
THE SIXTEENTH ANNUAL WORKSHOPS AND CONFERENCE IN INTERNATIONAL STUDIES

SPONSORED BY



The West Virginia Consortium
for Faculty and Course Development
in International Studies

November 7-8, 1996

Lakeview Resort and Conference Center
Morgantown, West Virginia

PROGRAM COMMITTEES FOR THE WORKSHOPS

Central Program Office

Program Coordinator: Sophia Peterson, Director, FACDIS
(Political Science, West Virginia University)

Program Assistant: Ann Levine, Assistant Director, FACDIS

The Global Economy

Chair: W. Bill Greenwood (Business, Shepherd College)

Globalization of Western Culture: The Role of the Mass Media

Chair: James Keegan (Communications, Bethany College)

Ethnic Conflict

Chair: Wes Harrison
(Political Science/History, Alderson-Broaddus College)

“Globalization and Fragmentation”

The Global Economy

Globalization of Western Culture: The Role of the Mass Media

Ethnic Conflict

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The West Virginia Consortium for Faculty and Course Development
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Funded by the State College and University Systems
of West Virginia and
participating institutions in FACDIS

PROGRAM

Thursday, November 7

(Guide to workshop leaders and speakers can be found at end of the Program.)

9:30 am-1:00 pm REGISTRATION: Library

10:30 - 11:30 am STATEWIDE STUDY ABROAD
PLANNING SESSION

Room: University Hall
Moderator: Michael J. Strada, FACDIS Study Abroad Coordinator
(Political Science, West Liberty State College)

This session, open to all interested faculty, will discuss FACDIS plans for increasing study abroad opportunities for students at FACDIS institutions. An award will be presented to the outstanding study abroad advisor for 1995-1996.

10:30 - 11:30 am
MEETING OF FACDIS STEERING COMMITTEE

Room: Training Room 3

11:45 am -1:15 pm LUNCH: Reflections Room

Opening Remarks: Sophia Peterson, Director, FACDIS
Luncheon Address: Dr. Betty J. Cleckley, Vice President for Multicultural and
International Programs, Marshall University
"Internationalizing Marshall University"

NOTE: At the lunch, certain tables will be designated for faculty with Area Studies interests to sit together. There will be one table for each of the following areas: Africa, Asia, Latin America, Middle East, West Europe, East Europe.

1:30-2:30 pm Keynote Address: University Hall

Benjamin R. Barber
Whitman Professor of Political Science, Rutgers University
"Globalism vs. Tribalism: The Costs for Democracy"

2:30-3:15 pm Panel Discussion: University Hall

Moderator: Sophia Peterson, Director, FACDIS
Panel: Mary Teagarden, Thunderbird-American Graduate School of
International Management
Herbert I. Schiller, University of California, San Diego
M. Crawford Young, University of Wisconsin-Madison

3:15-3:30 pm Break: Chestnut Foyer and Training Room Foyer

3:30-5:00 pm FIRST SET OF THREE CONCURRENT SESSIONS

Topic 1: *The Global Economy*
"Mapping the Global Economy"

Room: Chestnut A
Consultant: Mary Teagarden, Professor of Management, Thunderbird - American
Graduate School of International Management
Chairperson: W. Bill Greenwood (Business Administration, Shepherd College)
Abstract: We all speak with glibness about the global economy. Many, however,
do not begin to comprehend the scope of this phenomenon. This
session will begin by mapping the enormity of the global economy. It will
then focus on three distinct themes within the global economy: first, the
power of the "Triad"—Japan, North America and the European Union—as
an economic triumvirate; second, "North-South" economic challenges to
the triumvirate, especially the role of "Big Emerging Markets"—China,
India and Brazil, for example; and third, the role of the stateless
corporation—e.g. IBM, Mitsubishi, Nestle—in the global economy.

