AMERICANS, UGLY AND BEAUTIFUL
HP262015 - Senior Seminar
Boston College
Spring 2013

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Office Hours: By appointment
Class Meeting: Mondays 6:30-8:50 PM in Stokes 203

READINGS WILL BE IN A VARIETY OF FORMATS, INCLUDING E-RESERVE*
BRING A HARD COPY TO CLASS
ASSIGNMENTS SUBJECT TO CHANGE

GENERAL INFORMATION

America’s “cultural footprint” is everywhere in the world, taking such different forms as popular culture (legally exported and illegally pirated); public diplomacy (government attempts to improve foreign opinion of America); and exchanges (missionary work, education, military, NGOs). How do these affect the way people in other countries perceive the United States? This question will be explored historically, thematically, and by region.

COURSE REQUIREMENTS

READING NOTES

To promote a fruitful discussion, you are required by 4 PM EACH SUNDAY to email me 1-2 pages of single-spaced notes on the reading to be discussed in class the following evening. The most reliable method is to write notes as a document, so you can save them, and then to email them to me as an attachment.

Your notes should be serious and concise. By “serious” I mean they should demonstrate a genuine effort to wrestle with the substance of the reading in response to questions provided by me. By “concise” I mean they should be clear and to the point. The style can be informal, and it is OK to use the first person and casual language. But if you just parrot the author, or if I cannot easily follow what you are saying, your notes will be marked down. By all means quote the reading, but not as a substitute for putting things into your own words.

* To access E-Reserve readings, go to the Holmes Library Catalog and click “Course Reserves,” the search for the course number, HP262.0 (don’t forget the period). The readings will come up in alphabetical order, not the order in which they are assigned. Be careful to check the title as well as the author, since some authors are listed more than once.
Make sure you proofread your notes. Errors in spelling, punctuation, grammar, and mechanics will be marked down. The notes will be graded and handed back after each class.

ATTENDANCE AND PARTICIPATION

I will take attendance and mark down for tardiness and absence. Active participation in class discussions is a course requirement and will affect your grade. You cannot just sit through this course!

FINAL EXAM

The final will be take-home and involve writing short formal essays on assigned questions. You may quote the readings, but only briefly. The essays must be proofread, typed, and double-spaced, with proper citations for all quotations and references. Errors in spelling, punctuation, grammar, and mechanics will be marked down. You may use your class notes as a study aid and reference, but do not reproduce them as a substitute for answering the questions. I consider that plagiarism.

ALL WRITTEN WORK MUST BE HANDED IN ON TIME. I do not give extensions except under unavoidable circumstances. Late papers not given an extension will be penalized one grade level per 12-hour period. That means if an “A” paper due at noon misses the deadline but comes in before midnight, it will be graded “A minus.” And so on.

I take very seriously academic integrity and intellectual property rights. Cheating, plagiarism, and misuse of sources will result in a failing grade and referral to the dean of students. For more information on BC’s policies, see:
http://www.bc.edu/bc-org/avp/enmgt/stserv/acd/univ.html#integrity

GRADES WILL BE BASED ON:

50% Notes on reading
25% Attendance, participation
25% Take-home final exam

SYLLABUS

CLASS 1 / January 14 - Are They Really Lovin’ It?

PRE-CLASS NOTES ON THIS READING DUE NOON MONDAY, JAN. 14

James L. Watson
"Transnationalism, Localization, and Fast Foods in Asia,”
from Golden Arches East
NO CLASS / January 21 (Martin Luther King Day) - World War II Propaganda

NOTE: ASSIGNMENT DUE AT REGULAR TIME

NOTES ON THESE VIDEOS AND READINGS DUE 4 PM SUNDAY, JAN. 20

VIDEOS (on reserve at O'Neill Media Center):

"Prelude to war & the Nazis strike,"
(Disc 1) Frank Capra, Why We Fight (1942-1943)
(D741 .P74 2000)

"Your job in Germany,"
US Army Pictorial Service
(DD257.2 .Y68 2005)

"Our job in Japan"
US Army Pictorial Service (1945)
(DS889.16 .O97 1943)

READING (attached):

Joseph Goebbels, "Thoughts on Propaganda" (1938-1945).
from Calvin College German Propaganda Archive

CLASS 2 / January 28 - The Early Cold War

NOTES ON THESE READINGS ARE DUE 4 PM SUNDAY, JAN. 27

George Kennan, "Long Telegram,"
State Department Communiqué (1946)

Hugh Wilford,
"Introduction" and "Innocents' Clubs,"
from The Mighty Wurlitzer

Nicholas J. Cull,
Excerpt from "In the Shadow of Sputnik,"
from The Cold War and the United States Information Agency
CLASS 3 / February 4 - The Cultural Cold War

NOTES ON THESE READINGS DUE 4 PM SUNDAY, FEB. 3

John L. Brown,
"But What Do You Do?",
from Foreign Service Journal (1964)

Penny von Eschen,
"Duke's Diplomacy,"
from Satchmo Blows Up the World

Artemy Troitsky,
chs. 2-4
from Back in the USSR: The True Story of Rock in Russia

Joseph Yanosik,
"The Plastic People of the Universe,"
at furious.com (1996)

Tom Stoppard,
"Did Plastic People of the Universe topple communism?"
from Sunday Times of London (2009)

