PBPL 24901/LACS 24901/CRES 24901: Trade, Development, and Poverty in Mexico
Autumn 2015; Tues./Thurs. 10:30-11:50 a.m., Stuart 102

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With a focus on the past two decades, this interdisciplinary course explores the impact of economic integration, urbanization, and migration on Mexico and, to a lesser extent, on the United States—in particular, working class communities of the Midwestern Rust Belt. The course will examine work and life in the borderland production centers; agriculture, poverty, and indigenous populations in rural Mexico; evolving trade and transnational ties (especially in people, food products and labor, and drugs) between the U.S. and Mexico; and trade, trade adjustment, and immigration policy.

Grading:  
15% attendance and engagement  
25% case study paper  
30% critical analyses (4 @ 7.5% each)  
30% final paper  

Attendance and Engagement: I expect students to attend and be engaged in all class meetings. An absence can only be excused if it is brought to our attention before class.

Critical Analyses: Four critical analyses (CA) are due—one for each section of the class. You choose which class. A CA is a short, analytic essay—not an informal reading response—that:

1) is submitted at Canvas before the beginning of class at 10:30 a.m. (please do not be late);  
2) is 600-900 words long and includes a word count (“Tools” menu in Microsoft Word);  
3) analyzes all course reading(s) for that day (including ample references to readings);  
4) may reference other course readings or outside texts as you see fit;  
5) hopefully helps jump start our class discussions about the readings;  
6) and can be made up if late (no extensions), but will be graded down one point per day.

Case Study: Choose a topic for independent study. Past topics include: the Zapatistas, junk-food taxes, Los Mineros, narcotrafficking, femicide in Juarez, call centers in Mexico City, Walmart’s impact on Mexico, Oportunidades, CONASUPO, immigration policies, ecotourism, medical migrants. By 10/7, submit a prospectus with biblio. (200-400 words, excluding biblio.; one point late penalty per day to case study grade) and indicate in which section of the class it fits (Part II, II, or IV) and if you’d like to present. Each section has its own due date for the case study paper (5-10 pages, double-spaced) and time slots for four slide-based voluntary presentations (5-6 min.). Extension requests are granted only if requested at least 24 hours ahead of deadline and if they specify a one- or two-day extension.

Final Paper: At the quarter’s end there’s a final essay assignment that requires integration of readings (6-12 pages, double-spaced) and at least one student presentation. There will be three prompts, but I also welcome student-generated topics. Extension requests are granted only if requested at least 24 hours ahead of deadline and if they specify a one- or two-day extension.
Required Readings

• Chad Broughton. 2015. *Boom, Bust, Exodus: The Rust Belt, the Maquilas, and a Tale of Two Cities.*
• Seth Holmes. 2013. *Fresh Fruit, Broken Bodies: Migrant Farmworkers in the United States.*

Part I. Origins of Transnational Inequality, Development Paradigms, and Mexico’s Opening

**Background resources** (in Files): Robinson/Acemoglu, *Why Nations Fail,* “So Close, Yet So Different” Juan Gonzalez, “The Spanish Borderlands... (1810–1898),” *Harvest of Empire,* Chp. 2

**Watch:** “Harvest of Empire” (available to rent at Amazon)

**WEEK 1**

9/29 (Tu): Introduction: What, exactly, is poverty?
   Broughton, *Just Another Factory Closing,* *The Atlantic*

10/1 (Th): Asymmetric Neighbors: Origins of Transnational Inequality
   Jared Diamond, *Guns, Germs, Steel,* Chps. 3 (pp. 67-81) and 18 (pp. 354-375)
   E. Kouri, *A Pueblo Divided,* Intro (pp. 1-4), Ch. 4 (pp. 107-129), Epilogue (pp. 281-283)
   In-class video excerpt: Nat. Geographic’s “Guns, Germs, and Steel,” (documentary)