Topic 2: *Globalization of Western Culture:*
The Role of the Mass Media
"USA's Preeminence After World War II and the Principle of the
'Free Flow of Information'"

Room: Chestnut B
Consultant: Herbert I. Schiller, Professor Emeritus of Communication,
University of California, San Diego
Chairperson: James Keegan (Communications, Bethany College)
Abstract: In this session, the industrial-military-political-cultural preeminence of
the United States at the end of World War II will be examined, along with
its implications for the informational-cultural field. The place given to the
U.S.-promoted principle of the "free flow of information" will be analyzed
as will the reaction, largely in the Third World, to that principle and its
implementation.

Topic 3: *Ethnic Conflict*
"The Rising Tide of Cultural Pluralism"

Room: Training Room 4
Consultant: M. Crawford Young, Professor of Political Science,
University of Wisconsin-Madison
Chairperson: Wes Harrison (Political Science/History, Alderson-Broaddus College)
Abstract: In recent years the saliency of cleavages and conflict based upon
ethnicity, race and religion has increased dramatically. Warfare has
become primarily internal to existing nation-state units, rather than
international, in the post-cold war era. We will explore the reasons for
these changes in the political environment, and consider as well
changing perspectives in the quest for conceptual understanding of
cultural pluralism.

5:00-6:00 pm Film Screening

Room: Training Room 4
 Selections from 2-3 films about conference themes.

**5:00-5:00 pm Computer Demonstration Workshop:
"Geographic Information Systems"**

Room: Chestnut Room B
Workshop Leader: Gregory A. Elmes, Professor of Geography, West Virginia University
 Dr. Elmes will demonstrate aspects of GIS, a powerful new technology that has greatly improved our ability to collect, store, manage, analyze, and utilize information about events and features on the earth's surface. This technology enters every aspect of our lives, from digital maps in rental, emergency and delivery vehicles, to the establishment of peace lines between warring parties, and the management of city infrastructure, regional agriculture, and forest lands.

**5:00-6:00 pm Computer Demonstration Workshop:
"Reconnoitering the Internet"**

Room: Chestnut Room A
Workshop Leader: Robert Duval, Associate Professor of Political Science, West Virginia University
 In this session, Dr. Duval will demonstrate the utility of the World Wide Web for instructional purposes in a variety of international studies courses, and will be a wide-ranging survey of sites for both the novice and more experienced.

**6:00-7:00 pm SOCIAL HOUR WITH CONSULTANTS
(Cash Bar): University Hall****7:00-8:00 pm BANQUET: University Hall**

Welcome: Dr. David C. Hardesty, Jr., President, West Virginia University
Remarks: Dr. Jack L. Hammersmith, Associate Director, FACDIS

**8:00-9:30 pm African Drum and Dance Ensemble and
Caribbean Steel Drum Ensemble**

College of Creative Arts, West Virginia University

The WVU African Drum and Dance Ensemble is under the direction of Paschal Yao Younge, a native of West Africa, and the former principal music instructor at the University of Ghana. The ensemble performs a wide range of African traditional, and popular music—performing on the ceremonial drums of Uganda and dancing to the Highlife music of Ghana. The acclaimed ensemble performed at the 1996 Music Educator's National Conference in Kansas City and at last year's Percussion Arts Society's "Pennsylvania State Day of Percussion."

The Caribbean Steel Drum Ensemble is one of West Virginia University's best known and most requested ensembles. With the leadership of Professor Timothy Peterman and the expertise of Ellie Mannette, considered the "Father of the Modern Steel Drum," the ensemble performs a variety of musical selections, many featuring authentic calypso rhythms. Artist-in-Residence at WVU since 1991, Mr. Mannette created all the handcrafted "pans." The ensemble performed at the Percussion Arts Society's International Convention in Atlanta in 1994 and again in November 1996 in Nashville, Tennessee, as well as at the 1996 Music Educator's National Conference in Kansas City.

