

## CONTENTS

### I Language

- 1 English: A Globalized Language in Science and Technology 15  
*Joseph F. Chiang*
- 2 Global English in Asian Fiction: Some Thoughts on Writing Contemporary Fiction from and of Asia in English 25  
*Xu Xi*
- 3 Glocalization through Global Brand Transposition 45  
*Shiao-Yun Chiang and Hanfu Mi*

### II Identities

- 4 Maintenance of Spanish as a Heritage Language in a Global World 63  
*Maria Cristina Montoya*
- 5 Language Choice among Mayan Handicraft Vendors in an International Tourism Marketplace 85  
*Walter E. Little*
- 6 Making of the Pacific Mall: Chinese Identity and Architecture in Toronto 107  
*Ho Hon Leung and Raymond Lau*
- 7 Citizens or Consumers? British Conservative Political Propaganda toward Women in the Two World Wars 127  
*Matthew Hendley*

### III Boundaries

- 8 Capoeira and Globalization 145  
*Joshua M. Rosenthal*
- 9 Immigration and Indigenization in the Mexican Diaspora in the Southwestern United States 165  
*Brian D. Haley*
- 10 Construction, Deconstruction, and Reconstruction of State Legitimacy in South Africa and Japan 185  
*Robert W. Compton, Jr.*
- 11 Searching for Semantics in Music: A Global Discourse 209  
*Orlando Legname*
- 12 Human Movements: Consequences to Global Biogeography 229  
*Thomas Horvath*
- Epilogue Echoes from the Past Reflections 243  
*Thomás Sakoulas*

## REVIEWERS' DESCRIPTIONS

This collection gives voice to the peoples and groups impacted by globalization as they seek to negotiate their identities, language use, and territorial boundaries within a larger global context. Rather than viewing globalization as one-dimensional, (i.e., cultural, economic, or political), the approaches taken by the authors reflect a nuanced and multifaceted discussion of globalization that integrates all three perspectives. They explore identity, boundaries, language use, and other issues in the context of specific temporal and spatial contexts.

“This volume offers a wide-ranging, open minded treatment of globalization and cultural trends. The approach is kaleidoscopic and thoroughly international with contributions from several continents, which makes for engaging reading.”--Jan Nederveen Pieterse, Mellichamp Professor of Global Studies and Sociology, Global and International Studies Program, University of California, Santa Barbara

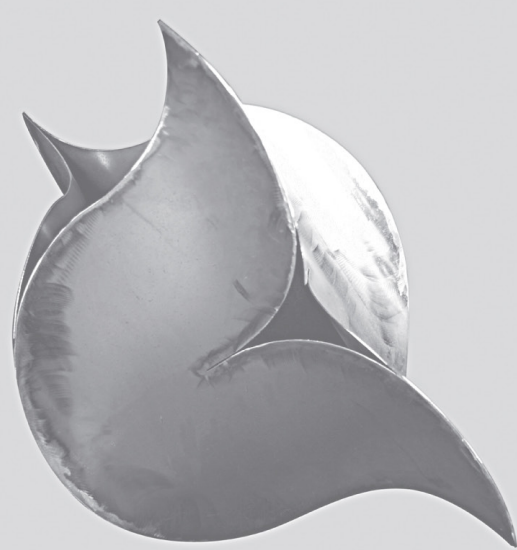
“For students of globalization, this is one of the most inter-disciplinary, cosmopolitan, wide-ranging, and interesting collections to be published in recent years. Spanning a wide variety of topics, these original and well-written essays, thoughtfully juxtaposed under the key concepts of the title, expand our understanding of globalization and extend the ways it can be imagined. The essays will be of interest to a wide range of readers in both the humanities and the social sciences.”--Anthony D. King, Emeritus Professor, Art History and Sociology, State University of New York at Binghamton; Author of Spaces of Global Cultures: Architecture Urbanism Identity

This volume adds new spark and spice to how we perceive and conceive globalization in all its hues and nuance. Rather than examining language, identity, and boundary in broad and abstract cultural and discourse terms, the essays address these thematic topics through multiple disciplinary lenses in concrete places where globalization “touches down.” The book will stand as a fresh and special contribution to globalization research. --Xiangming Chen, Dean and Director and Paul Raether Distinguished Professor of Sociology and International Studies, Center for Urban and Global Studies, Trinity College

