Institute for Global Understanding

September 20-22, 2012

Faculty Fellows Symposium

Global Culture: Concepts and Paradigms Revisited

Program of Events
Thursday, September 20, 2012

Wilson Auditorium, Wilson Hall

2:30 - 2:45
Greetings from the Provost Dr. Thomas S. Pearson

2:45 - 3:00
Introduction by Dr. Nancy Mezey (IGU Director) and Dr. Saliba Sarsar (Associate Vice President for Global Initiatives)

3:00 - 3:30
Symposium Opening Remarks by Dr. Marina Vujnovic and Dr. Vincenzo Mele, IGU Faculty Fellows

3:30 - 4:30
SESSION I: GLOBALIZATION, CULTURE, AND CULTURAL IDENTITY

Dr. Ino Rossi (St. John's University), Globalization and Everyday Life: Toward a Typology of Psycho-cultural Identities

Dr. Vincenzo Mele (University of Pisa, Monmouth University), Distinction and Social Class in America and Europe: A Re-reading of Pierre Bourdieu’s Theory

4:30 - 5:00 - Discussion

5:00 - 5:15 - COFFEE BREAK
Wilson Auditorium, Wilson Hall

5:15 - 6:15
SESSION II: CULTURE, STATE, AND GLOBALIZATION

Dr. Gwendolyn Yvonne Alexis (Monmouth University), The Commodification of Culture and the Parens Patriae Role of the State

Dr. Andrea Borghini (University of Pisa), The Role of the Nation-State in the Global Crisis

6:15 - 6:45 - Discussion

7:00 - DINNER for Invited Guests (Club Dining Room)
Friday, September 21, 2012

Wilson Auditorium, Wilson Hall

8:30 - 10:00
SESSION III: GLOBAL CULTURE AND RESISTANCE

Dr. Ricardo A. Dello Buono (Manhattan College), Shifting Contours in Latin American Cultures of Resistance

Dr. Edward Gonzalez-Tennant (Monmouth University), Reversing the Gaze: Global Capitalism, Intersectional Violence, and Social Inequality in Modern America

10:00 - 10:45 - Discussion

10:45 - 11:30 - COFFEE BREAK

11:30 - 12:30
KEYNOTE ADDRESS

Dr. Nancy Naples (University of Connecticut), Transnationalism and Feminist Praxis

12:30 - 1:00 - Discussion

1:00 - LUNCH for Invited Guests (Club Dining Room)
Dr. Naples conducts research and teaches in the areas of women’s activism and globalization; gender, politics, and the state; sociology of the body and embodiment; qualitative methodology; and feminist theory. By using a variety of research methods including ethnography, discourse analysis, archival research, and comparative research, she interrogates the relationship between the state, market, other social institutions and citizenship to determine how social actors are affected by, and resist extra-local economic and political structures and policies. She has explored the historical construction and implementation of welfare, immigration, rural economic development, and community control policies. She has also examined how members of low income and working class urban and rural communities respond to, reshape, and resist externally imposed policies and state-sponsored programs. Her research has looked at programs designed to enhance access to justice for crime victims with disabilities and survivors of childhood sexual assault. She is currently working on a book that investigates the link between global economic change, social policy, and community-based social restructuring in the rural US. Dr. Naples has served as President of Sociologists for Women in Society (2004) and the Society for the Study of Social Problems (2007-2008). She is currently the President-Elect of the Eastern Sociological Society. She is the 2011 recipient of the Excellence in Research Award for Social Sciences, College of Liberal Arts and Sciences, University of Connecticut and the Sociologists for Women in Society’s 2011 Distinguished Feminist Lecturer.
Wilson Auditorium, Wilson Hall

2:30 - 3:30
SESSION IV: GLOBAL CULTURE, HUMAN RIGHTS, AND SOCIAL RESPONSIBILITY

Dr. Rekha Datta (Monmouth University) and Dr. Qian Cheng (Nanjing University, China), Stepping Forward: The Millennium Development Goals and Gender Equality and Empowerment in China and India

