

ENGL 7396: Literature and Rhetoric of Globalization
Spring 2013
C 114
Monday 2:30-5:30

Dr. Jennifer Wingard
Office: 235D Roy Cullen
Phone: 743.2975/ 713.825.0435
Email: jenwingard@mac.com
Office Hours: M & TH 1-2:00 pm and
by appointment

Course Description

The purpose of this course is to examine theories produced by scholars in rhetoric and feminist studies, as well as the work of contemporary authors, to see how they navigate the dissonance between the ideologies of globalization and the material circumstances in which we all live. Globalization has not only created conditions under which our economic and political practices have changed, but under which our rhetorical practices have changed as well. English studies scholars are uniquely situated to address and negotiate these material conditions by considering, for example, not only singular texts such as supranational policies, but also how and why particular ideas, goods, people, and texts flow across borders.

This course, then, examines what happens when scholars and writers engage with globalization as a cultural practice. While free market analysts have tended to emphasize our choices as rational actors, the study of the rhetoric and literature of globalization provides the other side of the equation – the fact that, as Lisa Duggan reminds us, “material and political life [remains organized] *in terms of* race, gender, and sexuality as well as economic class and nationality, or ethnicity and religion” (3). And as such, contemporary globalization has enabled uneven economic, social, political, and cultural connectivities between nations and has affected the ways that texts are produced, circulated, and used. Following these changes, this course will interrogate: what are the shifts in literature and rhetorical practices now that nations and categorical markers are changing but still not fully dissolved? How does participation in the free market shift subjectivity? How have our understandings of citizenship, place, and textual production changed?

Course Guidelines/Expectations:

- **Attendance** – As with all graduate courses, the reading and work outside of class are only a part of the critical process that happens throughout the semester. Therefore, it is crucial that you are present and prepared for each class meeting. I do recognize, however, that there are occasionally unforeseeable events that might cause you to be absent. And it is because of those occasions that I allow one absence for the semester, after which, your grade will be affected. If you must be absent, please contact me prior to class.
- **Participation** – Each of you must participate in discussions in order for the class to be of value to you and your peers. I enter into the course with the understanding that we are all scholars embarking on a theoretical exploration of the themes and texts central to the course. Therefore, we all must be rigorous and generous readers of the texts, comments, and materials brought to class. I see this type of active and critical participation as essential to the success of the course.

Course Requirements:

- **Leading a Class Discussion/Handout (20%)**: Each of you will be responsible for leading the class discussion on a week of your choosing. You will sign up for a particular week during the first class meeting. In addition to providing a handout that should serve as notes for the weekly readings, you will choose a section of a literary work we have read and guide the class through a rhetorical analysis using the frameworks provided in the rhetorical readings of the week.

- **Response papers** (45%) – During the course you will be asked to write three response papers. These papers will ask you to critically engage with poetic and theoretical questions posed over the course of our discussions. Although the papers are relatively open, they are still meant to demonstrate your understanding and engagement with the course texts and discussions. Therefore, you must ground your responses in the work of the course.
 - **Final Seminar Length Paper** (35%) – Choose either a *Rhetorical Analysis Paper* **OR** a *Critical Essay/Original Argument Paper*
 - *Rhetorical Analysis Paper* (35%) – Many of the rhetoric texts we have read give guidance on *how* to look at the rhetorical within particular non-fiction texts (public policy, legal documents, news reports). For this paper, you will need to apply those same techniques to a fictional text. The purpose of this paper is to determine *how* one or two of the authors we have read *use* form and content to construct a story that speaks to “the culture of globalization.” For this paper, however, it is not enough to merely cite plot and character development in your analysis. You must engage with the structure, language, and formal elements, as well.
- OR**
- *Critical Essay/Original Argument Paper* (35%) – The purpose of this assignment is to allow you synthesize the many theoretical and creative (not that they are necessarily separate genres) texts we have read, and find a way to enter the larger scholarly “conversation.” In this paper, you must find an argument about a text, set of texts, theory, or set of theories that you can then support within the scholarship of globalization, as defined in this course. The paper will most likely necessitate some outside research and reading on your part.

Course Reading:

