GLOBALIZATION and LOCALIZATION

RESOURCE: Condry, Ian. 2001.*Japanese Hip-Hop and the Globalization of Popular Culture*. In *Urban Life*, 4th ed. G. Gmelch; W. Zenner, eds. Prospect Heights, IL: Waveland Press.

Read the article *Japanese Hip-Hop and the Globalization of Popular Culture*.

“At one time anthropologists would choose a village or island to map in elaborate detail. Now in a media-filled world, we face different analytical challenges, but the techniques of fieldwork – learning a language, participating in daily life, observing rituals – can still be used.” p.384

1. How does Ian Condry use the techniques of ethnographic fieldwork mentioned above to access a cultural form - in this case the ‘leisurescape’ of Japanese hip hop? Make specific references to information conveyed by the author about his methods. Include four points. (5 marks)
2. How might these techniques be used to access a different cultural form? (5 marks)
3. Use your imagination or experience to explore a different ‘leisurescape’ or ‘ethnoscape’ or ‘technoscape’ or ‘sacriscape’ … Explain how you would go about investigating a particular subculture or -scape. Be specific. Explain three aspects of that subculture or –scape; say how you could access each aspect. Use illustrations (visual communication); vivid language and anthropological core terms (written communication) to best convey your answer. (10 marks)
4. Which, in your personal opinion, was the single most interesting byte of knowledge that you gained from reading this article? Explain WHY you felt this to be so. Give page reference. (5 marks)

TOTAL MARKS: / 25

1. PLEASE PRINT THIS ASSIGNMENT. STAPLE THIS SHEET TO YOUR ASSIGNMENT. REMEMBER TO USE MLA FORMATTING.