Dr. Mihaela Moscaliuс (Monmouth University), Trafficking Gypsiness in the 21st Century

Dr. Susan Forquer Gupta, (Monmouth University), Corporate Social Responsibility and the Evolving Role of the Private Sector in Sustainable Market Development: Crossing the Cultural Divide

3:30 - 4:00 - Discussion

4:00 - 4:15 - COFFEE BREAK

4:15 - 5:45
SESSION V: GLOBAL CULTURE, SOCIAL MOVEMENTS, AND SOCIAL MEDIA

Dr. Jack Bratich (Rutgers University), From Flashmobs to Flashpublics: Network Sovereigns, Social Media, and Transnational Affective Publics

5:45 - 6:15 - Discussion

6:30 - DINNER BANQUET for Invited Guests (Club Dining Room)
9:00 - 10:00 - BREAKFAST for Invited Guests (Club Dining Room)

10:00 - 12:00 - ROUNDTABLE “Reflection on Theory and Action”
All participants

12:15 - 1:30 - LUNCH for Invited Guests (Club Dining Room)
Closing Remarks by Dr. Vincenzo Mele, Dr. Marina Vujnovic, Dr. Nancy Mezey, and Dr. Saliba Sarsar
The Institute for Global Understanding

Is pleased to present the first
Faculty Fellows Symposium

**Global Culture:**

**Concepts and Paradigms Revisited**

September 20 – 22, 2012
Wilson Auditorium, Wilson Hall

**Keynote Speaker:**

**Dr. Nancy Naples, University of Connecticut**

Transnationalism and Feminist Praxis

Friday, September 21, 2012
11:30 AM – 12:30 PM
Wilson Auditorium
Wilson Hall

**This Event is FREE and Open to the Public**

**CLASSES WELCOME**

Contact Information:
Dr. Marina Vujnovic, Faculty Fellow, mvujnovi@monmouth.edu
Dr. Vincenzo Mele, Faculty Fellow, vmele@monmouth.edu
Dr. Nancy Mezey, Director, Institute for Global Understanding
Phone: (732) 923-4666; Email: IGU@monmouth.edu
Globalization and Everyday Life: Toward a Typology of Psycho-cultural Identities

Globalization is an “over globalizing” phenomenon for some and “under globalizing” for others. Globalization generates new forms of culture and cultural identities, but it also destroys cultures and produces cultural hybrids. All of the above statements are true but under different conditions. Much of the literature suffers from the lack of theoretical clarity as the discussion often switches from the cultural to the structural levels of analysis and from a reified global to the local levels of analysis. Moreover, the psychological impact of globalization has received little attention so that it is not surprising that we lack basic conceptual tools for relating the cultural, structural, and social-psychological aspects of globalization. This paper attempts to make a contribution with a typology of psycho-social adaptation based on the interface between intensity and facets of globalization.

Ino Rossi, (Ph.D., The New School) - Professor Emeritus of Anthropology and Sociology, an expert in French structuralism, has developed and published two volumes on a post-structural dialectic approach to sociology. He has applied this approach to the study of long-term reconstruction and development after earthquakes and to the issues of socio-cultural and economic development in a global context. His latest research involves the application of a dialectical framework to understand globalization processes and global movements.
Pierre Bourdieu, one of the most renowned and quoted contemporary sociologists in the world, is surprisingly neglected in the social stratification studies in the United States. The cause lays probably in some basic differences between the European and the American social structure, with special regard to culture and consumption.

The goal of my paper is to review some of the most important sociological concepts of Pierre Bourdieu and show their importance for a multidimensional analysis of social stratification (that is, not merely centered on a traditional Marx-Weberian idea of the capital/power based idea of stratification) and to show some differences between the French/European “symbolic space” and the American one, with special reference to the role of sport in the accumulation of “symbolic capital.” Sport in America is often associated with academic ranking: “you cannot go anywhere without a good Athletic record” (Stan Smith to his son Steve, in American Dad).