Friday, November 8**7:00 am INSTITUTIONAL REPRESENTATIVES
BREAKFAST MEETING**

Room: Governor's Ballroom 3

7:30 am BREAKFAST: University Hall

Note: The West Virginia Committee and the National Council on US-Arab Relations would like to encourage former Malone Fellows and other FACDIS faculty interested in learning more about the Malone Fellowships to the Arab Middle East to join them at a large table set aside at breakfast for an informal discussion of the work of the National Council. (Maximum: 15 people)

8:30-10:00 am SECOND CONCURRENT SESSIONS**Topic 1: The Global Economy**

"Developing a Globally Competent Workforce"

Room: Chestnut A

Consultant: Mary Teagarden, Professor of Management, Thunderbird-American Graduate School of International Management

Chairperson: W. Bill Greenwood (Business Administration, Shepherd College)

Abstract: Business organizations have a unique opportunity to enhance "North-South" economic linkages, especially through their efforts to develop a globally competent workforce. This session will introduce three approaches to international human resource management — a Control approach; a Paternalistic approach; and a Developmental approach—and discuss the contributions each makes to the development of a globally competent workforce. The session will compare and contrast the application of three approaches in Mexico, Albania and the People's Republic of China and will conclude with a discussion of the linkages between worker development, customer development and quality of worklife.

Topic 2: *Globalization of Western Culture:
The Role of the Mass Media*
"The Role of the Transnational Corporation in Mass Media Systems"

Room: Chestnut B
Consultant: Herbert I. Schiller, Professor Emeritus of Communication,
University of California, San Diego
Chairperson: James Keegan (Communications, Bethany College)
Abstract: This session will examine the structural transformation of the world economy by the mid-1960s and the emergence of the transnational corporation as the dominant player in global affairs. The pressure of the transnational corporate order to obtain global access for its marketing and ideological messages is traced through the restructuring of national broadcasting and telecommunications systems accomplished with de-regulation and privatization.

Topic 3: *Ethnic Conflict*
"Changing Dynamics of Self-Determination"

Room: Training Room 4
Consultant: M. Crawford Young, Professor of Political Science,
University of Wisconsin-Madison
Chairperson: Wes Harrison
(Political Science/History, Alderson-Broaddus College)
Abstract: For a long period in the postwar world, self-determination, while acknowledged as an international norm, was limited in practice to claims of colonial territories. The breakup of the former Soviet Union and Yugoslavia has put self-determination in play in a broader sense, as have the increasingly vocal claims of groups such as indigenous peoples and national minorities. We will examine the changing meanings of the doctrine of self-determination, and current debates about its normative application.

10:00-10:30 am Break: Chestnut Foyer and Training Room Foyer

10:30-Noon THIRD CONCURRENT SESSIONS

Topic 1: *The Global Economy*
"Can McBusiness Survive and Prosper in a Global Economy?"

Room: Chestnut A
Consultant: Mary Teagarden, Professor of Management, Thunderbird-American
Graduate School of International Management
Chairperson: W. Bill Greenwood (Business Administration, Shepherd College)
Abstract: Is there such a thing as a global business in the global economy? This session will explore the forces businesses encounter that encourage global standardization (or global integration) and the forces that compel business to use customization (or local responsiveness). The session will examine the case of Kentucky Fried Chicken as they develop the Japanese market. Will their "eleven secret herbs and spices" serve them well in Japan? In Japan is "quality, service, and cleanliness" the same as it is in the U.S.? This session will conclude with a discussion of the implications of the global economy and business responses on ourselves as global customers.

Topic 2: *Globalization of Western Culture:
The Role of the Mass Media*
"The Impact of American Pop Culture and the Emerging Electronic Networks"

Room: Chestnut B
Consultant: Herbert I. Schiller, Professor Emeritus of Communication,
University of California, San Diego
Chairperson: James Keegan (Communications, Bethany College)
Abstract: This session will examine the implications of the current worldwide triumph of American pop culture and its values alongside recent efforts to utilize the emerging electronic networks to reinforce and extend the position of dominance.

