

Benjamin Barber, *Jihad vs. McWorld*. (New York: Balentine Books, 2001).

I. Introduction (2001)

a. Modern response to terrorism

- i. "...the modern response to terror cannot be exclusively military or tactical, but rather must entail a commitment to democracy and justice even when they are in tension with the commitment to cultural expansionism and global markets" (xii).

b. Terminology

i. Jihad

1. "Disintegral tribalism and reactionary fundamentalism" (xii)
2. "...people who detest modernity – the secular, scientific, rational, and commercial civilization created by the Enlightenment as it is defined by both its virtue (freedom, democracy, tolerance, and diversity) and its vices (inequality, hegemony, cultural imperialism, and materialism)" (xiv).

ii. McWorld

1. "Integrative modernization and aggressive economic and cultural globalization" (xii)

c. The Problem

i. Jihad

1. Sterile cultural monism
2. Fundamentalism

ii. McWorld

1. Cultural fundamentalism
2. Economic reductionism
3. Commercializing homogeneity
4. Based upon the thesis that the world must join America
5. United States action in the last ten years

- a. "...the United States has intensified its commitment to a political culture of unilateralism and faux [artificial] autonomy that reinforces rather than attenuates [ease] the effects of McWorld" (xxi).

6. Bretton Woods institutions are antidemocratic
 - a. International Monetary Fund
 - b. World Trade Organization
7. Anarchism is engineered
 - a. “Anarchism in the global sector is no accident: It has assiduously cultivated” (xxii).
8. Global governance after September 11, 2001
 - a. “Following September 11, global governance has become a sober mandate of political realism” (xxii).
9. America as a parochial [narrow minded] empire
 - a. “America is perhaps the most parochial empire that has ever existed, and Americans – though harbingers [forerunners] of McWorld’s global culture – are the least cosmopolitan and traveled of peoples who husband such expansive power” (xxv).
 - b. Many members in congress do not have passports
 - c. America contributes a lower percentage of its GNP for foreign aid (only a third compared to other democracies).
 - d. American image is monoculture
 - e. People are “averse to the study of foreign languages” (xxv).
10. Globalization involves a radical asymmetry
 - a. “We have managed to globalize market goods, labor, currencies, and information without globalizing the civic and democratic institutions that have historically constituted the free market’s indispensable context” (xxvi).
 - b. “Democracy has been a precondition for free markets – not, as economists try to argue today, the other way around” (xxvii).
11. Where capitalism fails
 - a. “Capitalism fails miserably at distribution and hence at safety and justice, however, which are necessarily the objects of our public institutions...” (xxxvi).

II. Ch. 4: From Hard Goods to Soft Goods

a. Soft technologies

- i. "...rooted in information, entertainment, and lifestyle, and in which products are emerging that blur line between goods and services" (56).

b. Old economy aimed at the body

c. New economy aimed at the mind and soul

- i. The "new economy, mirroring soft power, depends on soft services aimed at the mind and spirit (or aimed at undoing the mind and spirit)" (60).

d. Selling American products is selling America

- i. "...selling American products means selling America: its popular culture, its putative [alleged] prosperity, its ubiquitous [omnipresent] imagery and software, and thus its very soul" (60).

e. American Culture

- i. "To the world, America offers an incoherent and contradictory but seductive style that is less 'democratic' than physical culture..."(61):
 1. Youthful
 2. Rich urban
 3. Austere [strict] cowboy
 4. Hollywood glamorous [alluring]
 5. Garden of Eden unbounded
 6. Goodwilled to a fault [responsibility]
 7. Socially aware
 8. Politically correct
 9. Mall pervaded
 10. Black ghetto life

III. Ch. 5: From Soft Goods to Service

a. Global Culture Speaks American

- i. American English is the world's transnational language (84):
 1. Culture and the Arts
 - a. "Music television sings, shouts, and raps in English" (84).
 2. Science and technology
 3. Commerce
 4. Transportation
 5. Banking
 6. Politics
 - a. "The debate over whether America or Japan has seized global leadership is conducted in English" (84).
 - b. "New information Age critics attach the hegemony of CNN and the BBC World Service but they attack it in English" (84).
 - c. "Somalian clan leaders and Haitian attachés [atte shay, official diplomats] curse America, for the benefit of the media, in English" (84).

b. Mediology to Advance Soft Hegemony of American Pop Culture

- i. For key elements of hard data:
 1. Film
 2. Television
 3. Books
 4. Theme parks
- ii. Global Infotainment Mediology
 1. "This mediology uses advertorials and infomercials, faction as well as fiction, myth-making and myth-making's modern cousin image-mongering, to make over life into consumption, consumption into meaning, meaning into fantasy, fantasy into reality, reality into virtual reality, and completing the circle, virtual reality back into actual life again so that the distinction between reality and virtual reality vanishes" (85).

IV. Ch. 7: Television and MTV: McWorld's Noisy Soul

a. Television Available 24 Hours a Day

- i. "Where cinema is limited in time and place, television is a permanent ticket to ceaseless film watching anytime, anywhere" (100).
- ii. New systems allow users to dial up films

b. Affects in Eastern Europe

- i. "'Hugarians, Czechoslovaks and Bulgarians try to imitate everything that is American....>
- ii. "[T]he state-run financing system of culture doesn't exist any longer, but neither does any network of foundations and other private funds that can be used, as in the West, to support the arts" (102).
- iii. People in Budapest are watching reruns of the *Cosby Show* (102).
- iv. People in Russia are watching a rip off of *Wheels of Fortune* called *Field of Wonders* (102).

c. Music Videos

- i. Young watchers of music video prefer the American version even though most countries have it in their indigenous-language.
- ii. "Sumner Redstone, the owner of MTV... insists that 'kids on the streets of Tokyo have more in common with kids on the streets in London than they do with their parents'" (105).
- iii. "Anglo-American pop accounts for most of MTV's music, and where local groups get airtime they generally imitate the Americans" (105).
- iv. MTV conveys subliminal messages promoting:
 1. Freedom
 2. Disdaining [scorning] authority
 3. Catalyzes consumption
 4. Reinforces identity
 5. Flirts with violence
 6. Makes a sport of sex
 7. Celebrates youth
 8. Engages in "shallow but pervasive political campaigns that are vaguely liberal and empowering though often counterculture and sometimes even scandalizing..." (109).
- v. MTV is the sound of American hot and American cool

V. Ch. 15: Jihad and McWorld in the New World Disorder

a. Jihad and McWorld are Undemocratic

i. Problem with McWorld

1. The Free Market is Manipulative

- a. “The Market’s invisible hand is attached to a manipulative arm that, unguided by a sovereign head, is left to the contingencies of spontaneous greed” (220).

2. Surrender of judgement and abjure [reject] common willing

- a. “McWorlds’s markets surrender judgment and abjure common willing, leaving public goods to private interests and subordinating communities and their goods to individuals and their interests” (220).

ii. Problem with Jihad

1. Community at the expense of tolerance and mutuality

- a. This “creates a world in which belonging is more important than empowerment and collective ends posited by charismatic leaders take the place of common grounds produced by democratic deliberation” (222).

2. Language of self-determination

- a. “Jihad speaks the language of self-determination, but severs collective independence from active liberty of individual citizens” (222).

b. Globalization of Law to Maintain Order

i. Establish institutions such as:

1. United Union
2. World Court

ii. Problem

1. “The law is at best utilitarian – handmaiden to the interests of nations or markets – and at worst, a mere rationalization for covert force” (226).
2. International organizations have no swords. Only their sovereign members do.
3. No international leviathan to enforce the laws.