“Imagining Globalization offers an intriguing set of studies that take and explore the simultaneous global circulations of peoples, cultures, and languages. An impressive and innovative addition to any globalization bookshelf.” --Wendy Griswold, Department of Sociology, Northwestern University

# IMAGINING GLOBALIZATION

LANGUAGE, IDENTITIES, AND BOUNDARIES

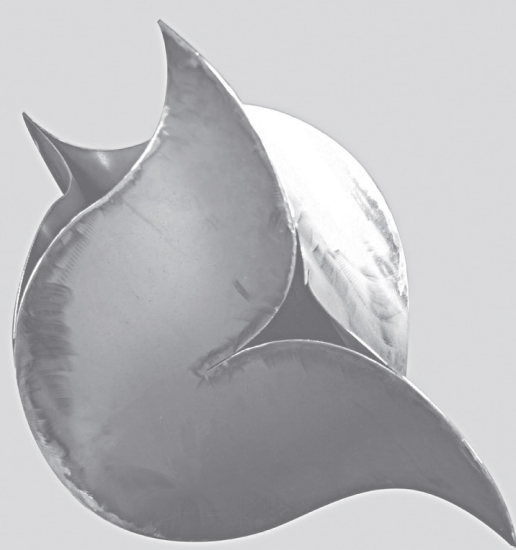


EDITED BY  
*Ho Hon Leung, Matthew Hendley,  
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## CHAPTER SUMMARIES

Using a first-person perspective to examine the shift of languages in the field of sciences that is trying to reach all peoples in the world, Chiang (Chapter 1) studies how English has become the lingua franca of the contemporary world of sciences.

Xu Xi (Chapter 2) questions whether “global English” exists in literature or if it is an oxymoron among many Asian writers and whether the fiction is produced as “national” or “Asian” if the language is “global” or whether it is a “universal” literary expression.

Chiang and Mi (Chapter 3) examine the use of language in the transposition of global brand names in China and argue that such practice is a “glocal” process in which the global value and the local value interact with each other.

Montoya (Chapter 4) explores how a group of second-generation Hispanic college students in New York State constructs its identity that emphasizes greater cosmopolitanism with adherence to a strong ethnic and linguistic identity base.

Little (Chapter 5) uses the ethnographic and linguistic composition of the tourism handicrafts market in Antigua, Guatemala, to discuss the interrelationship between language and economics. He observes that global tourism can have positive effects on the maintenance and promotion of indigenous languages.

Leung and Lau (Chapter 6) investigate how a Chinese community in Markham (a suburb of Toronto), Ontario, Canada, transforms and maintains its ethnic identity and pride through a Chinese iconic shopping mall, Pacific Mall, realized by a non-Chinese developer.

Hendley (Chapter 7) examines changes in the British Conservative Party’s conceptualization of the typical female voter in Conservative political propaganda in two world wars. He argues that the shift in portraying female voters as citizens in the First World War to consumers in the Second World War is a result of Britain’s changing position in the world due to the forces of globalization. He also argues that the political success of the British Conservative Party in the twentieth century is linked to its adeptness at adapting to such changes.

Rosenthal (Chapter 8) uses a participatory research approach (participating in the practice of capoeira while conducting research of the activity at the same time), to examine how historical memory and origins are represented on Web sites about the practice of capoeira, the Afro-Brazilian cultural form often described as an improvised mix of martial arts and dance. The spread of capoeira popularity beyond the contested origin(s) of the art deserves inquiry into the way that globalization has opened new public spaces for redefining identities. This inquiry is not only across international borders but across long-standing categories involving nations, ethnicity, and cultural practice.

Haley (Chapter 9) challenges the conventional wisdom that people in the United States whose family histories trace back to Mexico would share a common ethnic identity as Mexican Americans. Evidence indicates that such people, individuals, and communities occupying different social positions and identifying themselves variously as Spanish, Native American, Mexican American or Chicano, and Mexican are a result of complex migration experiences, changes in the nature of political and economic relationships with other groups, and the shift of cultural associations attributed to various social positions within a multiethnic, globalized, class-based society.

