

HIS254/ECO228W: Big Business in Brazil
SPRING 2021 – HYBRID (M,W 2:00 – 3:15PM)
BAUSCH & LOMB 315

Prof. Molly Ball, mollycball@rochester.edu

Office hours via zoom (room id: 585 276 7182)

Monday, 2:00 – 3:15pm (reserved for your course); Friday 10 – 11am

DESCRIPTION

We will explore an introduction to Brazilian economic and business history in the modern era. We will grapple with understanding how a country that is classified as one of the world's five major emerging economies has struggled and continues to struggle with inequality and underdevelopment. Using this economic historical lens, we will look in particular at theories of development, the State's role in business, and at how Brazil's banking, transportation and agro-industry sectors developed and impacted the country's 19th and 20th century.

Regarding full course policies, commitment to inclusion, expectations, rubrics, required materials, etc. please refer to the "Course Overview and Introduction" folder available on Blackboard. As modules and lessons will be added as needed, this syllabus will provide with a preview of what is coming. Any films with an asterisk indicate available access through the University of Rochester library system. Any changes in schedule, readings, and films are will be updated in the BLACKBOARD MODULES. Please refer to the modules for the most up-to-date information.

LEARNING OBJECTIVES

- Understand the strengths of interdisciplinary approach to both economics and history. Economics students, in particular, should become more cognizant of historical data set collections and analytical of historic claims. History students will understand the value of economic history and how it dialogues with cultural and social history.
- Gain a broad understanding of Brazilian history, particularly since independence.
- Hone critical analysis and writing skills through readings, discussions and assignments.

REQUIRED MATERIALS

- Bértola and Ocampo, *The Economic Development of Latin America Since Independence* (Oxford UP, 2012)
- Other required readings will be posted online.

In accordance with the College credit hour policy, which awards 4 credit hours for courses meeting for the equivalent of 3 hours each week, students are expected to devote at least one hour each week to identifying the main lines of argument in course readings, working alone or in groups. Students are expected to come to class ready to discuss those themes they identify and questions that arise in the process.

Safety first:

Social distancing and mask wearing will be in effect during our class. On the days that you are in class in-person, you will also be responsible for helping to use the provided materials to wipe down the desks. If you do not feel well, please do not come to class and observe the appropriate

guidelines. This class is structured (see below) so that you will be able to fully participate from a distance. If you come to class without a mask or fail to follow appropriate guidelines, I will ask you to leave.

Hybrid course format:

This course is designed to maximize flexibility in the event that you, me, or the university needs to revert to a remote format for a limited or extended period of time (see above). Our first Monday we will all meet virtually via zoom. Starting in week 2, Mondays are reserved for ASYNCHRONOUS learning. Assigned lectures and any accompanying activities, which should be completed by Monday night, will be placed online by the Saturday night before. These will be through a combination of Panopto and voicethread. Unless otherwise noted, all weekly readings should be complete by Wednesday. Wednesdays we will reserve class time for discussions and in-person activities. In the event that you cannot attend a Wednesday class in person, you should plan on connecting SYNCHRONOUSLY. If that is not possible, you should communicate your absence and reasoning. Any week follow-up activities should be completed by FRIDAY, 11:59pm EST.

POLICIES

Classes will begin on time. Unless otherwise instructed, while you are in class, please turn all cell phones to silent and refrain from texting, posting, etc. Your attention and participation are integral to fostering an enjoyable learning atmosphere.

I encourage you to ask me questions in class if you are unclear of my expectations for how to complete an assignment (you are probably not the only person with questions). Unfortunately, ignorance does not negate academic dishonesty, cheating, and plagiarizing will not be tolerated under any circumstances. If you have any questions as to the University of Rochester's policies on academic integrity, please review: <http://www.rochester.edu/college/honesty/students>

Although attendance is critical, I understand that life throws curveballs now and again. You will be allowed two absences over the course of the semester. Missing more classes will reflect in your participation grade for the course. I will record our Wednesday sessions; however, they will only be available to you for an excused absence and at your request. Please see me if you have extenuating circumstances and let me know of school-sponsored absences with as much anticipation as possible.

RUBRIC

- Participation and Attendance, 40%
(attendance, preparation, satisfactory completion of assignments and participation in classroom)
 - Online lectures – 10%
 - Wednesday attendance and participation – 15%
 - Outside assignments – 15%
- Short Writing Assignments, 20%
- Research Paper – Annotated Bibliography/Outline, 10%
- Paper Abstract and Keywords, 5%
- Final Paper – final version, 25% *

Short writing assignments

Each student will submit two short writing responses (four to five pages, double spaced) over the course of the semester. Students will be provided a prompt the week before and will be expected to submit a polished, analytic response, using course readings for evidentiary support of their response. The first is due on Friday, March 12th and the second should be submitted on Friday, April 9th.

