

**University of New Brunswick – Fredericton**  
**DEPARTMENT OF POLITICAL SCIENCE**

**Political Science 3712 – Winter 2014**  
**Globalization and Everyday Life**  
**Dr. Carolyn Bassett**

<b>Class Time:</b>	T Th 11:30-12:50	<b>Class Location:</b>	SH 351
<b>Office:</b>	214 Tilley Hall	<b>Telephone:</b>	458-7192
<b>E-mail:</b>	cbassett@unb.ca	<b>Office Hours:</b>	T Th 1:15-2:15 (or by appointment)

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**Calendar description:** The course examines the globalization of production, work and consumption as localized changes that affect people on a daily basis. The course explores their transnational links by utilizing one case study a year (such as clothing, toys, food products or footwear) and emphasizing North-South relationships. 2014 case study: the Apple iPad.

**Course readings:** Course readings are available on D2L.

**Course requirements and grading scheme:**

Assignment 1 (due January 30):	15%
Take-home test (due March 11):	25%
Reading reflections posted on D2L (minimum 8 due throughout term)	20%
Take-home examination (due April 26):	25%
Attendance and participation:	15%

**Attendance and participation:** The course follows a lecture and discussion format, and you will be expected to participate regularly in class discussion. Attendance will be taken every class and it is your responsibility to ensure that your presence has been noted. You will be expected to have done the assigned readings before each class.

**About the assignments:**

**Assignment 1:** Assignment 1 will be to explain the iPad commodity chain. Your assignment must incorporate a written component (approximately 800-1000 words) and may also incorporate visual and / or hypertextual elements and / or your own video or podcast. The information should be drawn primarily from course sources but you may also use credible online information. All materials used must be fully referenced.

**Reading reflections:** Each week (for a minimum of 8 during the term) you will be required to post a brief (approximately 100-200 words) reflection on one or more of the assigned readings, as they related to the topic or the theme for that week's class. You will be credited for submitting only one per week, so if there are two distinct lecture topics, pick one (note: the supplementary magazine articles I post on D2L that are not included in the course outline cannot be used for the reading reflections). The posts will be submitted in the D2L discussion area and will be due on

the Tuesday before class at noon. You are encouraged to read the posts of others – they may form the basis for class discussion that week. Your grade will be based on your consistency, thoughtfulness, and demonstrated competence in having completed and understood the readings. The grade will be based on your entries overall, and will be calculated at the end of term; you may request a mid-term assessment once you have completed 4.

**Take-home test and take-home exam:** The test and the exam will be comprised of questions based on course material; you will be required to answer two questions. Your two answers will draw on course readings and other course material, with appropriate referencing (using APA format and in-text citations), and be written in sentences and paragraphs with appropriate essay structure (an introduction that states the argument, a body that is well organized to support and defend the argument, and a conclusion that restates the argument). Assignments will be submitted by the due dates on D2L. The take-home test will be due March 11 and the final take-home exam will be due April 26. Further details will be provided on the assignment sheet.

**Late policy:** Assignments will be accepted up to 2 weeks after the due date, except for the final essay (which cannot be accepted after April 9) and a late penalty of 2% per day will be applied. All grades and comments on assignments will be posted on D2L.

### **Schedule of topics and readings:**

#### **January 7 – Introduction to the course**

No readings.

#### **January 9 – The Apple iPad: an introduction to globalization and everyday life**

Walter Isaacson (2011), *Steve Jobs* (New York: Simon Shuster), 490-510.

#### **January 14 – Apple Inc and the iPad commodity chain**

Kenneth L Kraemer, Greg Linden and Jason Dedrick (2011), Capturing Value in Global Networks, Apple's iPad and iPhone. Unpublished manuscript.

#### **January 16 – Apple Inc and the iPad commodity chain (cont)**

William Lazonick, Mariana Mazzucato, Oner Tulum (2013), Apple's Changing Business Model: What should the World's Richest Company Do with All Those Profits? *Accounting Forum* 37, 249-267.

#### **January 21 – The global system: production, trade and investment**

Philip McMichael (2008), *Development and Social Change*, 4<sup>th</sup> edition, LA: Pine Forge, 1-22 and 149-190.

#### **January 23 – The integration of production, trade and investment: the US, Asia and China**

Martin Hart-Landsberg (2010), The US Economy and China, *Monthly Review*, 61.9, 14-31; Ho-fung Hung (2009), America's Head Servant? *New Left Review* 60, 5-25.

#### **January 28 – Is that blood in your iPad?**

Jeffery W Mantz (2008), Improvisational Economies: Coltan Production in the Eastern Congo, *Social Anthropology* 16.1, 34-50.

#### **January 30 – Electronic components – semi-conductors**

Peter Dicken (2007), *Global Shift*, 5<sup>th</sup> edition, New York: Guildford Press, 317-346.

**Assignment 1 due.**

#### **February 4 – iPad assembly – Apple and Foxconn in China**

Jenny Chan, Ngai Pun and David Selden (2013), The Politics of Global Production: Apple, Foxconn and China's New Working Class, *New Technology, Work and Employment* 28.2, 100-115; Feng Xu (2008), The Emergence of Temporary Staffing Agencies in China, *Comparative Labor Law and Policy Journal* 30.2, 431-461.

