Corporate Colonialism

NAS 121, Spring 2017, CRN 91293
Kerr 293, Tuesdays & Thursdays 12:10-2:00 pm,

with

Liza Grandia, cultural anthropologist &
Associate Professor, Native American Studies
emgrandia@ucdavis.edu

Office hours, Tuesdays 2-3 pm in my office, Hart #2419
Alternate Thursdays 11 am-12 in my office; alternate Tuesdays 6-7 pm
in my office
http://www.signupgenius.com/go/5080f45a58a2ca20-spring1

Prerequisites: None. Any curious student prepared to do the reading and participate is welcome.

Course description
This course will critically examine the price of progress for native peoples...and everyone else. Over the quarter, we will explore key tenets of consumer modernity from an indigenous perspective and discuss how the tools and techniques of social and cultural control utilized in the forced assimilation of native peoples — for example, through boarding schools — continue today through more subtle, self-disciplinary processes of neoliberalism. While crossing many academic boundaries, the syllabus is inspired by anthropological theories about controlling processes and corporate power.

Course objectives
The purpose of this reading-intensive course is to enable students to discover and analyze patterns of control in their own lives in relation to the history of assimilation and ethnocide of native peoples of the Americas. By the end of the semester, students taking the course should be able to:

★ Define, describe, and give examples of the meaning of “hegemony” and “controlling processes” both in an academic context and in everyday life (personal experience, news, or other popular culture).
★ Recognize the characteristics and perils of negative utopias and connect this to the work of theorists such as Antonio Gramsci and Laura Nader.
★ Trace the history of the rise of the corporation and the effects of its transnationalization on indigenous peoples.
★ Define and give examples of key course concepts such as: direct and indirect control, consent, groupthink, cults, trustanoia, military-industrial complex, public/private sphere, free trade, coercive harmony, commodification, neoliberalism, academic freedom, choice, alienation, generation gap, incremental change, trimtabs, microprocesses, standardization, Faustian bargains, among others.
★ Articulate the challenges and possibilities of counter-hegemonic efforts for building “another world.”

Beyond these key topics, students will receive instruction & guidance on reading strategies, critical analysis, & written articulation of original intellectual ideas.

“For the time is coming when middle class America will become credit card-carrying, turnpike-commuting, condominium-dwelling, fraternity-joining, churchgoing, sports-watching, time-purchase-buying, television-watching, magazine-subscribing, politically-inert transmigrated urbanites who, through the phenomenon of the second car and the shopping center have become golf-playing, wife-swapping, etc. etc. etc. suburbanites. Or has that day dawned? If so, you will understand what has been happening to Indian communities for a long, long time.”

-Vine Deloria, Jr.

“I wanna be free. I want you to be free. A lot easier for me to be free if you're free.”

- Russell Means, activist
Course format

There will be two 2-hour class sessions each week that integrate lecture, discussion, small group activities, student participation, and films. I try to incorporate most of the readings into lecture/discussion, but regardless of whether they are addressed overtly or indirectly, you are still responsible for having read them and may be tested on the material. Be forewarned that at least one third of my exams are based on things you could only know if you did the readings. As a rule of thumb, you should be spending an average of 8-10 hours a week outside of the classroom on your assignments and weekly class preparation.

Readings

There are three required books, which you can acquire at the campus bookstore or from another bookseller.


- This class is about our world today. From time to time, I may ask you to read or view related news items or websites. I also highly recommend that you read a daily newspaper or listen to an alternative news show like Democracy Now! with Amy Goodman. It’s also important to note the difference between what mainstream and other sources report. The New York Times offers generously discounted home delivery & digital subscriptions for students here: http://homedelivery.nytimes.com/HDS/StudentHome.do?mode=studHome

Many other required readings will be available on recycled paper in a course packet available at Davis Copy Maxx, 232 Third Street, and/or, only if you truly read well online, for treeless download on Canvas ($) under “Files.” Additional “recommended” readings may be posted by week/topic to Canvas, but you will only be responsible for the reading material already listed on this syllabus.

Attendance, curiosity, and participation

“It is a miracle that curiosity survives formal education.” – Albert Einstein
“The cure for boredom is curiosity. There is no cure for curiosity.” – Dorothy Parker
“Judge a man by his questions rather than by his answers.” – Voltaire
“I think, at a child’s birth, if a mother could ask a fairy godmother to endow it with the most useful gift, that gift should be curiosity” - Eleanor Roosevelt

Punctuality, participation, and a passion for learning will put you on the right path to the grade you want. If for some reason, you need to leave early, let me know before we begin and exit quietly. As a medium-sized class, attendance and participation is especially important, so come prepared to engage, discuss, and take notes. If you are shy about spontaneous participation, you may want to write down some prepared comments and/or use thoughts you’ve already collected in your learning journal.