**WEEK 2**

10/6 (Tu): U.S.-Mexico Economic Integration: The NAFTA Era Begins
   Preston and Dillon, *Opening Mexico,* Chp. 7, “The Carlos Salinas Show” (pp. 181-227)
   D. Harvey, *Brief History of Neoliberalism,* Intro, Chp. 1, “Freedom’s Just Another Word” (pp. 1-38)
   Guest: Chris Gatto, Ph.D. student, Department of History, “TDP in Mexico” alum
   Bring to T-shirt to class (need 24 total)

10/7 (W): Due: Case study prospectus with bibliography by Midnight at Canvas

Part II. The Rust Belt and the Borderlands: Production and Life in the NAFTA Era


**Listen:** NPR’s Planet Money *T-Shirt Stories* (Episodes 496-503, 20 min. each)

10/8 (Th): Rust Belt Layoffs and a Decade of Transitions
   Broughton, *Boom, Bust, Exodus,* Chps. 11, 14, 16
   NAFTA NOW, “Success Stories: Caterpillar”
   Watch at home: *PBS, “Made in the USA”*
WEEK 3

10/13 (Tu): The Rise of the Maquiladora in Reynosa, Tamaulipas
   Broughton, *Boom, Bust, Exodus*, Chps. 5, 9 (Chp. 2 rec'd)
   Davis, *Planet of Slums*, “The Urban Climacteric”
   Watch at home: “Inside the Chinese Apple Factory” (consider the parallels)
   In-class film excerpt: “Maquilapolis” (available at Regenstein)

10/15 (Th): Industrial Border: Work, Life, and the Unraveling
   Broughton, *Boom, Bust, Exodus*, Chps. 12, 17
   Listen at home: NPR, “With Corruption Rampant, Good Cops Go Bad In Texas’ Rio Grande Valley”
   Skype guest (tentative): Benjamin Davis, Director of International Affairs, United Steelworkers

   **Case study presentations:** The Rust Belt and the Borderlands

WEEK 4

10/20 (Tu): Mexico’s Opening: Making an Initial Assessment
   Jorge Castañeda, *Mañana Forever: Mexico and the Mexicans*, Chp. 6, “At Last…” (pp. 154-180)
   PIIE Briefing, “Nafta at 20” (pp. 3-21) (close skim)
   CEPR, “Did NAFTA Help Mexico? An Assessment After 20 Years” (pp. 1-18) (close skim)

   **Case study presentations:** The Rust Belt and the Borderlands

10/21 (W): Case study papers, Part II: The Rust Belt and the Borderlands by Midnight at Canvas

**Part III. Mexican Hinterlands: Land, Drugs, the Indigenous, and Transnational Ties**

   **Background resources** (in Files): Assies, “Land Tenure and Tenure Regimes in Mexico: An Overview”
   Wise, “Agricultural Dumping under NAFTA (2009)” (skim for main conclusions)
   Malkin, “Narcotrafficking, Migration and Modernity in Rural Mexico,” LAP
   Patrick Radden Keefe, “Cocaine Incorporated,” NYT Magazine

10/22 (Th): ¡Tierra y Libertad! Land, Power, and Agriculture in Rural Mexico
   Broughton, *Boom, Bust, Exodus*, Chps. 7, 10, 15
   “Super Bowl success story: Mexico’s avocados,” Christian Science Monitor
   In-class film excerpt: Vice, Season 3, “Crossing Mexico’s Other Border”

WEEK 5

10/27 (Tu): An Evolving North American Food System: Production and Consumption
   Los Angeles Times, “Product of Mexico” (four article and multimedia)
   Clark et al., “Exporting Obesity,” *IJOEH* (skim for findings)
   Weil, “In Starr County, Texas…” *New York Times Magazine*
   NAFTA NOW, “Success Stories: Grupo Modelo”
   In-class film excerpt: “The Future of Food” (15 min.)

3
10/29 (Th): Drugs in Mexico: Entrepreneurs, Traffickers, and Warriors  
   Quinones, *Dreamland*, Preface, Introduction, Part I (pp. 1-55)  
   Skype guest: Everard Meade, Director, Trans-Border Institute, U. of San Diego (10:40-11:40 a.m.)

