Syllabus

WOMEN CONSUMPTION & IDENTITY IN CONT. JAPAN - 46850

Last update 13-07-2015

HU Credits: 2

Degree/Cycle: 2nd degree (Master)

Responsible Department: Asia Studies

Academic year: 1

Semester: 2nd Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator:

Coordinator Email:

Coordinator Office Hours:

Teaching Staff:
Helena Grinshpun
Course/Module description:
The course will focus on social and cultural issues related to gender, consumption, and identity in contemporary Japan. In order to explore the links between these, we will focus on two domains: the private sphere of the family and the public sphere of consumption.

Course/Module aims:
The aim of the course is to provide an anthropological perspective on the issues of gender and their expressions in the private and public spheres in contemporary Japan.

Learning outcomes - On successful completion of this module, students should be able to:
The students will learn on the less familiar aspects of Japanese society and obtain new perspectives on the norms and values which shape the social and cultural expressions of gender relations.

Attendance requirements(%): 100

Teaching arrangement and method of instruction: Each class consists of an introductory lecture by the teacher, followed by discussion based on the relevant. Each student is required to give an oral presentation on the topic that she/he chooses for the final paper.

Course/Module Content:
1. The anthropological research on Japan: trends and controversies
2. Women, consumption, and identity - historical overview
3. Women in the private sphere: the ideal of "Good Wife, Wise MOther", motherhood and labor division in the family; body, food, and gender
4. Women in the public sphere: public policy, social participation, employment, media and language, consumption practices, women as a social "other"
5. Men and masculinity

Required Reading:
(2004), "Representations of Japan in American Anthropology Textbooks", in Native Anthropology, pp. 115-146

Eric Arnould and Craig Thompson (2005), "Consumer Culture Theory (CCT): Twenty
Years of Research", Journal of Consumer Research, pp. 868-882


Susan Holloway (2010), "What is a Wise Mother?", in Women and Family in Contemporary Japan, pp. 38-71


Susan Holloway (2010), "Husbands: Crucial Partners or Peripheral Strangers?", in Women and Family in Contemporary Japan, pp. 99-115

David Shwalb et all (2010), "Fathering in Japan, China and Korea", in The Role of Father in Child Development, pp. 341-379.


Mikiko Ashikari (2003), "Urban Middle-Class Japanese Women and Their White Faces: Gender, Ideology, and Representation", in Ethos (31:1), pp. 3-37

Laura Spiegelvogel (2010), "Selfishly Skinny or Selflessly Starving", in Working out in Japan, pp. 174-205.


Katarzyna Cwiertka (1998), "How Cooking Became a Hobby", in The Culture of Japan as Seen Through its Leisure, pp. 41-58
Sally Hastings (2011), "A Dinner Party is Not a Revolution", in Manners and Mischief, pp. 95-109


Elise Tipton (2005), "Sex in the City: Chastity vs. Fee love in Interwar Japan", Intersections: Gender, History and Culture in the Asian Context, Issue 11


Sheldon Garon (2000), Luxury is the Enemy: Mobilizing Savings and Popularizing Thrift in Wartime Japan", Journal of Japanese Studies, 26/ 1, pp. 41-78


Keiron Bailey (2004), "Marketing the Eikaiwa Wonderland: Ideology, Akogare, and Gender Alterity in English Conversation School Advertising in Japan"


Barbara Hartley (2008), "Performing the Nation: Magazine Images of Women and


Sharon Kinsella (2006), "Female revolt in male cultural imagination in contemporary Japan", The 4th Chino Kaori Memorial 'New Visions' Lecture, pp. 15-45

David Leheny (2006), "Whatever It Is, It's Bad, So Stop It", in Think Global, Fear Local: Sex, Violence and Anxiety in Contemporary Japan, pp. 49-84


**Additional Reading Material:**
Additional material will be provided during the course

**Course/Module evaluation:**
End of year written/oral examination 0 %
Presentation 10 %
Participation in Tutorials 10 %
Project work 80 %
Assignments 0 %
Reports 0 %
Research project 0 %
Quizzes 0 %
Other 0 %

**Additional information:**