PASI 202 Globalisation and Popular Culture in the Pacific
22 points
Victoria University of Wellington

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Lectures: Tuesday, Wednesday 1:10-2:00pm, HU LT 119

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Talofa lava, Kia orana, Malo e lelei, Bula vinaka, Fakaalofa atu, Taloha ni, Ello wantok, Kam na bane ni mauri, Aloha kakou, Tena Koutou! In this paper, students will examine complex processes of globalisation as they relate to the Pacific Islands region, focusing particularly on the development and influence of popular cultures and their relationships to global flows of capital, information, resources, and people.

This course critically explores some of the dynamic contemporary popular cultures of the Pacific. We will delve into the way popular cultures illuminate the connections between local and global history. We will situate Pacific popular cultures within global flows of capital, information, resources and people, while also investigating their relationships to local histories of economic, political, and social change. Students will be encouraged to examine contemporary Pacific popular cultures within long Pacific histories of dynamic innovation, while also questioning how current processes of globalisation may present a new and different context for cultural change.

In this paper, students will be encouraged to theorise “the work of the popular”: what work do popular cultures do in Pacific societies? What are their effects? How do the histories of Pacific popular cultures complicate essentialising notions about Pacific cultures? In what ways are popular cultures both a product of global processes and, sometimes simultaneously, potent spaces for critique of these processes? How can the histories of Pacific popular cultures illuminate longer histories of Pacific relationships within the region, and between the Pacific and the rest of the world?

While discussion may range over a wide variety of topical examples of Pacific participation, contestation, innovation and engagement with global processes, particular attention will be paid to provocative examples drawn from music, dance, film, sport, and fashion.
Learning Objectives

Students who pass this paper will:

- Be familiar with key processes of globalisation;
- Be able to situate Pacific Island societies within global flows of capital, information, resources and people;
- Be familiar with concepts regarding the roles of popular culture in society;
- Be able to articulate links between global flows and popular cultures;
- Be able to analyse the roles of popular culture in the Pacific, especially the relationships between popular cultures and politics, economics, history, religion, education, and migration;
- Be able to summarize and discuss ideas put forward in the assigned materials for the course;
- Be able to share their own ideas and perspectives on globalisation and Pacific popular cultures through written and oral presentations, and;
- Be able to draw links between course materials and local representations of Pacific popular cultures.

Mode of Delivery / Contact Hours

This course will be delivered in a standard format consistent with 22 point courses in other departments within the Faculty of Humanities and Social Sciences. Students will be expected to attend two one-hour lectures and one one-hour tutorial per week, and should allow an average of 15 hours per week for this course for class and tutorial sessions and preparation.

Tutorial sessions will be held from Week 2-Week 12, Students must attend nine of their eleven scheduled tutorials.

Assessment

Students will be assessed on the following:

Field Trip Report – 10%  Approximately 600-800 word report
Class Test – 20%  Composed of short identification section; reading summary section; and one short essay.
Essay – 20%  Approximately 2000 words, analysing an example of Pacific popular culture.
Seminar presentations – 15%  Two 7-10 minute presentations: one on a selected course reading, video, or guest lecture, to be delivered in tutorial; and the other as part of a group presentation which will be delivered in class and exchanged (via video or satellite linkup) with students at the University of Hawai’i at Mānoa.
Final Examination – 35%  Composed of short identification section; reading summary section; and two short essays.
Further description of assessment items:

**Field Trip Report – 10% 600-800 words  Due Friday, 30 July in to 6 KP**

The Wellington region is an exciting hot spot for Pacific popular cultures! There are so many things happening here that make us realize how closely what we do here links us to the islands of the Pacific and to other regions of the world. Around Wellington, there is an inexhaustible number of sites where popular cultures significant to Pacific peoples or places are produced, consumed, and engaged with. So that you begin to make the links for yourselves between what we're studying and what's going on in "the real world," this field trip assignment requires you to seek out - outside of class hours - one of these sites where popular culture is engaged with and produced, and write up a 600-word report of “what, where, when, who, why, how?” As stated, the list of applicable sites is almost inexhaustible, but here is a partial list of suggestions you might consider:

- A music or other performing arts event (live concert, nightclub, dance performance, variety show, play, comedy performance, etc)
- A sporting event, such as a rugby game, cricket game, netball game, volleyball game, etc (at whatever level)
- A youth group or other social club or group event
- A community market (e.g. the Porirua market, or for those who might travel further afield, the Otara or Avondale markets in Auckland)
- A retail store offering Pacific-themed apparel or other goods
- The Chaffer’s Park graffiti wall
- A museum exhibition related to Pacific popular culture (for example, how are popular cultures represented in Te Papa’s “Mana Pasefika” exhibit?)