Topic 3: *Ethnic Conflict*
"Cultural Diversity and Public Policy"

Room: Training Room 4
Consultant: M. Crawford Young, Professor of Political Science,
University of Wisconsin-Madison
Chairperson: Wes Harrison
(Political Science/History, Alderson-Broaddus College)
Abstract: With the escalated saliency of cultural pluralism in the political life of many nations, there has been a much more conscious search for policy arrangements which are conducive to the accommodation of diversity. These include constitutional structures, electoral systems, cultural policies (language and education), remedies for structural historical inequality (affirmative action and its counterparts elsewhere). The session will explore some of the general criteria which might govern policy choice in this domain, and consider some of the kinds of innovations recently encountered.

ADJOURNMENT

SPEAKERS AND WORKSHOP LEADERS

Keynote Speaker

BENJAMIN R. BARBER

Ph.D., Harvard University
Walt Whitman Professor of Political Science and Director of the Whitman Center for the Culture and Politics of Democracy, Rutgers University

Dr. Barber combines notable and influential scholarship, community service, and outstanding teaching in the United States and abroad. He brings an abiding concern for democracy and citizenship to issues of politics, culture, education, civil society and the arts both in America and abroad. Dr. Barber consults regularly with political and educational leaders in the United States and Europe, while serving on the advisory or editorial boards of a broad spectrum of scholarly and civic organizations including *Political Theory*, *The Civic Arts Review*, *Active Citizenship Today*, Center for Living Democracy, the UNCF/Ford Foundation Community Service Partnership Project, and Moscow Interlegal. His ten books include the classic *Strong Democracy* (1984) with translations into numerous languages, *An Aristocracy of Everyone: The Politics of Education and the Future of America* (1992) also published in France, and *The Conquest of Politics* (1988). His latest book, *Jihad Versus McWorld* (1995), is a critical study of the corrosive effects of tribalism and markets on democracy. Dr. Barber has also published more than 100 essays and articles appearing in a broad range of scholarly and popular journals and magazines such as *The American Political Science Review*, *History Today*, *World Policy Journal*, *Harper's*, *The Atlantic*, *Daedalus*, *Dissent*, *The New Republic*. He has contributed to several television series, including the prize-winning CBC/PBS ten-part television series *The Struggle for Democracy*, which he co-authored. Dr. Barber's honors include an honorary doctor of laws from Grinnell College, the French-American Foundation Chair on American Civilization in Ecole des Hautes Etudes en Sciences Sociales in Paris, and numerous noted prestigious lectureships and fellowships.

Workshop Leaders

HERBERT I. SCHILLER

Ph.D., New York University
Professor Emeritus of Communication, University of California, San Diego

A distinguished scholar in the area of mass media/communication and how the media exports culture, Professor Schiller's many books have been translated and published around the world. In addition to over 175 articles and chapters, among his many book titles are *Information Inequality* (Routledge, 1996), *Beyond National Sovereignty: International Communication in the 1990s* (co-edited, Ablex Publishing, 1993), *Triumph of the Image, The Media's War in the Persian Gulf* (co-edited, Westview Press, 1992), *Culture Inc.: The Corporate Enclosure of American Public Expression* (Oxford, 1989), *Communications and Cultural Domination* (International Arts & Sciences Press, 1976), *The Mind Managers* (Beacon Press, 1973), and *Mass Communications and the American Empire* (Augustus M. Kelley, 1969, revised 1992). Professor Schiller has often taught as a visiting professor at universities in the U.S. and abroad, including the University of Paris (VIII), the Universities of Stockholm, Uppsala, Lund, and Helsinki, the University of Tampere (Finland), the University of Amsterdam, and Hebrew University (Jerusalem). He has served as Vice-President of the International Association for Mass Communications Research, and continues as a member of its International Council. In addition, he has served as editor, on the editorial board or as editorial advisor for over twenty journals.