- Ahmed, Sara. *Strange Encounters: Embodied Others in Post-Coloniality*. New York, NY: Routledge, 2000.
- Dean, Jodi. *Democracy and Other Neoliberal Fantasies: Communicative Capitalism and Left Politics*. Raleigh, NC: Duke UP, 2009.
- Dingo, Rebecca. *Networking Arguments: Rhetoric, Transnational Feminism, and Public Policy*. Pittsburgh, PA: U of Pittsburgh P, forthcoming.
- *Dingo, Rebecca and J. Blake Scott. *The Megarhetorics of Global Development*. Pittsburgh, PA: U of Pittsburgh P, 2012.
- Duggan, Lisa. *The Twilight of Equality?: Neoliberalism, Cultural Politics, and the Attack on Democracy*. Boston, MA: Beacon Press, 2004.
- Eggers, Dave. *Zeitoun*. New York, NY: McSweeney’s, 2009.
- Gaimen, Neil. *American Gods*. Tenth Anniversary Edition. New York, NY: William Morrow, 2011.
- Johnson, Mat. *Pym*. New York, NY: Spiegel & Grau, 2011.
- Klein, Naomi. *The Shock Doctrine*. New York: Picador, 2008.
- Lahiri, Jhumpa. *The Namesake*. New York, NY: Mariner Books, 2004.
- Ozecki, Ruth. *My Year of Meats*. New York, NY: Penguin, 1999.
- Roy, Arundati. *God of Small Things*. Reprint edition. New York, NY: Random House Trade Paperbacks, 2008.
- Smith, Zadie. *White Teeth*. London: Vintage, 2001.
- Wingard, Jennifer. *Branded Bodies, Rhetoric, and the Neoliberal Nation-State*. Latham, MD: Lexington Books, 2013.

Tentative Course Schedule (Be prepared, this might shift here and there throughout the semester.) *Note: You are responsible for the readings the day they are listed.*

Scene One – Neoliberalism and its Antecedents – At the end of this “scene” you will be responsible for one 4-5 page response paper. Your paper should address at least two of the texts discussed during this scene. It will be incumbent on you to make a compelling point about the texts you so choose. But ultimately this paper should allow you to explore the connections between current forms of neoliberal globalization and colonial and/or imperial power as describe in the texts we have read.

Week One (1/14) – *Course Introduction, Definitions, Frameworks*

- Klein, Naomi. *The Shock Doctrine*. New York: Picador, 2008.

Week Two (1/21) – *No Class – Martin Luther King Jr. Day*

Week Three (1/28) – *Neoliberalism, Neocolonialism, Neoimperialism (oh my!)*

- Duggan, Lisa. *The Twilight of Equality?: Neoliberalism, Cultural Politics, and the Attack on Democracy*. Boston, MA: Beacon Press, 2004.

Week Four (2/4) – *Postcolonial Roots*

- Roy, Arundati. *God of Small Things*. Reprint edition. New York, NY: Random House Trade Paperbacks, 2008.

Week Five (2/11) – *Cosmopolitanism*

- Smith, Zadie. *White Teeth*. London: Vintage, 2001.

Week Six (2/18) – *Generation 2.0*

- Lahiri, Jhumpa. *The Namesake*. New York, NY: Mariner Books, 2004.

Scene Two – Neoliberalism as Exception(al) – At the end of this “scene” you will be responsible for one 4-5 page response paper. Your paper should address at least two of the texts discussed during this scene. It will be incumbent on you to make a compelling point about the texts you so choose. Ultimately you should attempt to parse out how neoliberalism affects patterns of immigration, identity, or travel addressed in the texts read.

Week Seven (2/25) – *Others, other-others, and the State*

- Ahmed, Sara. *Strange Encounters: Embodied Others in Post-Coloniality*. New York, NY: Routledge, 2000.

Week Eight (3/4) – *Anxieties of Neoliberal Identification*

- Dean, Jodi. *Democracy and Other Neoliberal Fantasies: Communicative Capitalism and Left Politics*. Raleigh, NC: Duke UP, 2009.

Week Nine (3/11) – *No Class – Spring Break*

Week Ten (3/18) – *Stories, Legends, and Gamers*

- Gaimen, Neil. *American Gods*. Tenth Anniversary Edition. New York, NY: William Morrow, 2011.

Week Eleven (3/25) – *Academics, Painters, and Ice Monsters*

- Johnson, Mat. *Pym*. New York, NY: Spiegel & Grau, 2011.

Scene Three – Policy, People, and Propaganda – At the end of this “scene” you will be responsible for one 4-5 page response paper. Your paper should address at least two of the texts discussed during this scene. It will be incumbent on you to make a compelling point about the texts you so choose. Finally, you should begin to make connections about the kinds of impact state or supranational policy (or policies) has on individual states and people therein as described in the texts we have read.

Week Twelve (4/1) – *Networking*

- Dingo, Rebecca. *Networking Arguments: Rhetoric, Transnational Feminism, and Public Policy*. Pittsburgh, PA: U of Pittsburgh P, 2012.

Week Thirteen (4/8) – *Assemblage*

- Wingard, Jennifer. *Branded Bodies, Rhetoric, and the Neoliberal Nation-State*. Latham, MD: Lexington Books, 2012.

Week Fourteen (4/15) – *Shock Doctrine Reconsidered*

- Eggers, Dave. *Zeitoun*. New York, NY: McSweeney’s, 2009.

Week Fifteen (4/22) – *Setting the Table (so to speak)*

- Ozecki, Ruth. *My Year of Meats*. New York, NY: Penguin, 1999.

Week Sixteen (4/29) – *Wrap Up/Workshop/Evaluations*

Week Seventeen (5/6) – ***Final Papers Due via email***