This assignment requires you to describe and begin to analyze something that might already be familiar to you. To deepen your analysis, keep in mind questions such as:

- Are certain objects important to this popular cultural practice (specific kinds of clothing or equipment or specific materials used - for example “boy racing” obviously requires cars)?
- Where do the objects or materials used come from? Who originally produces them and where?
- How are the objects or materials used or changed?
- How are Pacific peoples involved?
- Is there an exchange of money involved? If so, who does the money come from, and who does it go to?
- What sense do you have of the development of this popular cultural practice – were people doing this 50 years ago? 25, 10, or 5 years ago? Last year? How has it developed and changed, and what have been the significant factors contributing to its development?
Class Test – 20% In-class 18 August

This 50-minute test will be held during class midway through the term. The format of this test is comparable to those in other Pacific Studies 18 and 22 point courses (e.g. PASI 101; PASI 201).

1) Section I (5%) requires identification of key terms and short answers to questions drawn from readings and lectures.
2) Section II (7.5%) requires three 150-200 word summaries of course readings and audiovisual materials, selected from a list provided.
3) Section III (7.5%) requires one 500-600 word essay, selected from a list of topics provided.

Essay – 20% Approximately 2000 words. Due Friday 15 October in to 6 KP

Your essay will:
A) Identify a form or aspect of a Pacific popular culture;
B) Situate this form or aspect of Pacific popular culture within a geographical, historical, political, and economic context. In other words, where are people engaging in this popular cultural practice, how long have they been engaging in it and how has it changed over time, what relationships does the practice have to popular cultures practiced elsewhere in the world, and what is the social, economic, and political significance of the practice? Why does it matter that people are engaging in it?;
C) Analyse the popular cultural practice in terms of key theories about globalization. How does this practice fit within debates over whether globalization entails homogenization or heterogenization?;
D) Incorporate course materials, especially course readings, into your analysis, and include a bibliography for the written or audiovisual sources used in your analysis. Your bibliography should have at least five sources, at least one of which must be a required reading for this course. Your bibliography should include authors’ names, full title of publication, place of publication, publisher, and year of publication. The bibliography should be presented in the alphabetical order of the authors’ last names. Your bibliography may include two references to information technology sources such as internet sites. Try to avoid consulting encyclopedic reference books - as a university student you have access to so many more specialized sources. Take advantage of your university privileges.
**Tutorial Seminar Presentation and Group Seminar Presentation – 15%**

You will be required to give two short presentations in this course.

1) The first presentation (7.5%) will be a focused response to a particular reading, video, or guest lecture for that week, to be delivered in tutorial. In this presentation, you will outline the key themes raised in the reading, video, or guest lecture, and pose several discussion questions to the group based on your understanding and analysis of the material. Each tutorial seminar presentation is to be 7-10 minutes in length, and assessment will be based on organisation, relevance to course themes and materials, accuracy, and the provision of references. **Students will sign-up for the material they wish to present on in the first tutorial session.**

2) The second presentation (7.5%) will be developed as part of a group presentation on an example of local Pacific popular culture, and will be shared (via video, satellite link-up, or webcasting) with students of PACS 492, “Culture and Consumption in Oceania,” at University of Hawai‘i. Students will form groups of four in tutorial, develop a creative presentation on an example of local Pacific popular culture, and **present in class on 15 September.** University of Hawai‘i students will similarly develop presentations to share with you (these will be screened in tutorials, likely in Week 11).

**Final Examination – 35%  3 hour Registry Examination-Date/Time tba**

The final examination is similar in format to the class test, but is lengthier and requires more time for response. Materials from the first half of the term will be relevant to this examination, but the majority of the content will be drawn from the second half of the term.

1) Section I (10%) requires identification of key terms and short answers to questions drawn from readings and lectures.

2) Section II (10%) requires five 150-200 word summaries of selected course readings and audiovisual materials.

3) Section III (15%) requires two 500-600 word essays.
Avoiding Plagiarism
(Adapted from SAMO 111 Course Outline 1999 and Auckland University’s 271.201 Pacific Worlds Course Outline 2000)

Plagiarism is copying another student’s essay or work, taking material directly from books and other sources without acknowledgement, and re-using some work you have already handed in to another course. It is a serious offence. Doing this will cost you marks. It may even mean you get your work back ungraded and this means you fail. In extreme cases, university procedures may be invoked.

Of course, everyone uses other peoples’ ideas and information (if not their exact words) to write essays. But it is important that these ideas and words are acknowledged and cited. Different academic disciplines have different conventions for citing sources. You are asked to follow those current in Pacific Studies. The proper formats for citations and references are illustrated below:

The following is a direct quote:

“Most Pacific Islanders are reluctant to make difficult decisions, even if they appear to be the right ones, for fear of giving offence” (Latukefu 1992:30).