MARY B. TEAGARDEN

Ph.D., University of Southern California
Professor of Management
Thunderbird-American Graduate School of International Management

Professor Teagarden has taught global strategic management, cross-cultural management, and strategic human resource management. Prior to coming to Thunderbird in Fall 1996, she taught at San Diego State University. She often serves as teaching faculty for the University of South Carolina's "Faculty Development in International Business" Program, as well as for Thunderbird's Summer Programs in both Arizona and their Guadalajara, Mexico campus. Professor Teagarden has consulted with numerous private corporations (e.g., Sony) as well as governments. As a Research Fellow for the Center for International Business Education and Research (CIBER) at San Diego State, she has done research in U.S. competitiveness with special focus on the Asian Pacific Rim, Mexico, China and East European countries. The author of over 30 scholarly works, she serves as editor of the *Journal of International Management* and has received "best paper awards" from two professional associations. Dr. Teagarden has recently co-authored a text, *International Management* (Irwin, 1996), and with others has published *A Resource Guide for Internationalizing the Business School Curriculum: Organization Behavior and Human Resource Management* (American Assembly of Collegiate Schools of Business, 1993). Her many awards include her selection as "Presidential Fellow" by Thunderbird in 1993 to recognize her contributions as a scholar to international research, Pac Bell's award ("Simply the Best") for excellence in executive education, and three Outstanding Faculty Awards from San Diego State University for teaching excellence.

M. CRAWFORD YOUNG

Ph.D., Harvard University
Professor of Political Science, University of Wisconsin-Madison

Professor Young's special areas of interest include ethnic conflict, African politics, and development policy. His seven books include *The African Colonial State in Comparative Perspective* (Yale University Press, 1994), for which he won the 1995 Gregory Luebbert Award from the Comparative Politics Section of the American Political Science Association, *The Rise and Decline of the Zairian State* (co-authored, University of Wisconsin Press, 1985), *Ideology and Development in Africa* (Yale University Press, 1982), and *The Politics of Cultural Pluralism* (University of Wisconsin Press, 1976) for which he was awarded the Herskovits Award from the African Studies Association in 1977 and the Ralph Bunche Prize in 1979 from the American Political Science Association. Professor Young has taught in Uganda at Makerere University, was dean of the Faculty of Social Science in the University Nationale du Zaïre, and served as a Fulbright professor at the University of Dakar in Senegal. The recipient of many fellowships and awards, he was a Social Science Research Fellow, a Ford Faculty Fellow, a Guggenheim Foundation Fellow, a Visiting Fellow at the Institute for Advanced Study at Princeton, a Fellow at the Woodrow Wilson International Center for Scholars, and was recipient of the Distinguished Africanist Award from the African Studies Association.

FACDIS ORGANIZATION

FACDIS Office

Sophia Peterson, Director (Political Science, West Virginia University)
Jack L. Hammersmith, Associate Director (History, West Virginia University)
Ann Levine, Assistant Director
Michael Strada, Study Abroad Coordinator (Political Science, West Liberty State College)
Sharon Nestor, Study Abroad Secretary

Institutional Representatives, Study Abroad Advisors, and Steering Committee

INSTITUTION	INSTITUTIONAL REPRESENTATIVE	STUDY ABROAD REPRESENTATIVE
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Bethany College	John Lozier	Pauline Nelson
Bluefield State College	Patricia Mulvey	Patricia Mulvey
Concord College *	Jan Westerik	David Bard
Davis & Elkins College	David Turner	Jane Woods
Fairmont State College *	Patricia Ryan	Patricia Ryan
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Potomac State College **	Lester Beavers	Jack Reynolds
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Wheeling Jesuit University	Joseph Laker	Joseph Laker
West Virginia University	Sophia Peterson	Kelly Marteney
	Jack L. Hammersmith	
	Michael Lastinger	

* Denotes Steering Committee Membership to November 1996

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(Institutional Representatives serve on the Steering Committee)

Membership on the Steering Committee also includes Dr. Sophia Peterson, Director, and Dr. Jack Hammersmith, Associate Director