Vincenzo Mele, Ph.D., is Researcher Professor at the University of Pisa and Faculty Fellow at the Institute for Global Understanding, Monmouth University. His areas of specialization include classic and modern social theory, cultural studies, urban studies, and sport studies. He is interested in examining how contemporary global capitalist culture affects individual identity and lifestyle in local settings. He is currently writing a book on the relationship between aesthetics and sociology and a book on the HBO series “The Sopranos.”
SESSION II: CULTURE, STATE, AND GLOBALIZATION

Gwendolyn Yvonne Alexis, (Monmouth University)

The Commodification of Culture and the Parens Patriae Role of the State

Among the many sins of global capitalism, the Seattle protestors in Fall 1999 noted the destruction of other cultures – the “McDonaldization of the world.” It is useful to analyze the issue of cultural homogenization from the sociological perspective of State, Market, and Civil Society. Viewing this phenomenon from the standpoint of the Market, it is clear that business has much to gain from a homogenization of cultures, which facilitates taking advantage of economies of scale—savings that inure to a firm that can market a standardized product around the world. This enables the firm to utilize various pricing strategies to drive out local competition (e.g., low-cost pricing at the outset until all competition has disappeared). Jamaica is an example of this strategy at work; this poor country was forced to open up to free trade as a precondition to obtaining a loan from the IMF (International Monetary Fund). As a consequence, subsidized agricultural goods from the West were “dumped” into the Jamaican economy with the result that Jamaica’s indigenous dairy and farming industries were unable to compete price-wise and went under, leaving Jamaica dependent upon Western imports.

Gwendolyn Yvonne Alexis, Ph.D., J.D., is the Lead Instructor for Business Ethics at the Leon Hess Business School, Monmouth University. A graduate of Harvard Law School, Dr. Alexis is a member of the New Jersey, New York, and Florida Bars. Her Ph.D. in Sociology was earned from the New School for Social Research; and she has a Master Degree in Ethics from the Yale University Divinity School. Her undergraduate degree in Business was earned from the University of Southern California where she was inducted into Beta Gamma Sigma, the international honorary society in Business.
Abstracts and Information on the Participants

Andrea Borghini (University of Pisa)

The Role of the Nation-State in the Global Crisis

In this paper, I will focus on the roles of the Nation-State in the organization of political global power (e.g., global governance) starting from a short analysis of the main elements of the present global crisis. Particularly, I will investigate if the current situation, defined by some authors as de-globalization, implies a return to an increasing power for the state or if the nation-state is an institution that we are giving up because it is unable to face the new challenges of our global age (e.g., environmental, social, economic problems). I will answer this fundamental question on which future political organizations depend, by studying the relationship between state and global culture, state and social identities of individuals, state and cosmopolitanism, and state and social security.

SESSION III: GLOBAL CULTURE AND RESISTANCE

Ricardo A. Dello Buono (Manhattan College)

*Shifting Contours in Latin American Cultures of Resistance*

This paper attempts to theorize about the changing cultural nature of resistance to transnational capitalist class domination within Latin America. It posits a triple-phased shift within the Latin American regional culture taking place over recent decades, beginning with one-dimensional thought (pensamiento unico) that shifted towards a movement building/regional integrative weltanschauung that subsequently opens the door to an emancipatory, anti-capitalist, or post-capitalist cultural paradigm. It culminates with rendering transparent the twin constituent power relations of neoliberal domination and the evolving architecture of imperial rule, thus weakening the ideological legitimacy of neoliberal rule. Social movements are the main actors that help galvanize the popular struggle towards regaining sovereignty and self-determination. A regional, integrative weltanschauung promotes the consolidation of resistances at various levels, further helping to reconstitute social bonds that were effectively suppressed by neoliberal fragmentation, tending towards a construction of regional civil societies and/or global civil society.

