

Consumer Culture--SOCY 49.08

Prof. Goodman

Course Description: This class will introduce you to the scholarly analysis of advertising and consumer culture. The purpose of this class is to encourage your creative inquiry through discussion and writing about the key social, moral, political and practical questions concerning consumer culture.

We will cover the following topics:

History & Economics of Consumer Culture

We will examine what is distinct about consumer culture and how it has evolved. We will also examine the ideas of consumer sovereignty, commodification and brands.

Macro Forces

This section looks at the large, society-wide forces involved in advertising and consumption. It looks at how individuals are "locked in" to increased consumption, how consumer culture has expanded, and the effects of advertising and consumer culture on the environment and on inequality.

Micro Forces

This section looks at the small individual decisions and identities that are involved in advertising and consumption, such as shopping, fashion, values and rebellion.

Institutional Effects

We will analyze the effects that advertising and consumer culture has on various institutions, such as religion, culture, politics, charities and education.

Alternative Consumption

We will finish by look at criticisms of consumer culture, as well as some of the proposed alternatives, such as citizenship, a new kind of hedonism, government regulation and alternative forms of consumption.

Grades: Your grade will depend on reading points, written assignments and three exams, according to the following formula:

Reading Points	10%
Critique Paper 1	10%
Critique Paper 2	15%
First Exam	15%
Second Exam	25%
Final	25%

Incompletes will only be given when the student is otherwise passing the course and cannot complete it due to circumstances that are unforeseen and beyond the student's control.

Reading Points: I will provide reading points for your readings. You will be graded on your ability to provide a summary of the author on one of those points when called on in class. If I can tell that you've done the reading and thought about the point, you will get an A. Only students called on in class will be graded on that day. I will use a random number generator before each

class to determine who will be called on. If you are absent the day that I call on you without a college defined excuse, you will receive an 'F'. Since most students are likely to be called on only 1 or 2 times, it is important that you be prepared for every class. Some students may never be called on, in which case they will receive an 'A'.

I will give everyone one 'free pass' for the semester on reading points. In other words, you can let me know that you will be unprepared to answer the reading points for that day. However, **you must do this before class starts**, either in person, phone message or email. You will not be given a free pass after I have called on you.

Critique Papers: There will be two critique papers. You will choose a class reading and write a 4-5 page paper critiquing it. The first critique paper should deal with a reading from "History & Economics" or "Macro Forces." The second critique paper should deal with a reading from "Micro Forces" or "Institutional Effects." Fuller descriptions of these assignments will be posted on Canvas.

Exams: The exams will be **9/29, 10/24 & 11/25**. The exams will be written in class. Some of the questions will be a variant of the reading points. Two long essay questions will give you a list of concepts and ask you to apply them to an example. The exams are not cumulative.

Readings: All readings will be provided as downloadable pdf's on Canvas. Please let me know if you anticipate any problems with those formats and we will figure out an alternative.

Help: I will hold office hours in Silsby 12 Mon, Wed & Fri from 9:00 to 10:00 and from 11:05 to noon. If those times don't work, I'm happy to make an appointment. Messages can be left for me in the Sociology office. I can be reached for help by phone (857.399.6137) or email (Douglas.J.Goodman@Dartmouth.edu). I check my email often and it is my preferred mode of communication.

Please let me know if you have any disabilities which will affect your participation in this class. I will make every effort to accommodate you.

Schedule

This schedule is provisional. The most current schedule will be on Blackboard

History & Economics

Wed. Sep. 17 -- History

Consumption to Consumer Culture - Goodman

Time & Money - Cross

Fri. Sep. 19 -- Therapeutic Ethos

Salvation to Self-realization - Lears

Advertising Success - Brasted

Mon. Sep. 22 -- Economics

Adam Smith & Invisible Hand

Ignored Manipulation of the Market - Van Tuinen

Practical Domain of Marketing - Benton

Wed. Sep. 24 -- Commodification

Theory of Commodification - Goodman

Commodification as a Worldview - Radin

Commodity Frontier - Hochschild

Fri. Sep. 26 -- Brands

Brands - Twitchell

Silence of the Brands - Salzer-Morling & Stannegard

Consumption in a Moralized Brandscape - Salzer-Morling & Stannegard

Mon. Sep. 29 -- First Exam

Macro Forces

Wed. Oct. 1 -- Social Forces for Consumption

Willing Consumers or Locked In - Sanne

Spending into Adulthood - Penman & McNeill

Consuming Because Others Consume - Lichtenberg

Fri. Oct. 3 -- Ecological

Ecological Footprint - Franz & Papyrakis

Market & Non-market determinates of Consumption - Cogoy

Branding Disaster - Humphries & Thompson

Mon. Oct. 6 -- Expanding Consumer Culture

Commercialization of Childhood - Levin & Linn

Hyperreality & Globalization

Commercialization of the Calendar - Schmidt

Wed. Oct. 8 -- Inequality in Consumer Culture

Inequality in Consumer Culture - Goodman

Marketing Blackness - Crockett

Representations of Masculinity & Femininity in Advertising - O'Barr

Fri. Oct. 10 -- More Gender

Listening to Khakis - Gladwell

Commodity Lesbianism - Clark

Advertising & Male Gender Change - Gentry & Harrison

Micro Forces

Mon. Oct. 13 -- Shopping

Acts of Consumption - Berger

Shopping - Fiske

I Shop Therefore I Am - Campbell

Wed. Oct. 15 -- Comfort & Fashion

Blue Jeans Comfortable -- Miller & Woodward

I Just Wear What I Like - Newholm & Hopkinson

Fri. Oct. 17 -- Identity Bazaar

Identity Bazaar - Elliott

Drugs & Consumer Society - van Ree

Identity & Consumption - Shankar et al

Mon. Oct. 20 -- Consuming Values

Materialistic Values - Kasser et al

Distorted Mirror - Pollay

Wed. Oct. 22 -- Consuming Rebellion

Commodification of Rebellion - Seiler

Nation of Rebels - Heath & Potter

Institutional Effects

Fri. Oct. 24 -- Consuming Religion

Consuming Religion - Miller

Mon. Oct. 27 -- Second Exam

Wed. Oct. 29 -- Consuming Culture

Capital Effects - Crary

Culture Consumed - Firat

Pessimism vs Populism - Clarke

Fri. Oct. 31 -- Consuming Politics

Political Brand - Smith & French

Political Consumerism - Holzer

Mon. Nov. 3 -- Consuming Compassion

Compassion Inc. - Einstein

Wed. Nov. 5 -- Consuming Education

Consuming Schools - Norris

Education as Lite Entertainment - Edmundson

Alternative Consumption

Fri. Nov. 7 -- Critiques of Consumerism

Delectable Materialism - Schudson

Consumption, Well-Being & Capability - Crocker

Cultural Jamming - Harold

Mon. Nov. 10 -- Citizens or Consumers

Citizen Consumer Hybrid; Whole Foods Market - Johnston

Citizens, Consumers and the Good Society - Schudson

Wed. Nov. 12 -- Tamed Hedonism

Rethinking the Good Life - Sopar

Good of Consuming - Campbell

Tamed Hedonism - Sassatelli

Fri. Nov. 14 -- Regulation

New Consumerism, 1960-1980

Promises: Self-regulating tobacco ads - Pollay

Mon. Nov. 17 -- Alternative Consumption

Tribal Marketing - Cova

Voluntary Simplicity - Etzioni

Consuming Authenticity - Zukin

Tues. Nov. 25 -- Final Exam