**WEEK 6**

11/3 (Tu): Dreamland: The True Tale of America’s Opiate Epidemic I  
   Quinones, *Dreamland*, Part I (pp. 56-184)  
   Skype guest (tentative): Sam Quinones  
   **Case study presentations:** Mexican Hinterlands

11/5 (Th): Dreamland: The True Tale of America’s Opiate Epidemic II  
   Quinones, *Dreamland*, Part II (pp. 187-269), Part V (331-345)  
   In-class film excerpt: “Narco Cultura”  
   **Case study presentations:** Mexican Hinterlands

**WEEK 7**

11/10 (Tu): Indigenous Survival: From the Zapatistas to Fair Trade  
   Preston and Dillon, *Opening Mexico*, Chp. 15 (Chiapas)  
   Watch at home: “A Place Called Chiapas” (first 20 min.; entire film rec’d)  
   Jaffee, *Brewing Justice*, Introduction, Chps. 5 (pp. 133-153) & 7 (199-221)  
   In-class film: Vice, “The Zapatista Uprising (20 Years Later)”

11/11 (W): **Due:** Case study papers, Part III: Mexican Hinterlands by Midnight at Canvas

**Part IV. Transnational Flows: Migrants, Food Systems, and Immigration Policy**

   **Background resources** (in Files): CAP, “Immigration Enforcement: A View from the Ground”  
   PEW, “Net Migration from Mexico Falls to Zero—and Perhaps Less”  
   Ratha, “Leveraging Remittances for Development” (13 pages)

11/12 (Th): The Invisible Farmworker: Enduring Legacies  
   Holmes, *Fresh Fruit, Broken Bodies*, Chps. 1, 2  
   Smith, “The fight to unionize the South brews at an N.C. slaughterhouse,” *Indy Week*  
   Watch at home: “Sin Nombre” (2009)  
   In-class film excerpt: Frontline, “Rape in the Fields”  
   **Case study presentations:** Transnational Flows
WEEK 8

11/17 (Tu): Mayans in NC: The Case of Opportunity Threads
Leon Fink, The Maya of Morganton: Work and Community in the Nuevo New South, Intro., Chp. 1
Our State, “The Loray Mill Strike in Gastonia”
Skype guest: Molly Hemstreet, Founder, Opportunity Threads, Morganton, NC (10:50-11:20 a.m.)

11/19 (Th): The Invisible Farmworker: Pathways to Change
Holmes, Fresh Fruit, Broken Bodies, Chps. 4, 7, Appendix
Greenhouse, “…a Penny Buys Progress,” and “The Fight for $15.37 an Hour,” New York Times
Watch at home: Sanjay Rawal, “Food Chains” (Netflix, available to rent elsewhere)
Skype guest: Steve Greenhouse, former labor reporter, New York Times

WEEK 9

11/24 (Tu): U.S. Immigration Policy in the Free Trade Era
Patricia Fernández-Kelly and Douglas S. Massey, “Borders for Whom?” Annals
Broughton, Boom, Bust, Exodus, Chp. 13
Watch at home: Roy Germano (AM ‘03), “The Other Side of Immigration” (rent iTunes, Amazon)
Skype guest: Raj Nayak (BA ‘00), Deputy Ass’t Secretary for Policy, U.S. Department of Labor
Case study presentations: Transnational Flows section

11/25 (W): Due: Case study papers, Part IV: Transnational Flows by Midnight at Canvas

11/26 (Th): Happy Thanksgiving!

Part V. Trade, Development, and Poverty: The Big Policy Picture


WEEK 10

12/1 (Tu): NAFTA, the TPP, and Beyond
Stiglitz, 2006, Making Globalization Work, Chp. 3, “Making Trade Fair” (Chps. 1, 2 rec’d)
Chang, 2008, Bad Samaritans: The Myth of Free Trade, Prologue, Chp. 3, Epilogue
PIIE Briefing, “Nafta at 20” pp. 48-59

EXAM WEEK

12/8 (Tu): Final essay by 10:30 a.m. at Canvas