Ricardo A. Dello Buono, Ph.D., is Professor of Sociology and Department Chair at Manhattan College in New York City. He specializes in the sociology of development with an area focus on Latin America and the Caribbean. He is an associate editor for the journal *Critical Sociology* and editor of the Brill Book Series *Critical Global Studies*. Dello Buono is the elected President of the Society for the Study of Social Problems (SSSP) for 2012-2013.
Abstracts and Information on the Participants

Edward Gonzalez-Tennant (Monmouth University)

Reversing the Gaze: Global Capitalism, Intersectional Violence, and Social Inequality in Modern America

American society continues to disenfranchise individuals and groups on the basis of race, gender, class, religion, sexuality, and the intersections of these various identities. While pundits bicker about who is less racist or more tolerant, one has only to open a newspaper and find daily examples of race-based violence, religious hate, and legislative attacks on the poor. Furthermore, the representation of such crises as temporary formations is only true for social elites in the developed world, but we do not have to look to the under-developed world to analyze the negative effects of global capitalism. This paper joins recent postcolonial scholarship in (re)centering the scholarly/analytical gaze on global inequality within the centers of global power. The concept of intersectional violence is outlined with a discussion of the complex ways intersubjective, structural, and symbolic violence interact across time and space in US society. Intersubjective violence refers to the face-to-face violence between identifiable agents. Structural violence refers to deeply entrenched forms of discrimination prohibiting minority groups from full participation in society. Symbolic violence draws on representations leading both elite and marginalized groups to misrecognize social inequality as a natural outcome of history. Data for this analysis is drawn from the author’s ongoing research on racially charged collective violence (e.g., race riots, lynchings) in Rosewood, Florida as well as preliminary work in Asbury Park, New Jersey.

Edward González-Tennant (Ph.D., University of Florida, 2011) is an Assistant Professor of Anthropology at Monmouth University. His research centers on heritage, community, and engaged pedagogy as they relate to positive social transformation.
SESSION IV: GLOBAL CULTURE, HUMAN RIGHTS AND SOCIAL RESPONSIBILITY

Rekha Datta (Monmouth University)
Qian Cheng (Nanjing University, China)

Stepping Forward: The Millennium Development Goals and Gender Equality and Empowerment in China and India

The effect of globalization on culture is a multifaceted issue. If one looks at gender empowerment, it seems to be a widely shared value in a rapidly changing world. Yet, such empowerment has to occur within the limitations and specifics of tradition and culture in every society. When the United Nations adopted the Millennium Development Goals (MDGs) in 2000, it introduced a new paradigm to assess gender empowerment. Goals 3 and 5 are targeted primarily for women, with Goal #3 Improve Gender Equality and Empower Women, and Goal #5 Improve Maternal Health. This paper will examine how these goals are being met in two of the world’s largest countries, India and China. Rapid changes in both countries have made them rising economic powers in the world. How they have addressed Goals 3 and 5 of MDGs will be an interesting question to examine in this context of change in both societies. More broadly, it will also address the issue in terms of whether a transnational organization like the United Nations is able to transgress cultural barriers and help promote gender empowerment through a universal mandate.

Rekha Datta, Ph.D., joined the Department of Political Science at Monmouth University in 1994. In 2001, she helped create the Global Understanding Project at Monmouth University, which then became the Institute for Global Understanding. Dr. Datta served as the founding Director of IGU from 2008 - 2011. Dr. Datta’s work focuses on human rights, women and development, and peace and security issues in India and Pakistan. Dr. Datta has received the 2004 Humanitarian of the Year Award from the National Council for Community & Justice, Monmouth University’s 2003 Distinguished Teacher Award, and IGU’s 2012 Global Visionary Award.

Qian Cheng, Ph.D., Professor in the School of Humanities and Social Sciences at Nanjing University of Science and Technology, Nanjing, China. Dr. Cheng was Visiting International Scholar at Monmouth University in 2009-10. Her teaching and research interests include public administration, education, and women’s empowerment.
Corporate Social Responsibility and the Evolving Role of the Private Sector in Sustainable Market Development: Crossing the Cultural Divide

Corporate Social Responsibility is now a defining attribute of the Private Sector in communications between corporations and their varied stakeholders. Recent focus is shifting toward sustainability (environmental, economic, and social) and strong partnerships are developing between the private sector, governments, and non-governmental organizations (NGOs). Difficulties are encountered when trying to address needs across cultural boundaries as pre-fabricated solutions many times do not fit the cultural context of the individual recipients. Current research, understanding, and case examples will be presented to highlight current thinking and practices for CSR, NGOs, and development of sustainable markets.

