

## Liverpool John Moores University

Title: CONSUMING CULTURE  
Status: Definitive  
Code: **6035MEDCUL** (117701)  
Version Start Date: 01-08-2019

Owning School/Faculty: Humanities and Social Science  
Teaching School/Faculty: Humanities and Social Science

Team	Leader
Steven Spittle	Y

**Academic Level:** FHEQ6  
**Credit Value:** 24  
**Total Delivered Hours:** 82  
**Total Learning Hours:** 240  
**Private Study:** 158

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	24
Seminar	24
Tutorial	10
Workshop	24

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	1500 word essay that evaluates theoretical and methodological approaches to youth cultures.	40	
Essay	AS2	1000 word essay plan that acts as a foundation for self-identified research on an aspect of consumer culture.	20	
Essay	AS3	2000 word essay- Research essay on a self-identified aspect of consumer culture.	40	

### Aims

- 1) *To explore scholarly accounts of the development and nature of consumer society and its associated cultures of consumption*
- 2) *To enable students to undertake an extended piece of research into a media text or cultural practice related to consumption and consumer culture*
- 3) *To enable students to examine how youth cultures, in the UK and globally, have been represented in academic discourse historically and contemporarily.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Critically evaluate the theoretical and methodological techniques used to study youth cultures.
- 2 Produce an essay plan that effectively justifies a self-selected theoretical approach and case study.
- 3 Produce a research essay that draws upon a theoretical approach discussed in the module and critically apply it to a self-identified case study.

## **Learning Outcomes of Assessments**

The assessment item list is assessed via the learning outcomes listed:

ESSAY 1	1
ESSAY 2	2
ESSAY 3	3

## **Outline Syllabus**

*Consumption and The Romantic Ethic; Simmel and the city; Veblen and conspicuous consumption; Bourdieu and distinction; consuming youth; consuming gender; consuming postmodern leisure; consuming the mall; the emergence, history and development of youth culture; researching youth culture - traditions and innovations; spaces of youth culture: from the 'Spectacular' to the 'everyday'; placing class, gender and ethnicity; youth culture and the media: new spaces of youth culture; youth, culture and policy.*

## **Learning Activities**

The module consists of lectures introducing key ideas and theoretically informed case studies around youth and consumer cultures. Students will undertake a mix of reading and task-based seminars and workshops during the course of the module. Individual tutorials will be offered students to assist them with the development of an essay plan and their final research essay.

## Notes

This module offers a wide range of theoretical and conceptual perspectives on the closely related study areas of consumer and youth cultures. Students are introduced to the critical study of youth cultures, both in historic and contemporary contexts. Using multiple comparative case studies, we explore the significance of youth cultures in academic study, how youth cultures emerge, develop and die out, how youth cultures can be understood theoretically, how we might do research into youth cultures and how historically youth cultures have been represented by the media. The module then moves on to the critical study of consumer society and consumer culture, beginning with a series of lectures on core theoretical approaches and concluding with case studies of a range of cultures of consumption. As we move through the module students' progress towards developing independent, though guided research, based upon their own choice of case study.