Anti-Americanism in the Age of Globalization

Since the end of the Cold War, but particularly since September 11th, 2001 the role of the USA as the „benevolent hegemon“ is under global scrutiny. Classic Americanism or rather American exceptionalism has become controversial again, not only within America, but the world over. Even before these dates Anti-Americanism hovered like a shadow over the Americanization debate, fed by steady resentments caused by the not-yet-quite-understood effects of globalization. Globalization represents for many non-Americans a creeping form of Americanization, an estimate common in the Third World or in Europe that Americans, even liberals, steadfastly oppose. Yet, the forces of globalization have inspired new types of Anti-Americanism around the globe, some bordering on conspiracy theories. To sort out the political agendas contained in the political keywords Anti-Americanism, Americanization and Globalization and to identify the diverse processes so described we first need to clear away the historical habits of auto-stereotype and hetero-stereotype which have over the years fossilized in transatlantic narratives. Only after such an archeological anatomy of our deep political semantics will we be able to distinguish between knee-jerk Anti-Americanism and justified criticism of current US foreign or economic policies. Finally, there are certain cognitive differences and transatlantic dissonances in key concepts of the debate: terms such as liberalism or empire may have different historical and political resonances on either side of the Atlantic. Religion in particular has become a cause of transatlantic dissonances.

The following key questions need to be answered: 1) What has the term Anti-Americanism transported as a hidden agenda or as a tacit background assumption over the past two centuries on either side of the Atlantic (and why is nobody worried about Pro-Americanism)? 2) Why have Americanization and its silent partner Anti-Americanism enjoyed a remarkable renaissance since the collapse of a bipolar world at all levels of the European and global public sphere? 3) Is globalization merely an expansion or intensification of a one-dimensional Americanization towards a global McWorld or is the „new global economy“ a new ball game altogether? 4) Is the current flap caused by a serious “clash of civilizations” between Venus vs. Mars? Or is it “just talk” and hence part of a long range narrative folie a deux with little political impact or significance? Or are we dealing with political instrumentalization plus media hype, i.e. biased propaganda?

reader on reserve. A course packet with photocopies of primary and secondary reading will be
made available. Credit will be given for active oral participation (30%), a midterm on the
basis of the reader (30%), and a short research paper or book review (40%). The topics for the
midterm or research papers must be cleared with the instructor.

Syllabus
* Hard Copy
** Electronic Copy

First Week
Introduction
**Margaret Drabble. “I loathe America, and what it has done to the rest of the world.”
Telegraph, June 8, 2003.
**George McGovern “Why I Believe Bush Must Go. Nixon Was Bad. These Guys Are
Worse.” Washington Post. Sunday, January 6, 2008; B01
Optional:
**Nick Cohen “Why it is right to be anti-American” The New Statesman Jan. 14, 2002

Second Week
SOFT CULTURAL POWER OR WHY IS AMERICAN POPULAR CULTURE SO
POPULAR? A VIEW FROM EUROPE.
Reading: *Berndt Ostendorf: „What makes American culture so popular? A View from
Europe.“ OASIS. 2002
*Todd Gitlin. „The Unification of the World under the Signs of Mickey Mouse and Bruce
Willis: The Supply and Demand Sides of American Popular Culture” in B. Ostendorf, ed.
Transnationalism. 2002.

Third Week
What does „Americanism“ stand for? American exceptionalism after 9/11?
America as City upon a Hill and as a universal model to emulate?
Reading: **Handout on exceptionalism
*Andrew Kohut & Bruce Stokes “The American Way” and “The Problem of American
Exceptionalism”
*Samuel Huntington: „The American Creed and National Identity,“ American Politics: The
Promise of Disharmony. Cambridge 1981
Optional: Richard Crockat. “Americanism as a Source of Anti-Americanism”, Anti-
Americanism, Vol. 2.
John Kane, “Schizophrenic Nationalism and Anti-Americanism” in O’Connor, Anti-
Americanism. Vol. 2
Jan Nederveen Pieterse. “Hyperpower Exceptionalism: Globalization the American Way” in
Beck et. al. Global America.
**“American Exceptionalism” Wikipedia
Fourth Week

A BLESSED PEOPLE?
TRANSATLANTIC DISSONANCES: RELIGION IN AMERICAN POLITICS
Reading: *Kohut/Stokes “A Blessed People”

Fifth Week

America in the European Imagination: Decline or Progress? „Degeneracy or Utopia“? “Heaven or Hell”?

