

Consumer Culture

Module Information

2022.02, Approved

Summary Information

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|---------------------|-------------------------------|
| Module Code | 6108MEDCUL |
| Formal Module Title | Consumer Culture |
| Owning School | Humanities and Social Science |
| Career | Undergraduate |
| Credits | 20 |
| Academic level | FHEQ Level 6 |
| Grading Schema | 40 |

Teaching Responsibility

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| LJMU Schools involved in Delivery |
| Humanities and Social Science |

Learning Methods

| Learning Method Type | Hours |
|----------------------|-------|
| Lecture | 12 |
| Seminar | 24 |

Module Offering(s)

| Display Name | Location | Start Month | Duration Number Duration Unit |
|--------------|----------|-------------|-------------------------------|
| JAN-MTP | MTP | January | 12 Weeks |

Aims and Outcomes

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| 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. |
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After completing the module the student should be able to:

Learning Outcomes

| Code | Number | Description |
|------|--------|--|
| MLO1 | 1 | Critically evaluate the theoretical and methodological techniques used to study consumer culture. |
| MLO2 | 2 | Produce a critically and theoretically-informed essay about a selected aspect of consumer culture and/or cultural consumption. |
| MLO3 | 3 | Produce a theoretically-informed interpretation of a given consumption practice. |

Module Content

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| 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; Remediation and Consumer Culture. |
| Module Overview | This module enables you to explore scholarly accounts of the development and nature of consumer society and its associated cultures of consumption. It also enables you to produce a critically and theoretically-informed essay. |
| Additional Information | In the module we will examine theoretical accounts that are profoundly pessimistic about the rise of consumer culture and others that see it as a potentially creative and empowering resource for the formation of self-identity. We hope you will approach your studies with the same energy and enthusiasm we feel for the subject. To us, the study of consumer culture is fascinating, mainly we suspect, because the real object of study is ourselves and the way we have come to live today. |

Assessments

| Assignment Category | Assessment Name | Weight | Exam/Test Length (hours) | Module Learning Outcome Mapping |
|---------------------|-----------------------------|--------|--------------------------|---------------------------------|
| Report | 1500 words observation task | 30 | 0 | MLO3, MLO1 |
| Essay | 2500 words essay | 70 | 0 | MLO2, MLO1 |

Module Contacts

Module Leader

| Contact Name | Applies to all offerings | Offerings |
|----------------|--------------------------|-----------|
| Steven Spittle | Yes | N/A |

Partner Module Team

| Contact Name | Applies to all offerings | Offerings |
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