

Liverpool John Moores University

Warning: An incomplete or missing proforma may have resulted from system verification processing

Title: Consumer Culture
Status: Definitive
Code: **6108MEDCUL** (122106)
Version Start Date: 01-08-2021

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

Team	Leader
Steven Spittle	Y
Joanne Knowles	

Academic Level: FHEQ6 **Credit Value:** 20 **Total Delivered Hours:** 60
Total Learning Hours: 200 **Private Study:** 140

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	12
Seminar	24
Workshop	24

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	1500 words observation task	30	
Essay	AS2	2500 words essay on aspects of consumer culture	70	

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 produce a critically and theoretically-informed essay.
3. To develop critical interpretive skills for the observation of consumption practices.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate the theoretical and methodological techniques used to study consumer culture.
- 2 Produce a critically and theoretically-informed essay about a selected aspect of consumer culture and/or cultural consumption.
- 3 Produce a theoretically-informed interpretation of a given consumption practice.

Learning Outcomes of Assessments

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

1500 words observation task	1	3
2500 words essay	1	2

Outline Syllabus

Consumption and The Romantic Ethic; Simmel and the city; Veblen and conspicuous consumption; Bourdieu and distinction; Consuming Gender; Consuming Postmodern Leisure; Consuming The Mall; Consuming Nostalgia; Observing Consumption.

Learning Activities

Lectures, Seminars, Workshops.

Notes

Students will be expected to abide by ethical protocols in the completion of Assessment 1.