Final paper

History students:

History students will be responsible for a 12-14 page original research or historiographical paper. The topic is open and is not limited to the themes covered by the course; however, students will be expected to engage with debates relevant to Brazilian economic history. Students should register two to three possible paper topics by Friday, March 5th. An annotated bibliography and revised topic will be submitted on April 2nd (Spanish and Portuguese-language sources permitted). For History(W) students, the paper length is extended to 18-20 pages and students will be expected to turn in a rough draft of their final paper by April 23rd. Students who do not submit a rough draft by this date will be able to receive an 85, at best, on their final paper. The final papers for all history students are due at the end of our final exam slot, Tuesday, May 11th at 7:00pm.

Econ students:

Students are responsible for writing an analytical, 10- to 12-page paper based on 3 to 4 scholarly articles on a topic of interest to economic historians. Students will submit two to three proposed topics with a list of at least two possible articles per topic by Friday, March 5th. It may be difficult to find enough articles specific to Brazil (peer-reviewed Spanish and Portuguese-language studies are permitted), so students will be allowed to choose articles about the region and focus a portion of their analysis on what is unique to the Brazilian example. A historical critique of the methodologies and sources must be included and will likely require additional historical research. An outline of the paper will be submitted on Friday, April 2nd. As this is taken for writing credit, students will turn in a rough draft of their paper by April 23rd. Students who do not submit a rough draft by this date will be able to receive an 85, at best, on their final paper. The final papers for all economics students are due at the end of our final exam slot, Tuesday, May 11th at 7:00pm.

SCHEDULE

The schedule for this course will combine asynchronous lectures, in-person discussion, and remote assignments. I reserve the right to make modifications to the syllabus based on pace and classroom needs. All modifications will be communicated via email or blackboard announcement.

Sample schedule:

Mondays: **All students** watch online lectures (and complete embedded quizzes) by 11:59pm EST. Students can come to office hours (room id:) during our designated course time, 2-3:15pm.

Wednesdays: **All students** meet in Hylan 201. This includes in-person and remote learners connecting synchronously. Unless otherwise indicated, weekly course readings should be completed by this date.

Fridays: **All students** submit assigned weekly activities and any additional lectures by 11:59pm EST

MODULE 1 – THEORIES OF DEVELOPMENT AND BRAZIL (WKS 1 – 3)

Week of Feb. 1st – Why do economists and historians need each other?

Mon., Feb. 1 – Getting to know you, Zoom-style!

Reading: Kuznets "Statistics and Economic History " *JEH* (1941)

Wed., Feb. 3 – Development and Factor Endowments

Reading: Engerman and Sokoloff "Factor Endowments, Institutions, and Differential Paths of Growth Along New World Economies " in *How Latin America Fell Behind* (1997)

Week of Feb. 8th – Inequality and Underdevelopment

Weekly lectures: Colonial Brazil; Imperial Brazil; Broad strokes in Engerman and Sokoloff;

Required Readings: The Bandeirantes selection; *COGF* selection; Bértola and Ocampo, chap. 1

Optional Readings: Bértola and Ocampo, chap. 2

Week of Feb. 15th —Dependency Theory

Weekly lectures: A Brazilian Republic; The roots of dependency theory; Understanding Celso Furtado

Required Readings: Jesus, Carolina Maria de *Child of the Dark* Selection; Furtado, part III _pp.79-95_ ; Frank, Latin America: Underdevelopment or Revolution, chap. 21

Weekly Assignment: Looking through the assigned primary sources, find evidence to support or refute the arguments being made by Engerman & Sokoloff and/or Bértola & Ocampo

MODULE 2 – FINANCIAL INSTITUTIONS AND BANKING (WKS 4 – 6)

Week of Feb. 22nd – Banking in the Empire

Weekly lectures: Financial institutions (an intro); The Institutional Black Box

Required Readings: Readings: North and Weingast, "Credible Commitments " 1989.; Bértola and Ocampo, chap. 3

Optional Readings: Coatsworth, "Inequality, Institutions and Economic Growth in Latin America " *JLAS* 40: 545-69.

Weekly Assignment: There is no weekly assignment, but I recommend reading ahead for next week as there is no Wednesday class, but you will have an assignment due by Friday.

Week of Mar. 1st – Banking in the Empire and Early Republic

Weekly lectures: Brazil's Empire revisited; Coffee Economy and Abolition; Baring Crisis and the Encilhamento

Required Readings: Summerhill, *Inglorious Revolution*, chap. 6; *The Brazil Reader* selections; Triner, Gail and Kirsten Wandschneider. “The Baring Crisis and the Brazilian Encilhamento, 1889-1891: An Early Example of Contagion Among Emerging Capital Markets ” *Financial History Review*, v12.2 (October 2005): 199-225.

