

## Special Problems: Free Trade, Fair Trade: Independent Entrepreneurs in the Global Market

Ant 386, MWF 10:00-10:50, Tribble A305

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This field based seminar compares the barriers to market participation experienced by independent entrepreneurs in the US and developing countries, especially Latin America. With a goal of designing an independent Fair Trade certifying body, *free trade* policies will be contrasted with *fair trade* practices, as social science and business students share their perspectives concerning why so many independent producers have trouble succeeding in a globalizing world. In the process, we will explore the meaning of the underlying ideology of American culture, as expressed in the following:

*"We hold these Truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness"*

We will also examine the origins and exploits of corporatocracy, as foreshadowed in the following quotes:

*"We must guard against the acquisition of unwarranted influence, whether sought or unsought, by the military-industrial complex. The potential for the disastrous rise of misplaced power exists and will persist.*

*"We must never let the weight of this combination endanger our liberties or democratic processes. We should take nothing for granted. Only an alert and knowledgeable citizenry can compel the proper meshing of the huge industrial and military machinery of defense with our peaceful methods and goals, so that security and liberty may prosper together."*

Dwight D. Eisenhower, 1961

This seminar is an Anthropology course. Anthropologists consider human adaptation from the perspective of the total environment, both cultural and physical, using an evolutionary, comparative, and cross-cultural

perspective. To do so, they view changes through time and across geographical space, considering the prehistoric, historic and contemporary setting of human life.

### ***Seminar goals***

- provide students of business and economics with an anthropological understanding of economics and economic behavior grounded in cultural and social organization
- provide social science students with an understanding of the realities of market economics
- examine the avenues that exist to help open up markets to independent entrepreneurs, paying special attention to cultural barriers to participation that may exist
- use our analysis and the available project funds to establish and gain recognition for an independent Fair Trade certifying body that can demystify the process of certification for producers and for the general public, underwrite costs of certification, and assist groups in finding just markets for their goods
- set up the mechanism by which this project can continue after the course is taught

### **Course goals linked to Practice/Service:**

- 1) To clarify values by examining the choices we make individually, nationally, and globally.
- 2) To develop student autonomy through action on projects involving one on one and group interactions.
- 3) To encourage team-building through these cooperative learning projects.
- 4) To foster interaction between individuals who share concern for, and commitment to, working on major social issues
- 5) To strengthen a sharing of resources between the college and the local and global community.
- 6) To foster experiential learning and its cultivation within an educational context.
7. To empower students to be informed, involved and compassionate creators of humane communities.

### **Format:**

This is a seminar and field class. You will be responsible for discussion of readings and issues. Part of your grade will be for participation in class. You have two “texts,” and assignments from those texts appear on your primary outline. The rest of the readings are from a packet of readings available in the bookstore. A large part of this class involves active field projects, and some of these activities will need to take place outside of class time. Where possible, in-class schedules will be adjusted, however, your “service commitment” should be considered to be similar to outside work in a regular class format. You’ll be working in groups, which will be designed based on your interests and expertise.

**Films:** Films will usually be shown on Friday. There will also be an alternate film time.

**Books:** *Confessions of an Economic Hit Man* by John Perkins (EHM)  
*Fair Trade and Indigenous People* edited by Cultural Survival (CS)  
*Buy Now! Pay Later...* reader on Culture, Trade and Economy (R)

Additional readings: available on line, or as PDF, as assigned

### **Assessments (500 point total):**

**\*ASSIGNMENTS (100 POINTS)**

**Group Media Watch:** Groups will be assigned to keep track of media stories related to our topics (25 pts)

**Group Data Summaries (2):** Each group will research and present a summary of one of the key items or policies we will be discussing (25 pts)

**Response paper EHM (50pts)**

**TESTS: (300 Points, total)**

- \* initial short answer nuts and bolts test (100 points)
- \* one take home essay test/analysis near mid-term (100 points)
- \* short answer summary nuts and bolts test (100 points)

### **Project**

\*student-faculty designed Fair Trade/Alternative Market service/research project - Rather than spend long hours researching and writing an individual term paper, you will devote your time to active research and learning.

(100 points) total MORE LATER

\* *Project section outlines/proposals* 30pts,

\* *Actual project and presentation* 70pts

### **KEY DATES:**

First test:	February 6
Mid term due electronically:	March 13
Third test:	April 17
Final presentations:	TBA
Response paper	Feb. 20
Summaries	1/20; 2/2
News reviews	as assigned

**Requirements:** Attendance is expected. You must also come to class having read that day's assigned reading and prepared for lively discussion! You are also expected to take notes on class lectures, discussions, and ethnographic films. If you miss class, it is **your** responsibility to find out what you missed, obtain notes and hand-outs, make arrangements to see missed films, etc.

