

Matthew Gloria-Dalton
COMM 161F
Dr. Andrew Wood
3 September 2013

Urban Analysis

Airports are universally known as the destination to everywhere. They are the starting and ending points for millions of people on their way to vacations, business meetings, sporting events, conferences, parties, and a myriad of other journeys. San Jose International Airport (SJC) is the South Bay Area's gate to the world. It is our entrance to local, national, and global communities of ideas, people, nations, cultures, and values. Cosmopolitanism is the idea of communities, large and small, sharing common values, morality, and ideas. SJC is a cosmopolitan collage of shared values, intersecting at the springboard to a cosmopolitan world in constant evolution. The expansion of international service to Japan, SJC's role in reshaping cosmopolitan principles, and its expansion allowing increased connection with the world are separate lenses that will provide insight into cosmopolitanism's role at SJC. San Jose International Airport is our front row seat to the cosmopolitan world in motion, for better or worse.

SJC's access to a growing number of destinations increases its cosmopolitan influence. San Jose International Airport holds the key to understanding cosmopolitanism and its communicative implications on the Bay Area. The Bay Area is unlike the majority of the United States in that our culture, economics and people hail from every corner of the planet. SJC had only one international flight until this past summer when ANA, Japan's leading international carrier, started daily Boeing 787 service from Tokyo's Narita Airport to San Jose. Now people traveling for business or nomadic adventure have direct access to Asia. ANA's daily flights between San Jose and Tokyo highlight, "the progressive possibilities of nomadic subjects made

possible by contemporary cosmopolitan conditions” (Dickenson, 2002, p. 10). The idea of cosmopolitanism is evolving at SJC, allowing people with varied intent to connect with the world in-person. The direct sharing of values, culture, morality, and economics, through daily international flights to Asia, is one way SJC communicates cosmopolitanism to South Bay Area residents. Cosmopolitan ideas allow SJC to play a part in shaping the postmodern landscape.

San Jose International Airport has a role to play in shaping the culture and direction of the postmodern cosmopolitan world we find ourselves living in. Harvey discusses Faust’s literary archetype saying, “an epic hero prepared to destroy religious myths, traditional values, and customary ways of life in order to build a brave new world out of the ashes of the old” (1991). SJC is playing the epic hero who is reshaping values, removing barriers, and fostering community through its cosmopolitan structure. Cosmopolitanism, as stated before, is the idea of communities with shared values, morality, culture, and goals. SJC provides access to other regions of our state, nation, and world so the free exchange of ideas, values, and culture can take place. SJC is the leading character in the Bay Area’s cosmopolitan narrative reshaping the ideas, values, culture, and economics of the region. SJC reinforces the negative costs associated with global economic expansion and the global economy.

San Jose International Airport, like every part of our economy and culture, was hit by the 2008 economic recession. The recession was in part, the negative effect of our global economy, a cosmopolitan idea. The number of daily flights diminished as did the volume of travelers, but only for a short period. The possibility of diminished connection to the rest of the world (i.e. reduced volume of flights) scared business and political leaders because it meant a reduction of the free exchange of commerce, knowledge, and culture. The city of San Jose started a massive public relations campaign around the USA and world to garner new routes of travel. They

offered massive incentives such as, ANA not having to pay airport fees for at least one year. The false dialect emerging out of the lack of engagement from other opinions and ideas lead to the 2008 sub-prime crisis (Goh, 2011, p. 208). SJC grew out of the 2008 economic ashes, adopting a cosmopolitan communication strategies emphasizing connection to the rest of the world as one of its core principle. The expansion of commercial, private and corporate operations highlights the cities and regions emphasis on fostering shared values, economics, culture, and ideas with the world outside the South Bay region. City and regional leaders hope the positive principles of modern cosmopolitanism will reduce future negative economic impacts.

This analysis looks at the positive and negative aspects of cosmopolitanism at SJC. San Jose International Airport exudes cosmopolitanism in many ways. The South Bay Area has become a cosmopolitan mecca of colliding communities, ideas, values, and culture of various kinds. The ability of Bay Area residents to get on a plane and travel anywhere in the world highlights the airports role as a cosmopolitan foundation of our culture. New international service to Tokyo on ANA is an example of SJC's cosmopolitan influence. The airport shapes our world by influencing the growth and change of culture, values, and ideas. SJC is evolving to stay ahead of changing economic, cultural, and value shifts always present in our regional life. The airport plays a leading role in post-modern cosmopolitan evolution, like a Phoenix rising from the ashes; it has gone through many deaths and rebirths to continue its influence on the human community.