Optional Readings: Mitchener, Kris James and Marc. D. Weidenmier. “The Baring Crisis and the Great Latin American Meltdown of the 1890s ” *JEH* v68.2 (June 2008): 462-500.

Weekly assignment: (There is NO CLASS on Wednesday, March 3rd, so this week, we will use voicethread to explore some of the major themes in the readings. You should have readings completed by Friday, March 6th to be able to complete the assignments.)

PROPOSED RESEARCH TOPICS SUBMITTED BY FRIDAY!

Week of March 8th – Old Republic Banking

Weekly Lectures: Immigration and Industrialization; Brazil’s Export-Economy; WWI

Weekly Readings: Musacchio, *Financial Experiments*, chapter 3 & 4; Hanley, *Native Capital*, chapter 5

Optional Readings: Entirety of Musacchio and Hanley

FIRST SHORT WRITING RESPONSE SUBMITTED BY FRIDAY, MARCH 12TH AT 11:59PM EST.

MODULE 3 – TRANSPORTATION (WKS 7 & 8)

Week of Mar. 15th – Growth of Transport

Weekly Lectures: Why transportation matters; Trains: from Coffee to Industry; Foreign Industrialists

Required Readings: Summerhill, William. “Big Social Savings in a Small Laggard Economy: Railroad-Led Growth in Brazil ” *JEH* v.65.1 (March 2005): 72-102; Wolfe, Joel, *Autos and Progress*, chapter 2; Selections from Woodard, *Brazil’s Revolution in Commerce*

Optional Readings: Selection from Colin Lewis *Public Policy and Private Initiative: Railway Building in São Paulo, 1860-1889*.

DRAFT OF ABSTRACT AND KEYWORDS SUBMITTED BY FRIDAY, MARCH 19TH AT 11:59PM.

Week of Mar. 22nd – Transportation and Workers

Weekly Lectures: Dual/segmented labor markets; Labor Market discrimination

Weekly Readings: Lamounier, Maria Lúcia “The Labour Question in Nineteenth Century Brazil: Railways, Export Agriculture and Labour Scarcity .” *Working Papers in Economic History*; Readings: Andrews, *Blacks and Whites in São Paulo*, chap. 4; Ball, *Navigating Life and Work in Old Republic São Paulo*, chapter 4.

Optional Readings: Vangelista, *Braços da Lavoura*; Holloway, *Immigrants on the Land*; Wilson Cano *Raízes da concentração industrial em São Paulo*; Leslie Maram, *Anarquistas, imigrantes e o movimento operario brasileiro*

Weekly Assignment: Primary source exploration

MODULE 4 – IMPORT SUBSTITUTION INDUSTRIALIZATION (ISI) & THE STATE-OWNED ENTERPRISE (SOE) (WKS 9 - 11)

Week of Mar. 29th – The State in Business

Weekly Lectures: the Getúlio Vargas-era; Paulista Revolt and the Depression

Required Readings: Weinstein, For Social Peace in Brazil, chap. 2; Hilton, Stanley, "Vargas and Brazilian Economic Development, 1930-1945: A Reappraisal of his attitude toward industrialization" *JEH* 35.4 (1975): 754-78. Hilton_JEH.pdf

Optional Readings: Haber, "Business Enterprise and the Great Depression in Brazil: A Study of Profits and Losses in Textile Manufacturing " *Business History Review* 66 (Summer 1992): 335-63.

BIBLIOGRAPHIES (History) / OUTLINES (Economics) DUE BY FRIDAY, APRIL 2ND AT 11:59PM, EST.

Week of Apr. 5th – Import Substitution Industrialization (ISI)

Weekly Lectures: Populism in Latin America; Rise of ISI; Fifty Years in Five

Required Readings: Bértola and Ocampo, chap. 4; *Time* magazine Feb 13 1956 Juscelino Kubitschek cover story; a *GMWorld* view, December 1956 and May/June 1959; Furtado, chap 36; Carolina Maria de Jesus selection revisited

Optional reading: Abreu, Bevilaquq and Pinho, "Import Substitution and Growth in Brazil, 1890s-1970s" in *An Economic History of Twentieth-Century Latin America* (Palgrave Macmillan, 2000): 154-75. (chap. 6)

SECOND SHORT WRITING RESPONSE SUBMITTED BY FRIDAY, APRIL 9TH AT 11:59PM EST.