How will I quantify participation? You will receive a score for 16 of our 18 sessions (everything but the first day and the midterm). This allows you two excused absences, no questions asked. You get 1 point for showing up on time and 2 points for signs of active listening (taking notes, nodding, smiling, and demonstrating other signs of paying attention) [3 points = 45]. Under no circumstance should you text, surf the web, or disrupt the class with private chatting. I will subtract all 3 points and then some for any instance of poor manners (surfing, chatting, tardiness, texting, falling asleep, or being disruptive in some other way).

In addition, as a “class citizen,” you should make a substantive public contribution at least 5 times in the quarter (4 points each). Some of you may talk and participate a lot more than this, which will be credited in my discretionary assessment (another 20 points, in other words, potentially the difference between a C & a B or a B & an A).
record your participation, download the “memory hole” booklet template, cut it up, and staple. Whenever you participate, sum it up in your booklet. Whenever you’ve reached the five pages or on the last day of class, you’ll turn it in so that I can award you credit.

I hope to talk with each of you individually at some point in the quarter. You are welcome to office hours or to chat with before class or walk me back to my car on Thursdays.

**Evaluation**

My courses are never graded on a curve. Everyone has the hypothetical opportunity to make an A, but by no means is this the default grade. Against the trend of grade inflation, I assess mediocre work in the B- to D range, not as an A minus. Your final point will be translated into letter grades according to this scale.

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<tr>
<th>Percentage</th>
<th>Letter Grade</th>
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<tr>
<td>97-100</td>
<td>A+</td>
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<tr>
<td>93-96</td>
<td>A</td>
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<td>90-92</td>
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<td>87-89</td>
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<td>83-86</td>
<td>B</td>
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<td>80-82</td>
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<td>77-79</td>
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<td>73-76</td>
<td>C</td>
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<td>70-72</td>
<td>C-</td>
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<td>67-69</td>
<td>D+</td>
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<td>63-66</td>
<td>D</td>
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<td>60-62</td>
<td>D-</td>
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**Grade petitions:** I invest considerable effort into ensuring that my grading is fair and equitable and giving you detailed feedback. Hence, working harder and showing improvement over the quarter will more likely result in an overall grade bump than quibbling about an individual assignment. Any petitions must be submitted in writing within one week of the released grade, accompanied by a photocopy of the graded item (not the original).

If I’ve made a clerical mistake in entering a grade, of course, please bring that to my attention ASAP via email and/or after class. After grades are submitted, UC Davis forbids professors from changing grades, so you’d be wise to double check accuracy on/before the last day of class.

**Manners, rules, and rituals**

1. **Chemical sensitivities.** Let’s keep neurotoxins out of the classroom! You are kindly requested to refrain from wearing perfume/cologne or other cosmetic product with heavy synthetic odors, including scented laundry products (detergents, softeners, dryer sheets). For sensitive individuals, these affect memory, concentration, among other cognitive symptoms.

2. **Compatible software.** Please turn in assignments in either Microsoft Word formats (.doc or .docx) or Apple Iworks format (.pages). Audio visuals can be in .jpg, .pdf, .ppt, or .keynote - (please not Prezi).

3. **Readings** should be completed before class. As a rule of thumb, you should be spending 8-10 hours a week on average for any college course. If you think a class in Native American Studies should be “easy,” you may want to reflect on the ethnocentrism of that assumption.

4. **Slides.** To encourage better listening and note-taking, please know that my pedagogical policy is NOT to post lecture slides on Canvas. No adversary, supervisor, boss, or any other figure of authority in your future professional life is going to do so or spoon feed you notes. One of the essential skills of college is learning to take dynamic, memorable notes. If you are having trouble doing so, I encourage you to ask questions, read online tips about note-taking, talk with me after class, request that I slow down, use the Chatroom to query other students, take advantage of the “curiosity corner,” organize study groups, or whatever else you need to do to learn the material.

5. **Make a friend.** If you miss class, ask a fellow classmate for notes or handouts. (See above.)

6. **Illness/conflicting appointment.** Life happens. You have two excused absences, no questions asked, so if you are contagiously ill, please stay home and get better. Don’t worry about emailing me unless you miss more than twice.

