

# Culture and Globalization

*Flows II*

*Production, Knowledge, Labor*

October 24, 2012



# Yellow Peril



What does this term describe?

How does the concept connect to the Ross chapter from *Fast Boat to China*?

# China in the U.S. Presidential Debate

Obama: "So my attitude coming into office was that we are going to insist that China plays by the same rules as everybody else. I know Americans had seen jobs being shipped overseas; businesses and workers not getting a level playing field when it came to trade. And that's the reason why I set up a trade task force to go after cheaters when it came to international trade. That's the reason why we have brought more cases against China for violating trade rules than the other -- the previous administration had done in two terms."

Romney: "We have to say to our friend in China, look, you guys are playing aggressively. We understand it. But this can't keep on going. You can't keep on holding down the value of your currency, stealing our intellectual property, counterfeiting our products, selling them around the world, even to the United States."

# Beneath the Peril

What does Ross argue the "fear of a Chinese threat" actually hides or obscures?

Can we see something similar in the article about Chinese "gold farmers"?

# Supply Chains and Value Chains

Supply chain: how goods move from production to consumers

Value chain: where value gets "added" along the way

research & development > design  
production > marketing > distribution  
> customer service

# Culture and Labor?

Ross depicts massive walk-outs in Chinese workplaces.

What is the common cultural explanation?

How does Ross explain it?

# Service Economy: Apple Store

# Service Economy: Apple Store



*Urban Spectacle*





# Production & Service

What do Foxconn factory workers and Apple store workers have in common?

# Marxist Analysis?

What concepts from Marxist political economy do we see in these articles?

# Marxist Analysis?

- surplus value
- means of production
- social reproduction
- reserve army of labor
- mass consumption
- strategies for increasing extraction of surplus value



# Service Work

What do the Apple store employees have in common with the workers we learned about in the articles on tourism in Thailand and the Dominican Republic & Cuba?

# Work and Play

Should we enjoy the work we do? Is this a right?

What happens when our enjoyment is also bought and sold?