructed by members of one or more societies (past or present).
- To demonstrate the skills necessary to engage people in different societies.
- To demonstrate openness to difference and critical reflection when encountering values and belief systems which are different from their own.

METHODOLOGY

The course includes readings and discussion of a selection of primary sources and other materials such as movies and documentaries. The learning process will happen in a variety of formats in this course, mainly through lectures, visits, guest lectures on specific topics, home assignments, videos, discussions, out-of-class and in-class activities. Class discussions and active participation are extremely vital, as they are essential to develop critical skills. For this reason, the readings assigned weekly are accompanied by an active discussion work on a case study or on a topic to be dealt with in class. This is the basis for the work that will be led in class. We will remain flexible enough to take advantage of other potential opportunities for learning as they develop over the course of the semester.

BIBLIOGRAPHY/MATERIALS

The following readings will be assigned during the course of the semester

- P. Lafranchi, Chapter 8: Italy and the World Cup: the impact of football in Italy and the example of Italia ’90, 141-155, in J. Sudgen, A. Tomlinson (edited by), Hosts and Champions. Soccer cultures, national identities and the USA World Cup. Aldershot: Arena, 1994.
Movies/Documentaries

- *Blau Jeans*, M. Kimball, 2009
- *Requiem for the American Dream*, 2016
- *TED Talk (2012) Sherry Turkle: Connected, but alone?*
- *The Social Network*, Fincher, 2010

Further readings and materials (such as videos and documentaries) may be used on the basis of students’ specific interests.

Readings will be delivered in class or will be e-mailed to students by the Professor. Readings will be assigned week by week and must be taken to class as they will be the starting point for class discussion on specific topics and case studies. Professor could give home assignments (tasks to perform, documentaries to watch) when needed to facilitate in-class discussion and to integrate topics dealt with in class.

REQUIREMENTS AND GRADING

Exams:
There are two scheduled exams for this course.

- Students will take a **Mid-Term Written Exam** with short answer questions based mainly on the general subject that will be dealt with in the first part of the course
- The written final exam will consist of a **Final Paper** (see description below)

Final Paper:

- For the final exam students will choose a specific case study through which they will deal with certain aspects of the course program using specific tools and strategies developed in class.
- Students will hand in a written essay of around 2000 words.
- This project represents the occasion to originally elaborate on the readings and discussion conducted in class. It has to be an exercise in creativity and originality at the same time maintaining an analytic and critical perspective on the material studied during the semester.
- Guidelines will be given in class.

Final Presentation:

- Students will conclude the course with a presentation of the topic chosen for the Final Paper.
- Students will have to use all the tools available (such as: PowerPoint, handouts, surveys, extra information or evidence etc.) to reach the point. The aim of this assignment is to demonstrate their communication skills in presenting their ideas and perspective to the rest of the class, activating a discussion and being able to respond to the instructor’s and other students’ feedback.
- Guidelines will be given in class.

Students-Led Discussion:

- During the class after the midterm, there will be a students-led discussion: students will present a specific topic dealt with in class till then, trying to argue in favor of it. A feedback from the class is required in order to start a discussion.
**Summary of how grades are weighted:**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance and Participation</td>
<td>20.00%</td>
</tr>
<tr>
<td>Mid-term Exam</td>
<td>25.00%</td>
</tr>
<tr>
<td>Students-Led Discussion</td>
<td>15.00%</td>
</tr>
<tr>
<td>Final Paper</td>
<td>25.00%</td>
</tr>
<tr>
<td>Final Paper Presentation</td>
<td>15.00%</td>
</tr>
<tr>
<td><strong>Overall grade</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

**Grades**
- 94-100 % A
- 90-93.9% A-
- 86-89.9% B+
- 83-85.9% B
- 80-82.9% B-
- 76-79.9% C+
- 72-75.9% C
- 70-71.9% C-
- 65-69.9% D+
- 60-64.9% D
- Below 60% F

**ATTENDANCE, ACADEMIC HONESTY, DECORUM AND OTHER POLICIES**

It is required to observe Gonzaga University's policy regarding absences and academic honesty. Students are expected to behave properly and to show self-respect and respect for others. Please be advised that laptops are allowed only to take notes during the lecture. Students may not use their computer to surf the Web or for any other personal purpose. Documented learning disabilities or other medically certified problems that need special accommodation for any of the student's expected academic performances will be treated with the due attention.
COURSE SCHEDULE (The order and content can be changed if necessary-useful)

WEEK 1: January 10
Course presentation; distribution of the course syllabus; introducing Globalization.

WEEK 2: January 17
Globalization and Culture. Americanization of culture?

WEEK 3: January 24
Glocalization: Global in the local/Local in the Global. Walking tour from Global Florence to Local Florence.

WEEK 4: January 31
Is the American Dream still attainable?
Documentary: Requiem for the American Dream, and class discussion.

WEEK 5: February 7

WEEK 6: February 14
Think Global...Click Local. Tourism, Florence and the world.
Visit: DotFlorence.com, web agency in Florence working in Tourism. Meeting with Marco De La Pierre, DotFlorence CEO.

WEEK 7: February 21
MID-TERM EXAM

SPRING BREAK – February 27 – March 3

WEEK 8: March 7
Guest Lecturer – Prof. Francesca Passeri Ph.D.: The globalization of Slow Food culture.

WEEK 9: March 14
STUDENTS-LED DISCUSSION

WEEK 10: March 21
Call it Soccer, Football or Calcio...it’s the Global Game: the FIFA World Cup and its effects on national identities. Case study: Italy and the Italian National Team.
Visit at Museo del Calcio di Coverciano, Firenze (Italian National museum of soccer).

WEEK 11: March 28
Globalization and social media: Are we really connected in our globalized world?
TED Talk, Sherry Turkle: Connected, but alone?, and discussion.

WEEK 12: April 4
Globalization, consumption and the environment. A comparison between American and European lifestyles and life politics.
Final paper due

WEEK 13: April 11
FINAL PRESENTATIONS