Susan Forquer Gupta, Ph.D., is an Assistant Professor of Marketing at Monmouth University. Dr. Gupta's primary research is focused on cross-cultural differences in managerial decision making, culture measures, as well as cultural differences in brand meaning and branding in global markets. She has published in Cross Cultural Management: An International Journal (CCM), International Marketing Review (IMR), Journal of Business and Industrial Marketing (JBIM), Journal of Personal Selling and Sales Management, and Journal of Business & Economic Studies (JBES), and presented conference papers at the Academy of International Business Annual Meeting (AIB), Academy of Marketing Science (AMS), American Marketing Association (AMA), Cross Cultural Research Conference, Advertising and Consumer Psychology Conference (ACP), European Marketing Conference (EMAC), and the National Conference in Sales Management.
Abstracts and Information on the Participants

Mihaela Moscaliuc (Monmouth University)

Trafficking Gypsiness in the 21st Century

Over the last two decades, grassroots prejudice against Roma (also known as Gypsies) has escalated in Europe, taking the form of public hostility, discrimination in the labor market, mass media, politics, and education, or, worse, of organized attacks on Roma individuals and communities. The expulsion of a few thousand Roma from France and Italy over the last couple of years has brought world-wide attention to the particulars of their plight, challenging legal and historical articulations of ethnic, racial, national, and civic identity. At the same time, romanticized constructions of Roma/gypsies continue to proliferate in the realms of literature, journalism, pop culture, film, and music, trafficking notions of “gypsiness” that fuel personal and collective fantasies while mis-storifying Roma’s presence in the actual world. Furthermore, in the West, the Gypsy is undergoing a new phase of commodification. This paper will provide an interdisciplinary discussion of the Roma/Gypsies and the ways in which the particularities of their culture and history problematize our thinking about human and geo-political borders, trans-national and ethnic identities, global culture, and human rights.

SESSION V: GLOBAL CULTURE, SOCIAL MOVEMENTS, AND SOCIAL MEDIA

Jack Bratich (Rutgers University)

From Flashmobs to Flashpublics: Network Sovereigns, Social Media, and Transnational Affective Publics

This presentation examines recent entanglements of social media and political dissent to explore mutations in global network sovereignty. Using a number of recent examples (including the US State Department organized Alliance of Youth Movements, the uprisings in Iran and Egypt, KONY 2012, Occupy Wall Street, and US police networks), it argues that we are witnessing a convergence of sovereign and network powers. Network alliances have become key actors in constructing a public (now as “State-friended” movements) and dissuading dissent movements (“State-enemied” ones). More specifically, counter-radicalization can take place via what I call flashpublics (quickly mobilized networked alliances that distract and prevent other emergent networks). Flashpublics are socially mediated updates of the century-old practice of forming publics via mediation, now relying on subjects to act as affective transfer points.

Jack Z. Bratich, Ph.D., is Associate Professor and department chair of Journalism and Media Studies at Rutgers University. He is author of Conspiracy Panics: Political Rationality and Popular Culture (2008) and coeditor, along with Jeremy Packer and Cameron McCarthy, of Foucault, Cultural Studies, and Governmentality (2003). His work applies autonomist social theory to such topics as audience studies, social media, and the cultural politics of secrecy. He is a zine librarian at ABC No Rio in New York City.
SPECIAL THANKS TO:

The Office of the President
The Office of the Provost
The Office of Global Initiatives
The Staff of the Institute for Global Understanding
Enrollment Publications
Central Scheduling
Facilities Management
Media Operations
Help Desk
The MU Copy Center
ARAMARK

Campus Media: Hawk TV, The Outlook, WMCX, The Verge

Guest speakers and their affiliated organizations as listed in this program

Students, faculty, administrators, and staff of Monmouth University for their active participation