#### **February 6 – Prospects for Chinese workers**

Ngai Pun and Jenny Chan (2013), The Spatial Politics of Labor in China: Life, Labor and a New Generation of Migrant Workers, *South Atlantic Quarterly* 112.1, 179-190; Jenny Chan (2013), A Suicide Survivor: The Life of a Chinese Worker, *New Technology, Work and Employment* 28.2, 84-99.

#### **February 11 – Working for Apple – hardware and software development workers**

Adam Lashinsky (2012), The Secrets Apple Keeps, *Fortune*, February 6; Birgitta Bervall-Kareborn and Debra Howcroft (2013), The Apple Business Model: Crowdsourcing Mobile Applications, *Accounting Forum* 37, 280-290; + NYT article.

#### **February 13 – Knowledge workers in the US**

Martin Carnoy, Manuel Castells and Chris Benner (1997), Labour Markets and Employment Practices in the Age of Flexibility: A Case Study of Silicon Valley, *International Labour Review* 136.1, 27-48; Andrew Ross (2001), No-Collar Labour in America's 'New Economy,' *Socialist Register* 27, 77-87.

#### **February 18 – The Apple store and itunes online**

Walter Isaacson (2011), *Steve Jobs* (New York: Simon Shuster), 368-377 and 394-410; David Segal (2012), Apple's Retail Army, Long on Loyalty but Short on Pay, *New York Times*, June 23.

#### **February 20 – Consumption, consumerism, prosumerism and debt**

Juliet B Schor (2000), Towards a New Politics of Consumption, *Consumer Society Reader*, ed. Juliet B Schor and Douglas B Holt (New York: New Press), 446-462; Jose van Dijck (2009), Users Like You? Theorizing Agency in User-Generated Content, *Media, Culture and Society* 31.1, 41-58.

#### **February 25 – Environmental impact of the iPad**

Richard Maxwell and Toby Miller (2008), Ecological Ethics and Media Technology, *International Journal of Communication* 2, 331-353.

#### **February 27 – The financialization of Apple**

Julie Froud, Sukhdev Johal, Adam Leaver, Karal Williams (forthcoming), Financialization Across the Pacific: Manufacturing Cost Ratios, Supply Chains and Power, *Critical Perspectives on Accounting*; William Lazonick, Mariana Mazzucato, Oner Tulum (2013), Apple's Changing Business Model: What should the World's Richest Company Do with All Those Profits? *Accounting Forum* 37, 249-267.

#### **March 11 – Ethical Apple – self-regulation and corporate social responsibility**

S Prakash Sethi (2002), Corporate Codes of Conduct and the Success of Globalization, *Ethics and International Affairs* 16.1, 89-106; Peter Utting (2005), Corporate Responsibility and the Movement of Business, *Development in Practice* 15.3, 375-388.

#### **March 13 – Shaming and jamming: corporate watchdogs**

Vince Carducci (2006), Culture Jamming: A Sociological Perspective, *Journal of Consumer Culture* 6.1, 116-138.

### **March 18 – International protect for vulnerable workers**

Rorden Wilkinson and Steve Hughes (2000), Labor Standards and Global Governance, *Global Governance* 6.2, 259-277; David CW Wagner (2012), Breaking the Nexus Between Armed Conflict and Consumer Products: Where's the App for That? *Temple International and Comparative Law Journal* 26.1, 103-141.

### **March 20 – Chinese labour struggles – gaining ground?**

Minqi Li (2011), The Rise of the Working Class and the Future of the Chinese Revolution, *Monthly Review* 63.2, 38-51; Kevin Gray (2010), Labour and the State in China's Passive Revolution, *Capital and Class* 34.3, 449-467.

### **March 25 – Unions for techies?**

Edna Brophy (2006), System Error: Labour Precarity and Collective Organizing and Microsoft, *Canadian Journal of Communication* 31, 619-638.

### **March 27 – Prospects for government protection**

Robert Hunter Wade (2003), What Strategies are Viable for Developing Countries Today? *Review of International Political Economy* 10.4, 621-644.

### **April 1 – State reregulation – prospects for China**

Ho-fung Hung (2012), Sinomania: Global Crisis, China's Crisis? *Socialist Register* 48, 217-234.

### **April 3 – State reregulation – prospects from the US**

Leo Panitch and Sam Gindin (2011), Capitalist Crises and the Crisis this Time, *Socialist Register* 47, 1-20.

### **April 8 – Conclusion – iPads and globalization**

#### **About academic honesty and plagiarism:**

The University of New Brunswick places a high value on academic integrity and has a policy on plagiarism, cheating and other academic offences.

Plagiarism includes:

1. quoting verbatim or almost verbatim from any source, including all electronic sources, with acknowledgement;
2. adopting someone else's line of thought, argument, arrangement, or supporting evidence without acknowledgement;
3. submitting someone else's work, in whatever form with acknowledgement;
4. knowingly representing as one's own work any idea of another.

Examples of other academic offences include: cheating on exams, tests, assignments or reports; impersonating somebody at a test or exam; obtaining an exam, test or other course materials through theft, collusion, purchase or other improper manner, submitting course work that is identical or substantially similar to work that has been submitted from another course; and more as set out in the academic regulations found in the Undergraduate Calendar.

Penalties for plagiarism and other academic offences range from a minimum of F (zero) in the assignment, exam or test to a maximum of suspension or expulsion from the University, plus a notation of the academic offence on the student's transcript. For more information, please see the Undergraduate Calendar, Section B, Regulation VII.A, or visit <http://nocheating.unb.ca>. It is the student's responsibility to know the regulations.