

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? **Please cite a source outside of Rosen**.

The loss of the French at Dien Bien Phu affected U.S. foreign policy in Southeast Asia in various ways, including the textile and garment trade. The communists beating a developed nation (Rosen, 2002, p. 64, pp. 3) frightened many people in the United States. On the other hand, it aided politicians who supported protectionism in making their arguments because “protectionism in postwar America was a response to a transition in America’s foreign economic policy after World War II which ended 150 years of trade protection that had, by the end of World War II, contributed to unprecedented success for American business” (Rosen, 2002, p. 64-65, pp.3-4). As a result, more measures favoring the notion of protectionism were introduced and enacted in the United States. When the French began to set plans to recolonize Vietnam, it altered American opinions in many ways. The United States defended the French because they wanted to contain communism. The U.S. had just helped stop Germany from colonizing all of Europe (including the French) when it should have been helping the Vietnamese fight for freedom (McPherson, 2005). The American public was against the war as soon as it began and wanted the U.S. to back out immediately.

- 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.

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).*

There was a genuine threat of communism in East Asia during the cold war. Many countries in the region were falling to communism, and everyone feared that the domino theory (when one country falls to communism, the lands around it would soon follow) would be correct. The defeat at the 38th parallel split Korea into two parts: the communist north and the democratic south, which affected 30 million Koreans, but not a single one had a say in it (Nye, 2019). The United States' fear of countries falling into communism was real because they did not want any repeats of Korea.

The fear of Hong Kong, South Korea, and Taiwan turning to communism was accurate. Which led the U.S. to back them and allow them to oversee textile development, and clothing could be made in Hong Kong, South Korea, or Taiwan for a fraction of the labor costs that heavily unionized shops in the United States demanded (Rosen, 2002, p. 50, pp. 0). This resulted in substantial economic growth in the region, earning them the moniker "Asian Miracles."

Essay #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?*

When analyzing the cotton industry, the retail stage the U.S. was at was level four, and the Japanese were at level two after WWII. The United States was at level four (drive to maturity) because they had well-established supermarkets and coexistence of informal and formal retailing, while the Japanese were sent back to level two (precondition for take-off) after being demolished during the war (Figure 1, 1960). In short, the United States was thriving after the war, but the development of the Japanese was halted and setback until they could rebuild.

- 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.

The United States conducted out Japanese reconstruction immediately under their authority. The occupation's purpose was to "permit the United States to oversee the restructuring of Japan's political system, the democratization of its civil society, and its industrial reconstruction" (Rosen, 2002, p. 27, pp. 1). Japan became a cotton textile exporter out of sheer necessity since the prices of all other textiles fell. Before the war, silk was Japan's most famous textile export, but nylon began to take its place in manufacturing women's hosiery (Rosen, 2002, p. 29, pp. 2). It was foolish to try to create silk and restarting the rayon textile business was likewise futile owing to the prohibitively high cost; thus, cotton textiles looked to be the best alternative (Rosen, 2002, p. 29, pp. 2). The helping hand, the United States, gave Japan in rebuilding their textile industry allowed Japan to rise and not fall under communism when they were at their most vulnerable.

As time moves on and technology gets better, it can help sustain the cotton industry by improving efficiency and reducing expenses.

- 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.***

It is hard to imagine that sweatshops still exist in the United States, a country considered to have well-developed retailing practices. Apparel sweatshops in the United States are centered in New York, California, and Texas, but they may also be found in most other big American cities, often employing groups of new immigrant women (Rosen, 2002, p. 3, pp. 3). Nowadays, sweatshops prey on the uninformed or the immigrants who do not know any better. There are a lot of federal and state labor, health, safety, and immigration laws in the United States, as well as international trade treaties that legally ban sweatshop conditions in all nations (Rosen, 2002, p. 3, pp. 1), but these hardly bring any of the people running the sweatshops to justice. It is a problem that one can easily forget because sweatshops are thought to be in third-world countries only, but it is a problem everywhere.

References

- Figure 1. Retail Evolution Sequence. Adapted from "Rostow's (1960) stages of country development," by Mhango, W.M., & Niehm, S.L., 2005, *Journal of Fashion Marketing and Management*, p. 347.
- McPherson, A. (2005). Europe Made Us Do It: The Origins of U.S. Involvement in Vietnam [Review of *Assuming the Burden: Europe and the American Commitment to War in Vietnam*, by M. A. Lawrence]. *Reviews in American History*, 33(4), 607–613.
- Nye, P. J. (2019). *Korea and the Thirty-eighth parallel*. The National Endowment for the Humanities. Retrieved from <https://www.neh.gov/article/korea-and-thirty-eighth-parallel>
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