

BUF 4300: Global Sourcing & International Trade
Midterm Essay Exam Timed Exam
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Rosen, E. I. (2002). The Globalization of the U.S. Apparel Industry: Making Sweatshops. University of California Press.

Please answer to the best of your knowledge the following essay question. *Use detail in your answers to show comprehension of the Rosen text.* Remember grammar, punctuation & spelling count. Cite using APA formatting when using citations. Add references and/or LINKS to outside sources. *Over cited papers* will lose points as this exam is to validate your opinions with citations not to cite several sources to defend an opinion. I want to know your opinion based on the reading, discussions and articles. (50 pts each).

Essay #1

- a. How did the defeat of the French at Dien Bien Phu alter *U.S. foreign policy* in regards to textiles and apparel trade in Southeast Asia? Defend your answer with **two citations from Rosen**. How did Vietnam alter American opinions about the war? Important to American history? **Please cite a source outside of Rosen**.

The French defeat at Dien Bien Phu altered the United States' foreign policy. This event was a substantial period in American History since America had feared the possibility of communism spreading as a result of the domino effect. Many commercial policies were utilized to keep the awareness of preventing the spread of communism from occurring. As Rosen mentioned, "Since the debate over expanding the Trade Agreements in Act 1954, the Communist forces in Dien Bien Phu have overthrown the French. (Rosen, 2002, p.64, par.4). As a result, this affected United States history. Nevertheless, if South-Eastern Asian countries were all under communist control, the United States would have to withdraw ties from these countries to prevent communism from spreading into the United States. As mentioned, "with the fear of the rise of communism, we cannot get their help by destroying them". This was also in support of Eisenhower's proposal, which indicated the discussion of "tariffs allowances for Japanese textiles." (Rosen, 2002, p.65, par.1-2) Overall with reduced tariffs costs, people will intend to pay more.

The Vietnam War altered American opinions about the war because of the dispute that arose from it. In fact, according to a New York Times article it mentioned that "America did not simply lose the war and lives of 58,000 young men and women; Vietnam changed us as a country." (Marlantes, 2017). As a result, the United States in return felt that they could no

longer be affiliated with Vietnam because of the lack of representation Vietnam had. Vietnam had initially shown America what they truly stand for. Due to this America felt as if they were being lied to all along. Since their primary incentive was to exemplify their country and its inhabitants.

- b. Was there a true threat communism in East Asia? Defend your answer with an understanding of both the defeat at the 33rd parallel in the Korean War in the 1950s and the Vietnam War in the 1960s and 1970s. Be sure to explain both the Korean war and Vietnam war).

How did this have an impact of the *Hong Kong, South Korea, and Taiwan*? How did it assist in the globalization of retailing? Defend your answer with *one citation from Rosen and one outside source to support your opinion. (Remember APA citation).*

Communism was a ubiquitous issue in Eastern Asian countries. In fact, According to this report, “When Domo theory was first enunciated, it seemed likely that the tide of international communism would sweep the entire SouthEast Asian area unless the US acted actively and militarily to avoid such a development.”(Soon, 1976). For that reason, North Korea was responsible for emulating the most horrendous politician, Adolf Hilter. In Return, the United Nations was later mandated to take proprietorship of South Korea during the 1950s and was also forced to configure a deal with them. However, South Korea's primary focus was to continue to exchange trade in international countries in the 1960s. During 1964, America was obligated to engage with Vietnam as a result both South Korea and Vietnam later became a divided country.

Hong Kong, South Korea, and Taiwan were the “Asian Miracles” which supported the United States' economic growth. Due to the substantial amount of aid and embargo blockade against China, the United States was capable of preventing communist interference within these countries. (Rosen, 2002, p.46, par. 1). The reduced wages and cheaper tariffs attracted numerous entrepreneurs to contract for business opportunities due to low wages and reduced tariffs. The support of the United States helped restore the rebuilding of modern textile industries in Far Eastern Countries. To effectively produce western clothing exports. In addition, by the 1960s these countries had also emerged with India and Pakistan and later became the prime producers and exporters to the United States. (Rosen, 2002, p.47, par. 2)

- a. After reading Chapters 1-4 in Rosen's Globalization of Apparel and Textiles book, it is apparent that most apparel sweatshops came into existence in countries located in the Pacific Rim. Sternquist mentions four (4) stages and Allen from Second Hand Distribution mentions (5) stages in the Growth of Retail or Retail Stages. *When the U.S. was **analyzing the cotton industry**, what retail stage was the U.S. in and Japanese cotton industry **in after WWII**?*

After the aftermath of World War II, many pros and cons impacted society in numerous ways. However, during that period, the United States was focusing on the cotton industry and was in a "take-off stage" at that time while focusing on the demand for retail. During this time it was very difficult for Japan to be able to trade and export goods to other countries. In all, the United States took advantage of this because they had more authority and power over Japan. Japan was in the process of rebuilding its economy and political system.

- b. Give **three (3) reasons** why the U.S. chose the cotton industry to rebuild Japan. Give two (2) citations from Rosen to defend your answer. How can technology (Analyze the Industry (Lecture 2)) help sustain the cotton industry? Give at least two (2) reasons.

After World War II, the United States took action in appointing General Douglas MacArthur as the head of SCAP to restructure the Japanese political system. "The occupation's goal was to grant the United States permission" (Rosen, 2002, p.27, par.1). As Rosen mentions, SCAP was assigned to aid Japan with textile exports and in return would help them recover from the war since exporting textiles had a major impact on Japanese industrialization. (Rosen, 2002, p.27, par. 1-3). The initial purpose was for the United States to be able to oversee the reconstruction of Japan's democratic form of government. It would also prevent the spread of communism from occurring in Japan. Essentially the United States' overall goal was to control and change the Japanese political system by democratizing it.

Another reason as to why the United States chose to rebuild the cotton industry was because, before cotton, Japan's main exports were because of the textile industry. America seeks this as an advantage because if they restore and rebuild Japan's economy, they would later benefit from these improvements. As well as gain financial stability, and create more jobs for people as well. (Rosen, 2002, p.29, par.3).

Technology was also another reason why the United States assisted in rebuilding Japan. During that period, there had been new technology that assisted in reconstructing the cotton industry. At the time, technology played a significant role in the support of cotton industries. Technology allowed farmers to raise yields through cotton belts and improve high enchantments performances. It was also cost-effective and more time-efficient.

- c. Explain why sweatshops exist in the U.S. which is a country in the G 8 and is considered to have well-developed retailing practices. ***Why do we have sweatshops in New York, Texas, and California? Defend your answer.***

For many centuries sweatshops have primarily been used to reduce the cost of production and minimize the process of manufacturing. Women's fashion essentially played a major role in the 1950s according to Rosen. (Rosen, 2002, p.1, par.3). In addition, some of the most atrocious sweatshops around the world used human trafficking as a result of cheap labor and paid slave wages. A lot of immigrants migrated to America to hope to live the American Dream. However many of them were only offered jobs in the sweatshop industries. Due to this, many people suffered tremendously working long hours in appalling conditions because this was their only job opportunity. In the United States “Apparel sweatshops, in New York, California, and Texas appeared to be clustered.” according to Rosen. (Rosen, 2002, p.3, par.3). In all, I believe that these states are where most of the immigrants migrated too when they relocated to America. In these major states, many of the factories employed workers and made them work in detrimental conditions for low pay and outrageous hours.

Work Cited

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