Week of April 12th – Authoritarian Regimes and SOEs

Weekly Lectures: Brazil's Military Dictatorship; Lead Years and Economic Miracles

Required Readings: Oliver Dinius, "Defending Ordem against Progresso: The Brazilian Political Police and Industrial Labor Control " in Jens R. Hentschke, ed. *Vargas and Brazil: New Perspectives*, Palgrave (2006): 173-205; Johnson, Randal, *Cinema Novo x 5*, introduction (12pp).; selected declassified documents

Optional Readings: Hilton, Stanley, "Military Influence on Brazilian Economic Policy, 1930-1945: A Different View" *HAHR* 53.1 (1973): 71-94. Hilton_HAHR.pdf; Nunberg, Barbara, "Structural Change and State Policy: The Politics of Sugar in Brazil since 1964 ," *Latin American Research Review* (1986).

Weekly Activity: NSA archives Voicethread assignment

MODULE 5 – THE FILM INDUSTRY (WKS 12 - 13)

Week of April 19th – Breaking Down a Dictatorship and SOEs

Weekly Lectures: Energy and Oil Crises; ABC strikes and Lula; Return to Democracy

Weekly Readings: In order to complete your rough draft, there are no weekly readings, but you will be assigned a film to watch.

FULL ROUGH DRAFT FOR ECONOMICS & HISTORY W STUDENTS DUE ON FRIDAY, APRIL 23RD BY 11:59PM EST – (All students must bring 2 pages for peer review on WEDNESDAY, April 21st.)

Week of April 26th – New Global Cinema and Creative Industries

Weekly Lectures: Brief introduction to Brazilian cinema; Fernando Henrique and the Real; What is a reverse outline?

Required Readings: Rêgo, Cacilda M. "Brazilian cinema: its fall, rise, and renewal (1990–2003)." *New cinemas: journal of contemporary film* 3, no. 2 (2005): 85-100.; Shaban, Abdul, and Filip Vermeylen. "Trade in the Creative Sector: Comparing India with China, Brazil, and UK." *Economic and Political Weekly* 50, no. 20 (2015): 68-75. doi:10.2307/45275684.

Optional Readings: Brannon Donoghue C. The rise of the Brazilian blockbuster: how ideas of exceptionality and scale shape a booming cinema. *Media, Culture & Society*. 2014;36(4):536-550. doi:10.1177/0163443714527566; Wood, Martin, Smiljana Glisovic, and Leo Berkeley. "The Challenge of Film to Innovation and Entrepreneurship Studies." *Prometheus* 34, no. 3-4 (2016): 225-30. doi:10.1080/08109028.2017.1336011.; Boschma, Ron A., and Michael Fritsch. "Creative Class and Regional Growth: Empirical Evidence from Seven European Countries." *Economic Geography* 85, no. 4 (2009): 391-423.

<http://www.jstor.org.ezp.lib.rochester.edu/stable/40377322>.; Thompson *Exporting*

Entertainment: America in the World Film Market, 1907-1934. 1985 (British Film Institute)

Weekly Activity: Reverse outline of final paper submitted.

MODULE 6 – DEVELOPMENT REVISITED

Week of May 3rd – Development Revisited

Weekly Lectures: The Coda: Class C, Petrobrás and *Lava Jato*

Weekly Readings: Readings: Acemoglu, Robinson and Johnson, "The Colonial Origins of Comparative Development: an Empirical Investigation "(NBER, 2000)

Optional Readings: Revisit the readings (and your notes) from weeks 1 – 3!

REVISED PAPER ABSTRACT AND KEYWORDS SHOULD BE SUBMITTED BY WEDNESDAY, MAY 5th AT 11:59PM, EST.

READING PERIOD (May 8, 9)

FINAL PAPER – final paper will be turned in by the end of the final exam slot for our class, TUESDAY, May 11th, 7:00pm

Readings on Film Industry

Welch, Cliff, "Globalization and the Transformation of Work in Rural Brazil: Agribusiness, Rural Labor Unions, and Peasant Mobilization" in *International Labor and Working-Class History*, 70 (Fall 2006): 35-60.

We., Apr. 21 – Deforestation and Landless Peasants Movement

Readings: Alston, Lee, J. et al. "Land Reform Policies, the Sources of Violent Conflict and the Implications for Deforestation in the Brazilian Amazon" *Journal of Environmental Economics and Management* 39 (1999): 162-188. Watch youtube short documentary *Caminhando e Cantando*.

Week of May 3rd – Credible Commitments

Mo., Apr. 26 – Return to Democracy and Austerity Measures

Readings: Bértola and Ocampo, chap. 5; Newspaper article on peso crisis and ECLAC reading. Cardoso, *The Accidental President of Brazil: A Memoir*, chapter 10 (pp.203-228). *Optional*: Cardoso, *The Accidental President*, chapter 9 (pp.179-202).

We., Apr. 28

Wk 14 – Development Revisited

Mo., May 3 – the Coda: Lula, Bolsonaro and today

Readings: Recent newspaper articles

We., May 5 – Last day of class!

RESPONSE PAPER DUE (by the beginning of class)