

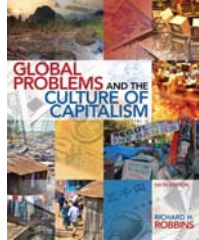
ATR 220: Cultural Anthropology

Marc Healy



Preface

- World capitalist system emerges.
 - Imperialism
 - globalization



A diagram of Wallerstein's World System Theory Model. It shows three overlapping circles: a red circle on the left labeled "CORE", a blue circle in the middle labeled "Semi-Periphery", and a green circle on the right labeled "Periphery". Arrows indicate the flow of goods and services: "High Profit Consumption Goods" from Core to Semi-Periphery, "Semi-Periphery to Core" from Semi-Periphery to Core, and "Cheap Labor and Raw Materials" from Periphery to Semi-Periphery.

Emanuel Wallerstein (1974)

A small black and white portrait of Emanuel Wallerstein, an older man with glasses, wearing a suit and tie.

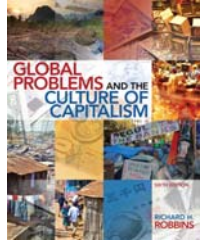
Wallerstein's World System Theory Model

A world map where countries are colored according to Wallerstein's model: Core (red), Semi-Periphery (blue), Periphery (green), and "Other" (grey). The map shows North America and Western Europe as Core, Latin America, Eastern Europe, and parts of Asia as Semi-Periphery, and Africa, South America, and parts of Asia and Australia as Periphery.

World Trade

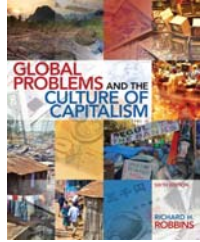
Preface

- World capitalist system emerges.
 - Imperialism
 - globalization
- Benefits:
 - Technology, wealth and power



Preface

- World capitalist system emerges.
 - Imperialism
 - globalization
- Benefits:
 - Technology, wealth and power
 - For whom?



Preface

- Costs?
- economic inequality



Sao Paolo, Brazil

Preface

- Costs?
- economic inequality
environmental destruction



Preface

- Costs?
- economic inequality
environmental destruction
pervasive hunger



Credit: Dorothea Lang



Preface

- Costs?
- economic inequality
environmental destruction
pervasive hunger
social unrest
- Are the problems despite
the system or because of
it?

Preface: Focus of Book

- “The Culture of Capitalism”: What's new?
- - Patterns of social relations
 - Ways of viewing the world
 - Methods of food production
 - Distinctive diets
 - Patterns of health and disease
 - Relationships to the environmental

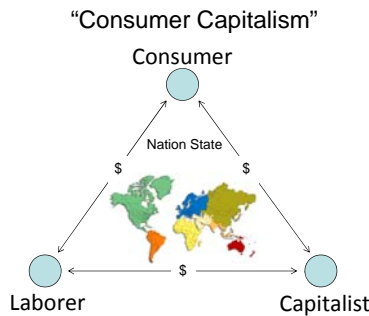
Preface: Focus of Book

How and why did capitalism and globalization occur? Why has it been contested and why do people continue to contest it?

Assumptions needed to answer the question:

1. Cultural relativism- Point of view is contextual
ethnocentrism is based on personal, social, cultural, and historical factors.
2. World system
3. Historical perspective

Introduction: The “Society of Perpetual Growth”

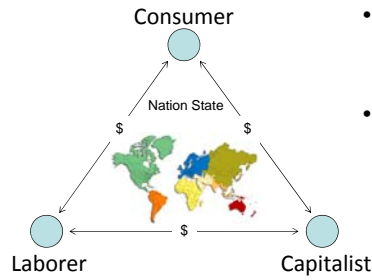


Ernest Gellner (1983)

- Not mutually exclusive
- Nation State is controller and mediator

Introduction: The "Society of Perpetual Growth"

"Consumer Capitalism"



- Most people play all three roles to some degree
- Nation State is controller and mediator

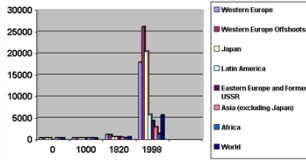
A Primer on Money: The Philosopher's Stone

- Not just a standardized means of exchange
 - An end unto itself
 - Prime directive of consumer capitalism is growth
 - (yearly raises and inflation)

2000 years of economic growth (GDP)

TABLE 1.1 Level and Rate of Growth of GDP per Capita, World and Major Regions, A.D. 1-1998

Region	1	1000	1620	1998	1-1000	1000-1620	1620-1998
	Level of Growth (1998 International Dollars)				Annual Average Compound Growth Rate		
Western Europe	400	400	1,220	17,071	-0.01	0.14	1.91
Western Offshoots (U.S., United States, Australia)	400	400	1,201	26,146	0.00	0.13	1.78
Japan	400	425	680	20,412	0.01	0.06	1.80
Latin America	400	400	600	5,786	0.00	0.04	1.21
Eastern Europe and Former USSR	400	400	867	4,054	0.00	0.04	1.04
Asia (excluding Japan)	400	450	575	2,876	0.00	0.03	0.82
Africa	425	410	418	1,368	-0.00	0.00	0.61
World	444	420	667	3,704	-0.00	0.03	0.88



Source: Adapted from Maddala (2001:20)

How does money supply magically increase?

Commodity Money

- Precious metals traded 5000 ya- Mesopotamia
- Coins 2,700 years old
 - Often used for other purposes
 - Hard to store and transport (hence, paper money 1,200 ya- China)
 - Limited supply (1:10 fractional reserve banking)

1913 Federal Reserve



Janet Yellen

Money is debt, *lent* into existence



Fiat (Debt) Money

- 1931 conversion from paper to gold ends
- 1971- Nixon ends the gold standard
 - money supply can grow
 - central banks can control growth through raising or lowering interest rates
- Bills and coins only 5-10% of supply
- Money can instantly appear and, just as fast, disappear (housing bubble)



Consequences of Debt Money

- Every dollar created is debt
 - Every dollar must earn interest
- Theoretically only people who can pay debts will get loans
- Concentrates wealth and drives growth at any cost
- \$50k gets lent to a bank for 2.5% interest
 - bank lends it to another bank (sells it) for 4.5%
 - other bank lends it to a home buyer or credit card holder for more.
- This is what drives economic activity. Constant changing of hands of money.

- Money grows at a cost- (externalities) often placed upon the environment (eg, air pollution)
- If money supply must grow, so must the things that money can buy.
- This is where most of the world's problems come from.
- Can we grow indefinitely, or will the system have to change?

Diagram 1: The Conversion of Social, Cultural, Political and Natural Capital into Money



