Exporting American values: Raynard Swank revisited

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Henry Luce
1898-1967
Founder/co-founder of *Time*, *Life* and *Fortune* magazines.

Image: http://www.allposters.com/-sp/Excellent-Portrait-of-Time-Inc-Publisher-Henry-Luce-Posters_i5328063_.htm
Henry Luce: “The American Century”

“In the field of national policy, the fundamental trouble with America has been, and is, that whereas their nation became in the 20th Century the most powerful and the most vital nation in the world, nevertheless Americans were unable to accommodate themselves spiritually and practically to that fact. Hence they have failed to play their part as a world power - a failure which has had disastrous consequences for themselves and for all mankind. And the cure is this: to accept wholeheartedly our duty and our opportunity as the most powerful and vital nation in the world and in consequence to exert upon the world the full impact of our influence, for such purposes as we see fit and by such means as we see fit

(Henry Luce, “The American century”, Life, February 17, 1941).
Alistair Cooke
1908-2004

Weekly “Letter from America”, 1946-2004
2,869 broadcasts

Image: http://quotesgram.com/alistair-cooke-quotes/
Alistair Cooke, “The immigrant strain”

“If you feel baffled and alarmed at the prospect of differentiating one American type from another, you can take heart. You have more hope of success than Americans, who shuffle through every stereotype of every foreign culture as confidently as they handle the family’s pack of cards. Americans are not particularly good at sensing the real elements of another people’s culture. It helps them to approach foreigners with carefree warmth, and an animated lack of misgiving. It also makes them on the whole, poor administrators on foreign soil. They find it almost impossible to believe poorer peoples, far from the Statue of Liberty, should not want in their heart of hearts to become Americans.”

Alistair Cooke, “The immigrant strain”, May 6th, 1946
Osiama Molefe

South African writer:

“Osiame Molefe is a writer with a keen interest in the space where personal and societal ambitions intersect with technology, politics and economics. That intersect right now, in South Africa, has brought him to observing, researching and writing on racial and gender inequality, and how well, or poorly, dialogue around these issues takes place.”


Image: http://slipnet.co.za/view/author/osiame-molefe/
Osiama Molefe, “Alice Walker and the caricatured view of Africa”

“[Walker] travelled to Uganda and met the warm, lovely, generous African. In Kenya, the same African was there, too. This African also followed the professor to South Africa. I am tempted to suggest that this warm, lovely, and generous African existed nowhere else except in Walker’s mind. She came home, she came to the motherland carrying caricature of an African and she dressed every black person she met in it, perhaps without ever having experienced each individual genuinely.

[…] I am an African. Sometimes I am lovely, sometimes I am not. Sometimes I am a brute and other times, a doll. And unless you lay down your preconceived ideas about me, our interaction will leave us both poorer.”

What is exported?

- Materials
  - Database access
  - Equipment
    - Systems
    - Techniques
    - Procedures
  - Education & training
  - Professional associations
  - Funding policies
    - Governance policies
  - Educational & cultural philosophies
    - Social aims
- Values

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Low context-dependence

Low resistance

High context-dependence

High resistance
Swank’s values for export

1. The library as an organization of books
2. Evolution of a library profession
3. Attitude of service
4. The library as an educational institution
5. Role of the library in advancing freedom of expression
6. Organized information as a public resource and responsibility

Swank (1963, 711-712)
First Amendment: “Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances.”

Sacred cow: an idea, custom, or institution held to be above criticism (with reference to the Hindus' respect for the cow as a holy animal).
IFLA fighting tyranny!

FAIFE: Committee on Freedom of Access to Information and Freedom of Expression

Saparmurat Atayevich Niyazov, 1940-2006, President of Turkmenistan, 1990-2006


FAIFE: Building relationships
Geerts Hofstede on global differences in organizational culture

• Hofstede's study of global differences in organizational culture

• Five characteristics
  • Power distance
  • Individualism vs. collectivism
  • Masculinity vs. femininity
  • Uncertainty (risk) avoidance
  • Long-term vs. short-term orientation

Hofstede's five Cultural Dimensions

PDI: Power distance index
IDV: Individualism
MAS: Masculinity
UAI: Uncertainty avoidance index
LTO: Long-term orientation

(http://www.geert-hofstede.com/)
Thank you!
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