Compton’s comparative analysis (Chapter 10) traces the sources of legitimacy of regimes in Japan and South Africa, over time, from their respective inception (i.e., Japan in 1868 and South Africa in 1948) and notes the similarities and differences in the construction of state legitimacy. He argues that the pressures resulting from globalization and internal political changes destroyed the old system and created the bases for new sources of state legitimacy in the late twentieth century. In the twenty-first century, both Japanese and South African political elites will increasingly rely on divergent approaches to constructing state legitimacy despite striking past similarities.

Legname (Chapter 11) asks whether music, as a system of sound signs or a language, is semantic or universalistic in nature. He demonstrates that music can become a universalistic language, by comparing how Brazil advocated nationalism through its music in the beginning of the twentieth century and how Japan incorporates western music with its ancient cultural elements in the search of its identity in contemporary music.

Horvath (Chapter 12) looks at how natural borders of nonhuman species are becoming less and less meaningful. The nonhuman species’ movement from their natural surroundings is the result of human activities, the speed and intensity of which have increased rapidly during the contemporary period of globalization.

The Epilogue, is written from the first-person point of view. Sakoulas’s imagination of the motif—an arc—is echoed in a number of cultures from ancient to modern times. His repetition of a simple arc in the form of geometric ideals across different material surfaces creates “more complex, independent forms free from their source but without ever denying their origin” There is a striking similarity between his art theory and the substance of this book. Language, identity, and boundaries are simple arcs of human social, cultural, and political constructions that exist in ideal forms. The lived human experience across time and space is the artwork in place.

## NOTES ON CONTRIBUTORS TO IMAGINING GLOBALIZATION

**Joseph F. Chiang** is Professor of Chemistry and Biochemistry at the State University of New York (SUNY) College at Oneonta. Chiang received his MS and PhD degrees from Cornell University and has published over fifty research papers and book chapters.

**Shiao-Yun Chiang**, PhD in Communication and Sociology, State University of New York at Albany, is an Associate Professor of Communication Studies at SUNY College at Oneonta. His main research interests include social semiotics, intercultural pragmatics, and instructional interaction within and across cultural boundaries. His recent publications in international journals are “Reformulation as a Strategy for Managing ‘Understanding Uncertainty’ in Office Hour Interactions” in *Intercultural Education* 19, no. 3 (2008); “Mutual Understanding as a Procedural Achievement in Intercultural Interaction” in *Intercultural Pragmatics*, vol. 6, no. 3 (2009); and “Personal Power and Positional Power in the Discourse of Doctoral Supervision” in *Discourse & Communication*, vol. 3, no. 3 (2009).

**Robert Compton** is Associate Professor of Political Science at SUNY College at Oneonta. Compton’s research interests focus on political development in East Asia and Southern Africa. In addition to journal publications, he is the editor of and contributor to *Transforming East Asian Domestic and International Politics* (Ashgate: 2002) and the author of *East Asian Democratization: Impact of Globalization, Culture, and Economy* (Praeger: 2000).

**Brian D. Haley**, Associate Professor and Chair of Anthropology at the SUNY College at Oneonta, is author of “Anthropology and the Making of Chumash Tradition” (*Current Anthropology* 1997), “How Spaniards Become Chumash and Other Tales of Ethnogenesis” (*American Anthropologist* 2005), and *Reimagining the Immigrant: The Accommodation of Mexican Immigrants in Rural America* (Palgrave Macmillan, 2009).

**Matthew Hendley**, Associate Professor of History at SUNY College at Oneonta, has published articles in the *Canadian Journal of History*, *Albion*, *Journal of the Canadian Historical Association*, as well as a book chapter in *The Culture of Fascism: Visions of the Far Right in Britain*, coedited by Julie Gottlieb and Thomas Linehan (London: I. B. Tauris, 2004).

**Thomas Horvath** is Associate Professor of Biology and Director of Environmental Sciences at SUNY College at Oneonta. His research focuses on the dispersal of aquatic invasive species in freshwater, especially zebra mussels and crayfish. He is the author of “Economically Viable Strategy for Prevention of Invasive Species Introduction: Case Study of Otsego Lake, New York,” which was published in *Aquatic Invasions* in 2008.