2. **Faculty email:** Working against digital distraction, I try to treat email like regular postal mail, checking it thoroughly only once a day and prioritizing messages by urgency and importance for no more than a 7-day turn around time. Please speak to me in person for any substantive questions either in office hours or right after class.
for quick matters.  Note: I do not accept assignments by email!  Seriously I will delete them!  I am not your secretary.

7. In pedagogical contexts, I go by Professor Grandia and/or Dr. Grandia, in person and/or in writing. For more information on my research and links to my publications, see http://nas.ucdavis.edu/faculty/liza-grandia.

8. **Student email.** Students are expected to read announcements that are addressed to the class through Canvas. For quicker response and recognition, it's better to write me from your UC Davis email, not a private account. I am teaching 3 classes this quarter, so if it's something mundane another student can answer, chat with someone on Canvas or ask a friend.

9. **Office hours.** I organize my office hours in 15 minute slots through Signup Genius. There will be occasional open hours (first come, first serve) before exams and major assignments. Please come prepared for office hours with a piece of paper, a writing utensil and a written or mental list of topics you wish to discuss. You can always link to this site from my department webpage. http://www.signupgenius.com/go/5080f45a8aa2ca20spring1

10. **Special needs or concerns.** Any student with documented special learning needs or concerns should speak with me during the first two weeks of the quarter about any accommodations needed.

11. **Missed/early exams.** Please note the date of exams on your calendar now and make travel plans accordingly. I do not give early or make-up exams.

12. **Plagiarism and cheating** will not be tolerated. I will refer any cases of academic dishonesty to Student Judicial Affairs and you will receive a zero for the given assignment or test, likely resulting in a failing grade in the course. Note: turning in the same work for two or more classes is a serious form of plagiarism. For tips on avoiding other plagiarism problems, see: http://cai.ucdavis.edu/aip.html

13. Any **revisions to the syllabus** that are announced in class will take precedence over this document. Any added or substituted material will always be posted to Canvas (you won’t need to purchase anything new).
Assignment instructions

A. **Introduction:** By the end of the first week, download from assignments a form. Fill it out with a description of who you are and why you wish to take the class & include a photograph of yourself (to help me learn names). If you are joining late, just upload ASAP. (Upload to § Assignments)

B. **Control list:** As you read the context-setting chapters of the two dystopian novels, *1984* and *Brave New World*, write a list of social and cultural controls (direct or indirect) that you observe. Categorize the lists and then write a paragraph or two how any/all these or similar controls appear in your own world. (Upload to § Assignments)

C. **Time tracking:** The week we discuss Taylorism, I want you to get an old fashioned notebook and keep track of your time (no apps! that will mess up the experimental conditions). You’ll summarize it and then write a paragraph of reflection about your time use. More details to follow! (Hard copy to Professor)

D. **Learning journal:** For three different topics, write a single-spaced page of reflections from three different genres below. Do not summarize the readings!
- Curiosity: do some original research on a topic mentioned in the reading that intrigued you
- Concern: write about whatever sparks indignation, outrage, passion
- Civic: write a letter to your congressional representative, a letter to the editor, or some other civic-type document
- Comparison: compare/contrast two or more readings
- Creative: a poem, story, whatever...BUT it MUST connect to the readings... it should be obvious how it does and if it’s not obvious, write me a preface or introduction to the piece
- Communicative representation: design a photographic essay, powerpoint slides
- Contextual: reflect ethnographically about the topic
- Conversation: describe a conversation you had with someone about the topic
- Critical analysis: evaluate the argumentation and empirical evidence presented by the author(s)
- Comprehensive review: put all the readings for that day in conversation with one another.
- Query: debate/discuss the text as a devil’s advocate
- Connection: compare/contrast the readings with something you’ve learned or read elsewhere
- Kin: describe the topic/issue to a sibling or a grandparent in terms they would understand (in a dialogue or letter format)
- Current event: relate a reading to a current event or vice versa; include a link to the article.
- Citation: expand the recommended readings by finding another academic source on the subject, especially related to indigenous peoples and annotate and introduce how/why it is an essential contribution
- Etc.

Be sure to include the genre, date and a descriptive title on the heading of each journal entry. (Typed, hard copy to the professor).

