



The Hebrew University of Jerusalem

Syllabus

Culture and Capitalism - 53492

Last update 07-03-2019

HU Credits: 2

Degree/Cycle: 1st degree (Bachelor)

Responsible Department: Sociology & Anthropology

Academic year: 0

Semester: 2nd Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Prof Eva Illouz

Coordinator Email: illouz@mscc.huji.ac.il

Coordinator Office Hours: By prior arrangement

Teaching Staff:

Prof Eva Illouz

Course/Module description:

Sociologist deals with both Capitalism and Culture from the first days of sociology. Although there are many disagreements over the definition of these terms Capitalism can be defined as an economic system in which commodities are produced in order to gain profit, part of which is re-invested to create the conditions for the accrual of future profits. Culture can be defined, (based on the definition of Clifford Geertz), as patterns of meaning embodied in symbols transmitted throughout history, a set of concepts that are reflected in measures which people communicate, maintain and develop their knowledge of life. Capitalism and culture influence each other and create what can be called as Capitalist Culture- a set of social practices, social norms, values and patterns of behavior that are attributed to the capitalist economic system in a capitalist society. This course will focus on the relationships between culture and capitalism in number of different areas: art, cinema, consumption, commercialization of culture, family and self-perceptions.

Course/Module aims:

Introducing the Capitalist Culture in several domains

Learning outcomes - On successful completion of this module, students should be able to:

At the end of the course the students will be able to critically examine the capitalist culture.

Attendance requirements(%):

80%

Teaching arrangement and method of instruction: Frontal lecture and group discussions

Course/Module Content:

*Market economy or social economy?
Capitalism and morals
Ideology of capitalism
Culture, art, capitalism
Print capitalism and nationalism
Consumer society
Consumer culture, mental health and beauty
Advertising the american dream*

Post-industrial society: capitalism triumphant
Mcdonaldization of the world
Neo-liberalism and the self
The self as capital

Required Reading:

See details in the syllabus

Additional Reading Material:

See details in the syllabus

Course/Module evaluation:

End of year written/oral examination 0 %
Presentation 20 %
Participation in Tutorials 0 %
Project work 60 %
Assignments 0 %
Reports 0 %
Research project 0 %
Quizzes 0 %
Other 20 %
understanding of reading materials

Additional information: