Global 202: Globalization and Technology
Bolton Hall, Room B40, 12:30-1:45pm Tuesdays and Thursdays

Professor Mark R. Brand
brandmr@uwm.edu
Office hours Tuesdays after class by appointment

Overview:
This class is part of the Core curricula of the Global Studies B.A. degree; it is open to undergraduate students of any rank, including first-year students, and is designed to offer challenge to newcomer and veteran scholar alike. It will focus on the implications of technology in the processes (both obvious and subtle) of globalization from the Cold War to the present. The class will focus first on questions of definition and scope: what can be deemed technology in an era characterized first by mass-media then so-called "atmospheric" media? We will examine moments of cultural contact facilitated by technology, including the “contact” between people and machines, and we will interrogate the evolving meaning of economics (work) and belonging (citizenship) in an increasingly-connected, global world. We will familiarize ourselves with what sorts of movements have emerged to challenge, subvert, reconfigure, or rebel against prevailing global-technological paradigms, and along the way we will explore the theories of scholars broadly concerned with who we technologically are, and where we are technologically going.

This will be a writing-intensive class, and you will be expected to complete a full-length research-based term paper. Research writing is my own scholarly expertise, and I will provide plenty of help and instruction for this. It is perfectly OK if you have never written a research paper before, I will teach you the basics. If you have taken research writing in the past, this will be an excellent opportunity to hone your skills, learn strategies specific to Global Studies, and improve your overall skill at producing original, college-level arguments and research.

Course Materials:


Other materials will be posted on D2L. We will screen a number of films and videos for this class, which you should treat like readings: watch carefully, take notes, and consider them fair game for writing and research.

Credit Hour Statement: This course will require, at minimum, approximately 150 hours of combined classroom and out-of-class coursework time to complete.
**Policies:** You are responsible for reading and understanding all student policies put forth by the University. For detailed information, click here: [www.uwm.edu/Dept/SecU/SyllabusLinks.pdf](http://www.uwm.edu/Dept/SecU/SyllabusLinks.pdf)

**Course-specific policies:**
- Attendance will be taken and is mandatory for this class. Any student who misses more than four scheduled class meetings will be given a failing grade. Repeated lateness to class or leaving early will be converted (3:1) to absences if necessary.
- I am a writing professor, and as such I am particularly good at catching plagiarism. Academic dishonesty of any kind will be dealt with severely, and if you force me to do the paperwork, I will impose the harshest possible sanctions. Do not plagiarize.
- Phone, food, smoke, or bathroom breaks are all fine, just please leave the room quietly if you need any of these. Feel free to ask questions or comment at any time, but do not carry on side conversations while I’m lecturing.
- Laptops and tablets are welcome in class for note-taking. Game playing, social media surfing, or myriad off-topic farting around on computers during class will be subject to ridicule (and forfeit of participation credit). You may take photos of the whiteboards or record my lectures if you like.

**Assignments and Grades:**
Specific assignment prompts will be listed on D2L and include:
- 100 points: Final draft of full-length (2,500 word) research paper
  10 points each: paper proposal, annotated bibliography, outline, and rough draft
  10 points each: six (6) 300-500 word written responses to weekly readings for the class
  (I may add quizzes to the weekly assignments if I deem it necessary)

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**Extra Credit:**
There is one form of extra credit in this class: exemplary participators, and those with perfect or near-perfect attendance will be awarded up to 20 additional coursework points at my sole and subjective discretion (<10% of total) for an individualized grading curve. This is intended to encourage strong academic habits for everyone.
Course Calendar
(subject to change, most recent version will always be on D2L)

Week 1: Introduction to the course
January 24 – Greeting and course overview
January 26 – Definitions and Scope
Read: A. Aneesh “Programming Globalization” in Virtual Migration

Week 2: Mass Media
January 31 – Rock and Roll Thaws the Cold War
Read: Marshall McLuhan “The Medium is the Message” on D2L
Screening: “When China Woke Up to Wham!” and “Rolling Stones in Cuba: Rock Legends Attend Historic Concert”
February 2 – This Machine Kills Fascists
Read: “World Watches American TV, Not Always Legally”
Read: “Duck Dynasty vs. Modern Family: 50 Maps of the U.S. Cultural Divide”
Screening: Chuck Norris vs Communism

Week 3: Atmospheric Media
February 7 – Massification, Spectacle, and Machinic Perception
Read: Siegfried Kracauer “The Mass Ornament”
February 9 – How we Learned to Stop Worrying and Love the Machine
Read: Nicholas Negroponte: “Where People and Bits Meet”

Week 4: Utopianism and Technocracy
February 14 – Machines of Loving Grace
Read: Mark B. N. Hansen “Ubiquitous Sensation: Toward an Atmospheric, Collective, and Microtemporal Model of Media”
Watch: All Watched Over by Machines of Loving Grace (Part 1)
Screening: Her (2013)
February 16 – Triumph of the Nerds
Read: James Hodge “Gifts of Ubiquity”
Watch: Triumph of the Nerds (Part 2)

Week 5: Neoliberalism and the Techno-Management of Risk
February 21 – Too Big to Fail
Read: Mark Blyth “America, Too Big to Fail?”
February 23 – Creditocracy
Read: Andrew Ross “Restoration of the Rentier and the Turn to Lifelong Extraction”
**Week 6: Austerity Media**

February 28 – Austerity Media
Read: Patrice Petro “Austerity Media”
March 2 – Austerity Parenting
Read: Mark Brand “Bring Your Daughter to the End of the World: The Last of Us and the Austerity Parent”

**Week 7: Research Writing (Part I)**

March 7 – Basics of a Research Paper
March 9 – Conducting Effective Library Research
Read: Materials and links on D2L

**Week 8: Borderless Work / Borderless People**

March 14 – Read: A. Aneesh “Body Shopping” and “Virtual Migration” in Virtual Migration
March 16 – Read: A. Aneesh “Code as Money” in Virtual Migration

**Week 9: SPRING BREAK (No Class)**

March 21-23
Read: Your own articles for your research.
Due: Work on your research and annotated bibliographies. If you haven’t already, I recommend making appointments with research librarians and the writing center to ensure you aren’t closed out of appointment times.

**Week 10: Cozy Machines**

March 28 – Somebody Hears You
Read: Sherry Turkle “Nearest Neighbors,” and “Alive Enough” in Alone Together
March 30 – Our Machines Will Design You a Perfect Love
Read: Sherry Turkle “Love’s Labor Lost” in Alone Together

**Week 11: Research Writing (Part II)**

April 4 – Organization and Argumentative Writing
April 6 – Substantiation and Effective Conclusions
Read: Materials and links on D2L

**Week 12: Subversion and Rebellion**

April 11 – Technodystopia
Read: Sherry Turkle “Anxiety” in Alone Together
Read: Amanda Petrusich “Headphones Everywhere”
April 13 – Hackers, Bitcoins, Wikileaks
Watch: We Steal Secrets: The Story of WikiLeaks
Week 13: Current Discourse: Questions of Diversity
April 18 – Diversity and Inequality
Read: Walter Benn Michaels “The Trouble With Diversity”
Watch: Walter Benn Michaels “Celebrating Difference, The Trouble With Diversity”
April 20 – No Class. Instead attend a panel of your choice at the CIE’s interdisciplinary conference April 20-21 at the Hefter Center.

Week 14: Long Ago, Far Away; Wars of Identity, Ideology, and Nostalgia
April 25 – Rogue One
Read: Hassler-Forest “Politicizing Star Wars: Anti-Fascism vs. Nostalgia in Rogue One.”
Screening: Rogue One (2016)
April 27 – Weaponized Nostalgia
Read Margaret Morganroth Gullette “Trapped in the New Time Machines” and “True Secrets of being Aged by Culture”
Read Sherry Turkle “The Nostalgia of the Young” from Alone Together

Week 15: Futurism and the Ends of Technology
May 2 – Disnification, McDonaldization, and Googlization
Read: Siva Vaidhyanathan “The Googlization of Us: Universal Surveillance and Infrastructural Imperialism”
Read: Derek Thompson “A World Without Work”
May 4 – Zombies, Death Robots, Ecological Collapse; the Apocalypse of the Everyday
Read: Peter Paik “Apocalypse by Subtraction: Late Capitalism and the Trauma of Scarcity.”
Read: Achille Mbembe “The Age of Humanism is Ending”

Week 16: Research Writing (Part III)
May 9 – Revision and Writing Workshop
May 11 – Revision and Writing Workshop

Research Papers are due on D2L by 11:59pm on May 15th