**PLEASE NOTE** that the exams will be given **ONLY** at the official times listed in the syllabus below, with **NO EXCEPTIONS**. **DO NOT** make travel plans or other commitments that conflict with these dates. Please **DO NOT** ask me to make a special accommodation for you in this regard. Late assignments will not be accepted without a verifiable medical excuse.

Class participation and improvement over the course of the semester may be used to boost borderline grades.

**Academic Misconduct:** Students must do their own work on papers, quizzes, and exams. Plagiarism, cheating, copying, and all other forms of academic misconduct will result in formal charges of academic misconduct being filed. Being found guilty of such charges can result in serious penalties, ranging from an F in the course to permanent suspension from the university. Be aware that faculty run written assignments through plagiarism software designed to catch Internet "borrowing."

**Accommodations:** Students who believe they may have a learning disability, or who have already been diagnosed as having one, should contact the Learning Assistance Center, 117 Reynolda Hall, 758-5929, as soon as possible. I will fully support any necessary accommodations.

Written papers will be graded according to the general guidelines for effective writing established by the Department of English. Their Writing Guide can be accessed at:

[http://www.wfu.edu/academics/english/courses/writing\\_guide.htm](http://www.wfu.edu/academics/english/courses/writing_guide.htm)

**THIS SCHEDULE BELOW IS SUBJECT TO CHANGE!!!!!!!!!!!!!! An outline is not a legal contract! For instance, if a giant meteor strikes the earth during the semester we will stop and discuss the global implications!**

**Very Tentative Course Outline (Through Spring Break)**

- 1/11-13** Introduction; the Outline of the semester; Introductions; *What is Anthropology?*  
**For Friday**  
Visit the WFU anthro website and one other website, as assigned by state, with the query What is Anthropology?: <http://www.wfu.edu/academics/anthropology/> Bring a short summary.
- For next week**  
**Read: EHM ix-xxi**  
**Read: CS 5; Aussie PDF**  
**Group summary 1 due**
- 1/18,20** What is Anthropology? (part 2)  
**1/18 meet at Museum of Anthropology**  
**What is Fair Trade? What is Free Trade (part 1)**  
**Summaries**  
**For next week**  
**Read: R: 3: All**  
**Read:**
- 1/23,25,27** **People and Economics: The View from Anthropology**  
**For next week**  
**Read: TBA**  
**Read: TBA**  
**Group summary 2, as assigned**
- 1/30, 2/1,2** **Economics and People: The View from Economics: Guest Professor: Maryanne Hayak**  
**What is Free Trade (part 2)**  
**For next week**  
**Read: R2:1-20**  
**Read: R1:1-23,33-42**
- 2/6,8,10** **Test 1**  
**Ethics, Politics and Economics**  
**For next week**  
**Read: R1:24-32, 42-49; R4:1-9; Doha PDF**  
**Read: Case Studies, as assigned**
- 2/13,15,17** **Free Trade on the ground: Case Studies**  
**North Carolina; Chiapas, Mexico; Guatemala**  
**For next week**  
**Read: EHM; response paper due**  
**Read: Euro Community PDF**
- 2/20,22,24** **EHM discussion, 2/20; Response Paper due**  
**What is Fair Trade (part 2)**

**Economic Niches: Organic; Social Responsibility**

For next week

Read: R5:All

Read: CS 31-end

- 2/27, 3/1      **Certification and Certifiers**  
**Introduction to the Certification Process**  
For next week  
Read: R6:All  
Read: *Zapatista PDF*
- 3/6/8/10      **SPRING BREAK**
- 3/13            **Mid term due**
- 3/15,17        **Indigenous Response to Economic Constraints**  
For next week  
Read: *One Cup at a Time* (PDFs, as assigned)  
Read: CS 13-30
- 3/20,22, 24    **Focus on Coffee: Fair Trade and Organic Marketing**

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**Group Summary 1: Go to the store. Explore and prepare a short presentation on the following:**

1) Coffee 2) Organic Produce (Whole Foods) 3) Textiles 4) Fish and Shrimp 5) Furniture

*You will be doing a price comparison in each area, paying attention also to country of origin of your product, if available*

**Group Summary 2: Explore and prepare a short presentation on the following:**

1) WTO 2) World Bank 3) IMF 4) NAFTA 5) GAT

**News Summaries:**

Group 1: 2, 7,

Group 2: 3, 8

Group 3: 4, 10 (Mar. 15)

Group 4: 5, 12, 14

Group 5: 6, 13, 15

3/27, 29,31: Films, outside assignments

4/3,5,7

4/10,12

4/17,19,21

4/24,26