E. **Pick an independent topic,** do significant library/internet research on it, and assemble a list of 10 cold hard facts akin to a Harper’s Index — in which the facts tell a coherent story. Imagine this as the base of what would be a research paper. Scrutinize your sources. Each fact should be linked to a bibliographic citation. You can earn up to 10 bonus points for designing powerpoint or Keynote slides. (Upload to § Assignments)

F. **Personal and political.** This should be a half page statement or list two parts. The first part should describe something strategic you might change in your personal life as a result of what you have learned in this course and the second should discuss what BIG ISSUE broader social/economic/political/cultural issue or problems you would like to tackle or would like someone else to tackle. Or, if you want, you can come up with a “declaration” style list of things that would solve everyone’s personal problems collectively, e.g.

* David Korten suggesting to Create a Federal Recovery and Reconstruction Bank.... with money from the Federal Reserve for green energy projects (p. 59)
• Robin Hood tax - speculation tax on Wall Street transactions, $150 billion
• Legislate a shorter work week, more time for DIY, resiliency
• Cut military budget by 20% and explicitly invest those funds in schools and green energy produced in former military towns etc..

This is an exercise in the skin/skeleton of hegemony in Gramsci’s terms. If you can think of something that does both, then that may be the equivalent of Gandhi making salt!

**Graded items**

<table>
<thead>
<tr>
<th>Item</th>
<th>Date</th>
<th>Description</th>
<th>Mode</th>
<th>Points</th>
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<tbody>
<tr>
<td><strong>Exams</strong></td>
<td></td>
<td></td>
<td></td>
<td>400</td>
</tr>
<tr>
<td>Midterm</td>
<td>May 2</td>
<td>Bring a writing utensil.</td>
<td>In class</td>
<td>200</td>
</tr>
<tr>
<td>Final exam</td>
<td>June 14</td>
<td>TBD - if scantron or essay and short answer.</td>
<td>In the same assigned classroom</td>
<td>200</td>
</tr>
<tr>
<td><strong>Critical writing &amp; curiosities</strong></td>
<td></td>
<td></td>
<td></td>
<td>500</td>
</tr>
<tr>
<td>A. Introductions</td>
<td>Friday, April 7</td>
<td>Get to know you form saved as: Surname, First, INTRODUCTION.doc(x)</td>
<td>Form + photograph uploaded to § Assignments</td>
<td>20</td>
</tr>
<tr>
<td>B. Social and cultural controls</td>
<td>Tuesday, April 11</td>
<td>List/classification of controls in the dystopian novels (see below)</td>
<td>Uploaded to § Assignments</td>
<td>50</td>
</tr>
<tr>
<td>C. Time tracking</td>
<td>Tuesday, May 23</td>
<td>Keep track of your time by category for a week + reflection</td>
<td>Uploaded to § Assignments</td>
<td>100</td>
</tr>
<tr>
<td>D. Learning journal</td>
<td>Tuesday, May 30</td>
<td>For 3 different topics, write a half to whole page, single-spaced, comment (see below), 50 points each</td>
<td>Hard copy to the professor</td>
<td>150</td>
</tr>
<tr>
<td>E. Cold hard facts</td>
<td>Friday, June 2</td>
<td>On a topic of your choice, assemble 10 cold hard facts.</td>
<td>Uploaded to § Assignments</td>
<td>150</td>
</tr>
<tr>
<td>F. The personal and the political</td>
<td>Thursday, June 8</td>
<td>Share key lessons learned and what you might do about them – both personal &amp; political.</td>
<td>Post by 8 am and peer review others before class.</td>
<td>30</td>
</tr>
<tr>
<td><strong>Participation</strong></td>
<td></td>
<td></td>
<td></td>
<td>100</td>
</tr>
<tr>
<td>OPTIONAL</td>
<td></td>
<td>Join the Facebook page</td>
<td><a href="https://www.facebook.com/groups/corporate.colonialism/">https://www.facebook.com/groups/corporate.colonialism/</a></td>
<td>0</td>
</tr>
<tr>
<td>16 of 18 classes</td>
<td></td>
<td>Active learning</td>
<td>16 sessions *3, sign-in + 2 free</td>
<td>50</td>
</tr>
<tr>
<td>Class participation (6X, 5 points)</td>
<td></td>
<td>Reiterated in a sentence on a slip of paper and added to the basket</td>
<td>my discretion</td>
<td>30</td>
</tr>
<tr>
<td>Overall</td>
<td></td>
<td></td>
<td></td>
<td>20</td>
</tr>
<tr>
<td>Friday, June 9</td>
<td></td>
<td>Remember to double check Gradebook for accuracy</td>
<td></td>
<td>~</td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td>1000</td>
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</tbody>
</table>
## Symbols for readings
- ✤ Section of a required or recommended book
- • Article from your packet
- 🌐 Website link