**Raymond Lau** accepted a position with an innovative structural engineering firm in London, and later was invited to join the world-renowned Zaha Hadid Architects, UK, in 2007, after completing his master’s degree at the Architectural Association, London, UK. Besides earning awards in numerous international competitions, Lau has been a project architect and project manager during his second employment, handling large-scale projects in Dubai, UAE, and in Chengdu and Beijing, China. He is researching the relationship between ethno-cultural identity and architecture with Ho Hon Leung.

**Orlando Legname** is an Associate Professor of Music at SUNY College at Oneonta, as well as a composer, conductor, musical theorist, and Digidesign Certified “Pro Tools Expert.” He also currently holds the position of Director of the Audio Arts Production Program at SUNY College at Oneonta. He has published two textbooks and several articles, and has produced CD recordings, theater music, jingles, and commercials.

**Ho Hon Leung** is Associate Professor of Sociology and Chair of the Steering Committee of the Center for Social Science Research at SUNY College at Oneonta. His research interests include ethnic relations, immigrants, ethnic aging, and globalization. Dr. Leung is the coeditor of and contributor to *Investigating Diversity: Race, Ethnicity, and Beyond* (Linton Atlantic Books: 2008). He is also the author of “The Road Less Taken: Settlement of Chinese Immigrants in Small Towns,” *Asian and Pacific Migration Journal* 16, no.1 (2007).

**Walter Little**, Associate Professor at SUNY at Albany, is a cultural anthropologist who studies cultural identity politics, political economy, and tourism in Antigua, Guatemala. Some of his major publications include the books *Mayas in the Marketplace: Tourism, Globalization, and Cultural Identity* (University of Texas Press: 2004), *La utz awach? Introduction to the Kaqchikel Maya Language* (University of Texas Press: 2006) with Judith Maxwell and Robert M. Brown, and *Mayas in Post-War Guatemala: Harvest of Violence Revisited* (University of Alabama Press: 2009) with Timothy J. Smith.

**Hanfu Mi**, PhD, is Associate Professor and Coordinator of Literacy Education in the Department of Elementary Education and Reading at SUNY College at Oneonta. His main research interests include language acquisition and literacy development, with an emphasis on sociocultural linguistic factors. His most recent publications include a journal article, “Reformulation as a Strategy for Managing ‘Understanding Uncertainty’ in Office Hour Interactions,” *Intercultural Education*, vol. 19, no. 3 (2008), and a book chapter, “A White Horse is Not a Horse!—Vocabulary Development through Conceptual Understanding and Sociocultural Experience” in *The Lives of Young Children, Research and Public Policy*, edited by Judith McConnel-Farmer (Linton Atlantic Books: 2009).

**Maria Cristina Montoya**, born in Colombia, is Lecturer of Foreign Language at SUNY College at Oneonta. Her dissertation (still in progress) is entitled “Expression of Possession in Spanish in Contact with English: A Sociolinguistic Study across Two Generations in New York.” Her research area focuses on heritage language maintenance and language and gender.

**Joshua M. Rosenthal**, Associate Professor of the Department of History and Non-Western Cultures at Western Connecticut State University. He has written reviews and review essays on capoeira that have appeared in the *Latin American Research Review* and the *Hispanic American Historical Review*. He also researches issues of state formation and political culture in nineteenth-century Colombia.

**Thomas Sakoulas** is an artist who was born in Greece and now resides in Oneonta, New York. He received his master’s degree in Fine Arts from the Maryland Institute College of Art, Rinehart School of Sculpture, in 1994, and his work has been exhibited and collected nationally. He is Associate Professor of the Department of Art, and teaches sculpture and computer art at SUNY College at Oneonta.

**Xu Xi** (www.xuxiwriter.com) is the author of seven books of fiction and essays. Recent titles include *Evanescence Isles* (2008, essays), *The Unwalled City* (2001, novel), and *Overleaf Hong Kong* (2004, stories and essays). She is currently faculty chair of the MFA in Writing program at Vermont College of Fine Arts, and also teaches graduate and undergraduate creative writing workshops at various international universities.