Geographies of Globalization: Global and Local in Barcelona

COURSE OVERVIEW
Title: Geographies of Globalization: Global and Local in Barcelona
Prerequisites: None
Hours: 50
Number of Credits: 5
Type of Course: ARCH
Term: Winter, Spring, Summer
Language: English
Instructor: Prof. Francesc Muñoz (UAB)
Email: albabcn@pdx.edu

Course Description
The subject covers main issues on globalization and territorial change worldwide. Main discussions on global economy, digital technology, environmental, social and cultural transformations in regions are introduced and illustrated with specific readings. The contents focus on how postindustrial economies and postmodern cultures are defining a real functionally integrated world. Particularly, how the process of internationalization of places which synthetically represents globalization can be explained as a negotiation between the global and the local. Key study cases are offered regarding both the increasing capability for global transportation, telecommunication or consumption and the new importance of local peculiarities. Finally, the city of Barcelona is presented as an urban laboratory to observe and understand how these global dynamics affect and interact with local places.

Learning Outcomes
Main outcomes are related to 4 main learning objectives:

- Knowledge and understanding of recent trends in globalization processes distinguishing between economic, technological, environmental, social and cultural dynamics affecting world regions.

- Capability to elaborate on different causes and origins of globalization patterns and their diverse impact on different regions.

- Capability for critical analysis of quantitative and qualitative sources of information and data. Fieldwork on some Barcelona neighborhoods will complete and extend the previously acquired theoretical contents.

- Capability for observation and analysis of real places where the impacts and results of globalization patterns can be detected, taking different areas of Barcelona as study cases.
Assessment Criteria

The final grade is the result of three main tasks to be evaluated by the professor:

- Individual presentations and group discussions on the readings: 20% of the final grade.
- Urban trekking (fieldtrip plus exercise): 20% of the final grade.
- Final project * (research essay on the basis of the work with some urban areas in Barcelona): 60% of the final grade.

* Final project (research essay explanation)
Evaluation will consider the students’ research on some specific places in the city of Barcelona which clearly show the impact of globalization on different local neighbourhoods. Work on a case study will refer to one of the following issues which can be observed and analysed in a selected group of 4 existing urban areas. They illustrate different scenarios in which the process of negotiation between the global and the local takes place in different ways.

<table>
<thead>
<tr>
<th>Final project (research essay)</th>
<th>List and description of local urban areas and issues (study cases)</th>
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<tbody>
<tr>
<td>1. Las Ramblas</td>
<td>(Global vs Local: negotiation and conflict in the use and perception of the local identity spaces)</td>
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<td>2. The waterfront and the beaches</td>
<td>(Leisure and consumption as a metaphor of globalisation: the Barcelona waterfront as a global common arena)</td>
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<td>3. The Barcelona markets (Boqueria market)</td>
<td>(The adaptation of local vernacular culture to the intensive presence of global visitors: global tourism and the management of the local image)</td>
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<td>4. The Barcelona malls (“Glòries”, “La Maquinista”, “Heron City”, “Diagonal-Mar”)</td>
<td>(Global consumption as an emotional local experience: from consumers to transumers)</td>
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Sessions

The course is organized as follows:

- 1 session covering an introduction to globalization defined as a network of networks.
- 5 sessions covering different perspectives and meanings of globalization (regarding economy; environment; technology; culture; urban arena)
- 3 sessions covering the issue ‘Barcelona as an (urban) global-local laboratory’.
- 1 session presenting final conclusions and feed-back on the students’ projects.

**Weekly description:**

**Session 1**  
Geographies of globalization: net-working regions, net-meeting places.

**Session 2**  
Globalization and economics: producing, transporting, consuming.

**Session 3**  
Globalization and the environment: state of the art and new processes. *(from global warming to post-oil strategies).*

**Session 4**  
Globalization and technology: the physical basis for the social dissemination of telecommunications (from the internet to cell-phones).

**Session 5**  
Globalization and culture: the new digital audio-visual common cultural behaviour (a future common global digital culture?).

**Session 6**  
Globalization and the urban arena: 4 study cases on how cities can become global (London, Berlin, Buenos Aires, Barcelona).

**Session 7**  
Barcelona as a global-local laboratory I: the celebration of global mega-events as a former leading force of economic globalization (from international exhibitions to the Olympic Games).

**Session 8**  
Barcelona as a global-local laboratory II: global tourism and transnational migrations as main leading forces of social globalization.

**Session 9**  
Barcelona as a laboratory III: multiculturalism and new cosmopolitanism as main leading forces of cultural globalization.

**Session 10**  
Final conclusions: global and local in Barcelona. (Presentation of the students’ final projects on different areas in the city.)

**Texts**

**Required readings (15 readings):**


Readings (10 readings):


Hall, Tim; Hubbard, Phil; Renni Short, John (2008, eds) *The Sage Companion to the City*. Los Angeles: SAGE.

