Syllabus

Capitalism and The commodification of private life - 53622

Last update 19-09-2016

HU Credits: 4

Degree/Cycle: 1st degree (Bachelor)

Responsible Department: sociology & soc. anthropology

Academic year: 0

Semester: Yearly

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Prof Eva Illouz

Coordinator Email: Eva.Illouz@mail.huji.ac.il

Coordinator Office Hours: By appointment

Teaching Staff:

Prof Eva Illouz
**Course/Module description:**
The course will deal with sociological analysis of the commodification of private life. We will deal with commodification in general and specifically with the commodification of the private life (body; beauty; identity; romantic relationships; sex; parenthood and family life).

**Course/Module aims:**
The aim of the course is to understand the way in which commodification increasingly shapes the private life (from a sociological perspective).

**Learning outcomes - On successful completion of this module, students should be able to:**
Understanding of capitalism and commodification and their development throughout the years.
The ability to critically read texts that deal with capitalism and commodification.
Extending the understanding of the current socio-economic situation.

**Attendance requirements(%):**
80%

**Teaching arrangement and method of instruction:** Frontal lecture, students' presentations and group discussions

**Course/Module Content:**
Preliminary Syllabus- it might be change
Capitalism and The commodification of private life
Part I: Commodification- theoretical introduction:
Lecture 2: rethinking commodification
Lecture 3: contemporary discussion on reification
Part II- Commodities, Identity, beauty and the body
Lecture 4: Commodification, beauty and the body
Lecture 5: Commodities and Identity
Part III- The commodification of Romantic relationships
Lecture 6: Romantic relationships and the commodification of intimacy
Lecture 7: the wedding fantasy
Lecture 8: Marriage and consumption
Part IV- Consuming sex
Lecture 9: Consuming sex
Lecture 10: Sexual tourism
Lecture 11- Relationships, sex and the internet
Part V- Consumption and the family
Lecture 12: Emotional Capitalism
Lecture 13: Capitalism and the family
Lecture 14: Parenting and the workplace

Required Reading:
  Preliminary Syllabus- it might be change
Capitalism and The commodification of private life
Part I: Commodification- theoretical introduction:
Lecture 2: rethinking commodification
Lecture 3: contemporary discussion on reification
Part II- Commodities, Identity, beauty and the body
Lecture 4: Commodification, beauty and the body
Part III- The commodification of Romantic relationships
Lecture 6: Romantic relationships and the commodification of intimacy
Lecture 7: the wedding fantasy
Sharon Boden, Consumerism, Romance, and the Wedding Experience, Chapter 1- Introduction: consumerism, romance and the wedding experience (1-22); Chapter 5- The wedding fantasy: Consuming Emotions on the Big Day" (103-127) Houndmills
Lecture 8: Marriage and consumption


Part IV- Consuming sex
Lecture 9: Consuming sex


Lecture 10: Sexual tourism


Lecture 11- Relationships, sex and the internet


Part V- Consumption and the family
Lecture 12: Emotional Capitalism

Lecture 13: Capitalism and the family


Lecture 14: Parenting and the workplace


Additional Reading Material:
Will be publish during the course

Course/Module evaluation:
End of year written/oral examination 0 %
Presentation 0 %
Participation in Tutorials 0 %
Project work 60 %
Assignments 0 %
Reports 0 %
Research project 0 %
Quizzes 0 %
Other 40 %
Referat

Additional information:
40% of the grade is based on a student's Presentation during the semester