You could paraphrase the above quote in different ways. Here are two examples:

Many Pacific people fear offending others and as a result, even their beliefs do not seem to help them make difficult decisions (Latukefu 1992:30).

or:
Latukefu suggests that many Pacific people shy away from making choices that are unpopular, even if they believe the decisions are right. (Latukefu 1992:30).

The following is plagiarism:

For fear of giving offence, most Pacific Islanders reluctantly make difficult decisions, even if they are the right ones.

Note: in the last example, not only was there a very simplistic paraphrasing of the original, but there was also no citation provided.
PASI 202 Weekly Schedule

WEEK 1 – Regional Overview: The Global Now

13/7 Session 1 – Introduction to course
14/7 Session 2 – Lecture, “The global now”

***Recommended public lecture: “The Work of Tradition in Postmodernity: On Indigenous Cultural Politics” by Professor James Clifford, Hugh McKenzie LT 206, 6pm Tuesday, 13 July***

Readings

WEEK 2 – Globalisation and the Pacific Islands

20/7 Session 1 – Lecture, “Globalisation from the top down or globalisation from the bottom up?”
21/7 Session 2 – [video] excerpts from “Kilim Taem” and “Basoga ni Sala: Crossroads,” prod. UNICEF

Readings
WEEK 3 – Globalisation and Culture

27/7 Session 1 – Lecture, “Locating culture in models of globalisation”
28/7 Session 2 – [video] “Trobriand Cricket,” dir. Gary Kildea and Jerry Leach

***Reminder – Field Trip Report due in to 6 KP on Friday, 30 July***

Readings

Recommended Reading

WEEK 4 - The Work of the Popular

3/8 Session 1 – Lecture, “What is ‘popular culture’?”
4/8 Session 2 – Lecture, “The work of the popular”

Readings
Lipsitz, George, “Popular Culture: This Ain’t No Sideshow,” in Time Passages: Collective Memory and American Popular Culture. Minneapolis: University of Minnesota Press, 199: 3-20

Recommended Reading
WEEK 5 – The Pacific in Global Markets, Global Markets in the Pacific

10/8 Session 1 – Lecture, “Locating the Pacific in global markets”
11/8 Session 2 – Lecture, “Locating the global in Pacific markets”

**Reminder – Study for Class Test!**

Readings

WEEK 6 – Media

17/8 Session 1 – Lecture, “Media issues in the Pacific”
18/8 Session 2 – CLASS TEST

**Reminder- begin work on group presentations for Week 8!**

Readings

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MID-TERM BREAK
23 August – 5 September

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WEEK 7 – Contexts for Pacific Popular Performance, From PCC to Polyfest

7/9 Session 1 – Lecture, “Who do you dance for?: International contexts for Pacific popular performance”
8/9 Session 2 – [video] “Between Our Islands: Dancing Connections” by Katerina Teaiwa; excerpts from Pacific Festival of Arts; Polynesian Cultural Center performance; Polyfest
**Reminder - work on group presentations for next week!**

Readings

WEEK 8 – Contemporary Pacific Music

14/9 Session 1 – Lecture, “The politics and economics of Pacific popular music”
15/9 Session 2 – Group presentations on local Pacific popular culture in class

Readings

WEEK 9 – Reggae

21/9 Session 1 – Lecture, “Breadfruit, Beats and Blood: ‘Islands of Globalisation’ in the Pacific and the Caribbean”
22/9 Session 2 – [video] excerpt from *Life and Debt*, dir. Stephanie Black

Readings
Weintraub, Andrew, “Jawaiian and Local Cultural Identity in Hawai’i.” *Perfect Beat* vol 1, no 2: 78-89
[Handout] Neuenfeldt, Karl, "Grassroots, Rock(s), and Reggae: Music and Mayhem at the Port Moresby Show." *The Contemporary Pacific*, vol 10, no 2, Fall 1998: 317-343

Recommended Reading
WEEK 10 – Hip Hop

28/9 Session 1 – Lecture, “Between Our Islands We Dance”
29/9 Session 2 – [video] excerpts from Aotearoa hip hop documentaries

**Reminder – work on final essay!**

Readings

WEEK 11 - Tatau

5/10 Session 1 – Guest lecture, Sean Mallon, Te Papa Tongarewa

***screening of University of Hawai’i PACS 492 “Culture and Consumption in Oceania” group presentations in tutorials***

**Reminder – final essay due in next week!**

Readings
WEEK 12 – Sport

12/10 Session 1 – Lecture, “Power Play: Situating Sport in the Global Arena”
13/10 Session 2 – Revision for final exam

***Reminder – Final essay due in to 6 KP Friday, 15 October ***

Readings
Miller, Toby, Geoffrey Lawrence, Jim McKay, and David Rowe, “Modifying the Sign: Sport and Globalization.” Social Text vol 17, no 3, Fall 1999: 15-33
[H]andouts]

Recommended Reading