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Essay #1

1. How did the defeat of the French at Dien Bien Phu alter U.S. foreign policy in regard 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? How did it change foreign Policy, itself? Please use your own thoughts to show comprehension of Rosen's text, be specific.

It was fought ostensibly between the French and the communist-led Viet Minh at Dien Bien Phu, an obscure valley bordering China, in the remote northwestern part of what was then French Indochina. The battle ended with a humiliating defeat for the French, which brought down the French government, ended French colonial rule in Asia, ushered in America’s epic military involvement in the region for decades to come, and fundamentally changed the global geostrategic landscape. (Rosen, Pg. 64) This was important to the congressmen who favored protectionism because the end of the war made him reconsider his position against Eisenhower’s bill which he ended up supporting anyway. Rosen (Pg. 65) Since Vietnam, Americans’ tolerance for casualties has sharply declined. Most Americans turned against the Vietnam War only when the number of U.S. dead exceeded 20,000. In Iraq it took about 2,000 dead Americans for most Americans to oppose the war. The U.S. now fights wars in ways designed to minimize casualties and avoid any troops being taken prisoner. By using high-altitude bombing, drones and heavily armored vehicles. It limits interaction between civilian and American troops making it more difficult to win over the support of locals in places like Iraq.

1. Was there a true threat communism? Defend your answer with an understanding of the Korean War and the 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). With understanding the implementation of the Marshall Plan after WWII, how would it be applied today (80 yrs difference) with assistance with the COVID-19 virus?

Yes, there was a true threat of communism. Communism was combating Mac Arthur’s plan to turn japan into a democracy, the threat of communist growth made America reluctant to support the to revitalize japan and China who was one of the hubs for communist growth were the main proprietors that made America afraid. After the Korean and Vietnam war Hong Kong Became a protectorate of Great Britain after World War II , its industrialization and manufactured exports drive in response to adverse circumstances in the early 1950s were the reduction in trade with china resulting from the change in government and the trade restrictions associated with the Korean War.(Rosen Pg. 48). South Korea had allowed the Syngman Rhee government to engage in massive corruption which aided in the country’s development. When the Korean war started to go hot instead of cold. (Rosen, Pg. 44). Taiwan was the Beneficiary of a particularly rich aid program, virtually every idea and formula invented in 15 years of U.S aid administration was tried in Taiwan (Rosen, Pg.45). This assisted in the globalization of retailing because after Vietnam War was over the USAs focused on the ideology of reciprocal trade between foreign economies. Tariff reductions and market openings strengthened the country’s post war economy and its international prominence. The Marshall Plan Through massive investment, loan guarantees and sustained commitment through partnerships would alleviate dual threats of a global pandemic and imminent economic recession. This would provide a stimulus from the economic side keeping our economy stable for the time being and also getting aid for the victims of COVID-19.

Essay #2

1. 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 and Allen mention (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?

The Japanese cotton industry was in Stage 3: The Take Off because foreign retailers being the U.S were looking to jump into their market after WWII. The U.S on the other hand were in Stage 5: High Mass Consumption as they were leading the shift to trying to create a new trade path with Japan since they came out as economic victors in the world war.

1. Give three (3) reasons why the U.S. chose the cotton industry to rebuild Japan. Give two (2) citations from Rosen to defend you answer. How can technology (Analyze the Industry (Allen/Lecture 2)) help sustain the cotton industry? Give at least two (2) reasons. Why is technology so important?

Japan is an exporter of cotton textiles because of the effects of the SCAP plan that the United States implemented during the reindustrialization era. SCAP’s objective was “to help Japan produce exports that would help generate foreign exchange to pay for what were then desperately needed imports.” (Rosen Pg. 27) Also the U.S targeted the textile industry as a key industry to rebuild because of the “Reluctance to encourage the rebuilding of industries which might aid future aggression” (Rosen. Pg 28). The final reason I believe that the U.S chose the cotton industry to rebuild japan is because it was cheaper to start than other industries and the U.S were also starting to get into it as well so it was a good time to try it with them as well. Technology can help sustain the cotton industry by increased yield due to increases in productivity and decreased usage in harmful pesticides allowing for the crops to grow healthier. Technology is very important to the cotton industry as it improves the efficiency and the productivity of the harvesting and manufacturing process whilst making it more cost effective to continue production.

1. 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.

These kinds of workplaces popped up in the United States as part of the industrial revolution, too, concentrating in big cities. Corporate codes of conduct generally bind only the brand and the subcontracted vendor, leaving little to no incentive for the vendor to adhere to oftentimes vague guidelines that are never subject to outside accountability. New York, Texas and California have sweatshops because there are a lot of immigrants that travel to these states illegally and look for work but the companies that decide to take them ignore the illegality and provide them with a job with cut pay as a substitute for actual documentation which allows those companies to get cheap labor whilst getting their product created anyway. Even brands like Alexander Wang have been accused of running a sweatshop in America at one point in which the designer received a lawsuit for. These practices are hard for the government to crack down on so some brands take advantage of this laxness and bend the rules under the radar.