CLASS 4 / February 11 - Hyperpower for a Day

NOTES ON THESE READINGS DUE 4 PM SUNDAY, FEB. 10

Francis Fukuyama,
"The End of History?",
The National Interest (1989)

Charles Krauthammer
"The Unipolar Moment,"
from Foreign Affairs (1990-91)

Samuel Huntington,
"The Clash of Civilizations,
Foreign Affairs (1993)
CLASS 5 / February 18 – 9/11 and Soft Power

NOTES ON THESE READINGS DUE 4 PM SUNDAY, FEB. 17

Joseph Nye,
"The Changing Nature of Power,"
from Soft Power (2004)

Nathan Gardels,
"The Rise and Fall of America's Soft Power,"
from New Perspectives Quarterly (2005)

Francis Fukuyama,
"The Clash of Cultures and American Hegemony,"
from The American Interest (2006)

CLASS 6 / February 25 – Hollywood the Hegemon

NOTES ON THESE READINGS DUE 4 PM SUNDAY, FEB. 24

David Puttnam,
"If I am compelled to choose ..." and "Earth to Hollywood - You Win!",
from Movies and Money

David Waterman,
"Introduction" and "Rising American Dominance,"
from Hollywood's Road to Riches

Nathan Gardels and Mike Medavoy,
"Shock and Awe vs. Hearts and Minds at the Movies",
from New Perspectives Quarterly (2007)

**** SPRING BREAK – MARCH 2-10 ***

CLASS 7 / March 11 – Soaps, Telenovelas, Ramadan Series

NOTES ON THESE READINGS DUE 4 PM SUNDAY, MARCH 10

Arvind Singhai, et al,
"Harnessing the potential of entertainment-education telenovelas,"
from International Communication Gazette (1993)
Sahar Khamis,
"New Media and Social Change in Rural Egypt,"
from Arab Media & Society (Winter 2010)

Other selected readings TK

**CLASS 8 / March 18 - Film Night: Afghan Star**

**CLASS 9 / March 25 - Reality TV: Trash or Inspiration?**

**NOTES ON THESE READINGS DUE 4 PM SUNDAY, MARCH 24**

Selected readings on reality TV
in America, India, the Arab world, Russia, and China TK

**CLASS 10 / April 1 - Bollywood: An Alternative Universe?**

**NOTES ON THESE READINGS DUE 4 PM SUNDAY, MARCH 31**

Patricia Uberoi,
"Imagining the Family,"
from Pleasure and the Nation

Anupama Chopra,
"Terah ka tees: The DDLJ Phenomenon"
from Dilwale Dulhania Le Jayenge

"Bollywood Comes To Nigeria,"
from South Asian Magazine for Action and Reflection (2003)

Manjeet Kripalani and Ron Grover,
"Can new money create a world-class film industry in India?"
from Business Week Online (2002)

Anupama Chopra,
"Can Bollywood Please All the People, All the Time?",
from New York Times (October 29, 2006)

Amit Chaudhuri,
"Popcorn or pappadom?",
from The Observer (2006)
CLASS 11 / April 8 - Online Freedom?

NOTES ON THESE READINGS DUE 4 PM SUNDAY, APRIL 7

Declan McCullagh
"Database Nation,"
from Reason (2004)

Lori Andrews
"Facebook Is Using You,"
from New York Times (2012)

Somini Sengupta,
"Should Personal Data Be Personal?",
from New York Times (2012)

J. P. O’Malley,
"Little Brother Is Watching,"
from American Interest (2012)

Larry Diamond,
"Liberation Technology,"
from Journal of Democracy (2010)

Jennifer Preston,
"Facebook Officials Keep Quiet on Its Role in Revolts,"
from New York Times (2011)

James Kirchick
"The Revolution Will Not Be Tweeted"
American Interest
March/April 2012

NO CLASS / April 15 (Patriots Day)

CLASS 12 / April 22 - Military "Lessons Learned"

NOTES ON THESE READINGS DUE 4 PM SUNDAY, APRIL 21

David Kilcullen
"Twenty-Eight Articles"
Edition 1 (March 2006)
David Petraeus
"Learning Counterinsurgency"
Military Review (January-February 2006)

InTheKnow (Editors)
"Finding Perspective in Naglandia"
Small Wars Journal (November 2011)

David Rohde
"The Obama Doctrine"
Foreign Policy (March/April 2012)

Pir Zubair Shah
"My Drone War"
Foreign Policy (March/April 2012)

Class 13 / May 1 – Innocents Abroad

NOTES ON THESE READINGS DUE 4 PM SUNDAY, APRIL 30

William J. Lederer and Eugene Burdick,
"The Ugly American and the Ugly Sarkhanese" (ch. 18) and "Senator, Sir" (ch. 20),
from The Ugly American (1958) (ON E-RESERVE)

Elizabeth Cobbs Hoffman, "The Hero's Adventure,"

Josh Kron, "At Age 19, From Utah to Uganda,"

Robert Reese, "Western Missions and Dependency,"
from Misso Dei (2011) (ATTACHED)

Gerry Mackie, "Female Genital Cutting: The Beginning of the End,"
from Culture, Controversy, and Change (2000) (ON E-RESERVE)

FINAL EXAM DUE DATE TO BE ANNOUNCED

***THERE IS A LIFE AFTER BC! ***