

# CULT 320: GLOBALIZATION & CULTURE

## Midterm Exam

### \*\*POINT BREAKDOWN\*\*

1. Define **Ideology**: 3 points
2. Define **Eurocentrism**: 3 points
3. What is the Eurocentric version of the origins of the modern world? How is this historical narrative related to the concept of the gap? 4 points (2 part question, 2 points per part)
4. Define the following terms as they are used by Robert Marks:  
**Contingency**: 3 points  
**Conjuncture**: 3 points  
**Accident**: 3 points
5. In what ways are the above concepts important to both the argument and the historical narrative that Marks is attempting to construct in *The Origins of the Modern World*? 5 points
6. Define **Orientalism**: 3 points
7. How is Orientalism as discussed by Edward Said related to Eurocentrism and the gap as discussed by Marks? 5 points
8. Please name and explain the **Four Dimensions of McDonaldization** as discussed by George Ritzer:  
3 points each (1 for naming, 2 for definition)
9. What is globalization? How do the four dimensions of McDonaldization relate to globalization? 8 points
10. What does Robert McChesney mean by the “**global media system**”? How does he see this system as being related to both neoliberalism and neoimperialism? 8 points (2 part question, 4 points per part)
11. In what ways might McChesney’s articulation of the “global media system” be illustrative of a hegemonic project? 5 points
12. David Harvey identifies “**privatization**” as one of the four main elements of “accumulation by dispossession.” What does he mean by privatization and how might this concept be related to the process discussed in McChesney’s essay? 5 points

### SHORT ESSAY

30 points

**The midterm has been scored out of 100, but is worth 200 points of your final grade.  
By multiplying your score by 2, you have the total point value.  
(ex. You received a 90 on the exam, multiply by 2 for a total of 180 points)**