*Barry Rubin, “A Naturally Degenerate Land” Hating America, 2004

Sixth Week

The Spectre of Americanization.
What does the term really mean? Is it a useful concept?

Reading: Rob Kroes. „Americanisation: What are we Talking About?“ in Cultural Transmission and Reception.
John Moser “Anti-Americanism and Anglophobia” Anti-Americanism, Vol 3
Optional: **Handout: B. Ostendorf “Americanization – Anti-Americanism – Globalization”.

Seventh Week

“Why do they hate us?” Anti-Americanism after the Cold War I
Reading: *Andrew Kohut & Bruce Stokes, “The Rise of Anti-Americanism” America Against the World

**Harold Pinter “Nobel Prize Speech” “God Bless America”

Eighth Week

“Why do they hate us?” Anti-Americanism after the Cold War. II: Europe

Reading:
**Optional: James W. Ceaser. « A Genealogy of Anti-Americanism » The Public Interest Summer 2003

Ninth Week

“Why do they hate us?” Anti-Americanism after the Cold War. III: Latin America.

*Julia Sweig „Cold War History and The Latin American Laboratory“ and “The Cold War Beyond Latin America”
*Alan McPherson, “Anti-Americanism in Latin America” Anti-Americanism Vol 3
Optional: http://en.wikipedia.org/wiki/Anti-Americanism

Tenth Week

THE CLASH OF CULTURES OR OF CIVILIZATIONS: Jihad vs. McWorld

Reading: **Samuel Huntington. “The Clash of Civilizations?” Foreign Affairs, Summer 1993

Eleventh Week

“Who Are We”: WASP NATION OR MULTICULTURAL EMPIRE?

Reading:
http://home.uchicago.edu/~rhaynes/papers/jackson.html
**Samuel Huntington. The Hispanic Challenge. Foreign Policy March 2004
http://cyber.law.harvard.edu/blogs/gems/culturalagency1/SamuelHuntingtonTheHispanicC.pdf#search=%22Huntington%2C%20hispanic%20challenge%22
Optional: **Ostendorf, “Samuel Huntington and the Mexican Threat to the American Dream” In B. Vincent, F. Bisutti, eds. The American Dream. C’a Foscari, Venice 2006.**


**Michael Hardt. “From Imperialism to Empire” The Nation July 31, 2006.**

http://www.thenation.com/docprint.mhtml?i=20060731&s=hardt


**Richard Lamm “I have a plan to destroy America”.**

http://www.snopes.com/politics/soapbox/lamm.asp


http://www.policyreview.org/JUN02/kagan_print.html

Robert Keohane, Peter Katzenstein, “The Political Consequences of Anti-Americanism” in Anti-Americanism in World Politics.


**Twelfth Week**

GLOBALIZATION AS AMERICANIZATION

Reading.


*Kohut/Stokes “Globalization and Americanization”


(automatic programs)

Anti-Americanism and Anti-Semitism: Identical or Different?

**Josef Joffe. “Anti-Semitism and Anti-Americanism” PEW Forum**


*Markovits, Andrei S. “Twin Brothers: European Anti-Semitism and Anti-Americanism” Uncouth Nation

Fast-Food Nation vs. Slow Food Europe?

**David Cutler, Edward Glaeser and Jesse Shapiro, “Why Have Americans Become More Obese?” Ms.**


**Michael Pollan, “The way we live now: 10-12-03; The (Agri)cultural Contradictions of Obesity” The New York Times Oct 12, 2003.**