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Topic</th>
<th>Readings</th>
<th>Total</th>
</tr>
</thead>
</table>
| 1a  | April 4| Occupy your mind….                          | • Black, Carol, “Occupy your Brain.”  
• Grandia, preface 1 page.  
Acquire your books, work on your personal statements & photos due by April 7, 5 pm  
▽ Start reading your novels!                                                                                                   | 8     |
▽ NELSON: “Lighting the Sun of our Future,” 1-19.                                                                                       | 52    |
• Huxley, Aldous. 1931. *Brave New World*. Chapter 1-3 [1-37 in download]  
• Huxley, Aldous. 1949. Letter from Huxley to George Orwell.  
• recommended: Orwell, George. 1946. “Politics and the English Language,” pp. 1-11.                                                 | 121, easy fiction |
| 3a  | April 18| The corporation as a person                 | http://intercontinentalcry.org/corporate-personhood-and-sulfide-mining-in-anishinaabeg-country/  
http://en.wikipedia.org/wiki/Corporate_personhood  
Move to Amend - explore website  
FILM in class.                                                                                                                          | ☐     |
<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Topic</th>
<th>Readings</th>
<th>Total</th>
</tr>
</thead>
</table>
http://www.slate.com/blogs/future_tense/2013/12/06
| 42   |
• Greenwald/Snowden, watch:  
  I. ”Collect it All”: http://www.democracynow.org/2014/5/13/collect_it_all_glen_greenwald_on  
  II. ”The Stuff I Saw Really Began to Disturb Me” http://www.democracynow.org/2014/5/13/the_stuff_i_saw_really_began  
• Federman, Adam. 2014. “Could you be a terrorist?” *Utne Reader*  
| 40   |
| 60   |
| 5a  | May 2   | Midterm         | Bring whatever writing utensil gives you the best handwriting.                                                                                                                                                                                                                                                                         |       |
| 5b  | May 4   | Film            | *Film (Yes men!)*                                                                                                                                                                                                                                                                                                                    |       |
| 65   |

### III. Soft power


<table>
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<th>Day</th>
<th>Date</th>
<th>Topic</th>
<th>Readings</th>
<th>Total</th>
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</thead>
</table>
  • Crawford, “The Cost of Paying Attention.”
  • McClelland, “I Was a Warehouse Slave.” *New York Times*.
  “Protecting the Web of Life” by Tom Goldtooth | 50    |
<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Topic</th>
<th>Readings</th>
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</thead>
</table>
| 9a  | May 30 | Enclosure of the commons | *David Bollier. Ideally the whole book, but priorities Chapters 1, 2, 3, 5, 6, 7, 8, 10, and p. 175-180<br>*Grandia, Liza. 2012. *Enclosed: 12-18*
<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Topic</th>
<th>Readings</th>
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<tbody>
<tr>
<td>9b</td>
<td>June 1</td>
<td>Resource grabs/ Dakota Access</td>
<td>* Explore social media of Standing Rock.</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>* Finish Bollier</td>
</tr>
<tr>
<td>10a</td>
<td>June 6</td>
<td>Another world is possible</td>
<td>✤ NELSON: “The Iroquois Confederacy” by John Mohawk, 52-58.</td>
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<td>✤ UNDRIP</td>
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<td></td>
<td>✤ Bill of Rights &amp; Declaration of Independence</td>
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<td>✤ Roy, Arundati. “Confronting Empire.” Speech at the World Social Forum,</td>
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<td>in Porto Alegre, Brazil, January 28, 2003</td>
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<td></td>
<td></td>
<td>✤ International Forum on Globalization (2002). “A Better World is Possible:</td>
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<td>Summary of Alternatives to Globalization.” Spring, 16 pp [TBA page</td>
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<td>selection]</td>
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<td>✤ Harden, Joel D. 2013. *Quiet No More: New Political Activism in</td>
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<td>Canada and Around the Globe*. Toronto: James Lorimer &amp; Company Ltd, 70-</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>83</td>
</tr>
<tr>
<td>10b</td>
<td>June 8</td>
<td>Review, celebration</td>
<td>* Catch up, breathe, reflect, and celebrate!</td>
</tr>
</tbody>
</table>

**Final, Wednesday, June 14 at 3:30 pm, same classroom**