

# American Studies

A tri-annual interdisciplinary journal sponsored by the Mid-America American Studies Association, the University of Kansas, and the Hall Center for the Humanities.

**Editors:** David M. Katzman  
Norman R. Yetman  
**Associate Editor:** William Graebner,  
State University of New York, Fredonia

## Editorial Board

Beth Bailey, University of New Mexico  
George Cotkin, California Polytechnic State University  
Michael Cowan, University of California-Santa Cruz  
Kate Delaney, American Embassy Berlin  
Dennis Domer, University of Kentucky  
Gerald Early, Washington University  
D. Stanley Eitzen, Colorado State University  
James Farrell, St. Olaf College  
Richard Horwitz, University of Iowa  
Mark Hulsether, University of Tennessee-Knoxville  
J. Robert Kent, Independent Scholar  
Frieda Knobloch, University of Wyoming  
Cheryl Lester, University of Kansas  
Sherry Linkon, Youngstown State University

Karal Ann Marling, University of Minnesota  
Jay Mechling, University of California-Davis  
Maureen Montgomery, University of Canterbury  
Diane Quantic, Wichita State University  
Eric Sandeen, University of Wyoming  
Ann Schofield, University of Kansas  
Haskell Springer, University of Kansas  
Albert Stone, University of Iowa  
John Michael Vlach, George Washington University  
Shirley Wajda, Kent State University  
Nancy Walker, Vanderbilt University  
Ryo Yokoyama, Kobe University

**Assistant Editor:** Cheryl R. Ragar  
**Managing Editor:** Alison Watkins

## Mid-America American Studies Association

**President:** Mary Ann Wynkoop, University of Missouri, Kansas City  
**Vice-president:** Wayne Wiegand, University of Wisconsin-Madison  
**Executive Director:** Kathleen Wells-Morgan, Hickman High School, Columbia, Missouri

Copyright © Mid-America American Studies Association, 2000.

The appearance of the code at the bottom of the first page of an article indicates the consent of *American Studies*, the copyright owner, that copies of the article may be made for personal or internal use, or for personal or internal use of specific clients. This consent is given on the condition, however, that the copier pay the stated per-copy fee through the Copyright Clearance Center, Inc., 29 Congress Street, Salem, Massachusetts 01970, for copying beyond that permitted by Sections 107 and 108 of the U.S. Copyright Law. This consent does not extend to other kinds of copying, such as copying for general distribution, for advertising or promotional purposes, for creating new collective works, or for resale.

ISSN 0026-3079

**ON THE COVER:** Cover illustration of a globe, represented as a computer, was designed by Eric Michael Katzman with the assistance of Julee Stephens.

# American Studies

## ***Globalization, Transnationalism, and The End of the American Century***

<b>Globalization and American Studies</b> Norman R. Yetman and David M. Katzman .....	5
------------------------------------------------------------------------------------------	---

## ***Conceptualizing the Global***

<b>Assaying the Frontiers of Globalization: Explorations in the New Economy</b> Deane Neubauer .....	13
<b>A New Global Capitalism? From “Americanism and Fordism” to “Americanization-Globalization”</b> Robert J. Antonio and Alessandro Bonanno .....	33
<b>The Global City: Strategic Site/New Frontier</b> Saskia Sassen .....	79
<b>Globalization Theory: Lessons from the Exportation of McDonaldization and the New Means of Consumption</b> George Ritzer and Elizabeth L. Malone .....	97

## ***Case Studies***

<b>“Where Hamburgers Sizzle on an Open Grill Night and Day”(?): Global Pop Music and Americanization in the Year 2000</b> Alex Seago .....	119
<b>Advertising the Archive: Nostalgia and the (Post)national Imaginary</b> Paul David Grainge .....	137
<b>States of Arousal/Fantasy Islands: Race, Sex, and Romance in the Global Economy of Desire</b> Joane Nagel .....	159
<b>Global Restructuring and U.S.-Mexican Economic Integration: Rhetoric and Reality of Mexican Immigration Five Years After NAFTA</b> Robert D. Manning and Anita Cristina Butera .....	183
<b><i>Ejidos</i>, Land Sales, and Free Trade in Northwest Mexico: Will Globalization Affect the Commons?</b> David Yetman.....	211

<b>Welfare Reform, Globalization, and the Racialization of Entitlement</b> Alejandra Marchevsky and Jeanne Theoharis .....	235
<b>Religion and New (Post-1965) Immigrants: Some Principles Drawn from Field Research</b> R. Stephen Warner .....	267
<b>Honeymoon Nightgowns That A Black Woman Saved for a White Woman: A Perilous Journey into the Cuban Historical Imagination</b> Ruth Behar .....	287
<b>Can American Studies Be Globalized?</b> Bernard Mergen .....	303

## ***Review Essays***

<b>Globalisms: Imaginary and Real</b> William Marling .....	321
<b>From World-Systems to Globalization: Theories of Transnational Change and the Place of the United States</b> Carl Strikwerda .....	333
<b>Beyond Nature's Nation: The Emergence of a Global Environmental Policy</b> Brian Black .....	349
<b>News From Nowhere? Academic Writing and Globalization</b> Joseph Harrington .....	361
<b>A Global Challenge: Reframing Democracy and Education</b> J. Robert Kent .....	375
<b><i>Notes on Contributors</i></b> .....	393