
The Hebrew University of Jerusalem

Syllabus

History and Theory of Consumer Culture in Europe: Between Repression and Liberation - 54651

Last update 14-10-2024

HU Credits: 2

Degree/Cycle: 2nd degree (Master)

Responsible Department: European Studies

Academic year: 0

Semester: 2nd Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Yuval Tal

Coordinator Email: yuval.tal@mail.huji.ac.il

Coordinator Office Hours:

Teaching Staff:

Dr. Yuval Tal

Course/Module description:

The things we buy influence our daily lives and who we are. The material things we use — food, clothing, household goods, electric appliances — the cultural content we consume — sports, Netflix, concerts — as well as the personal and social things we desire — status, respect, self-fulfillment, sex, love — often appear in our lives through the act of consumption. Consumer culture shapes our desire to buy things or the notion that we must buy things. It also influences, in one way or another, our deepest needs and desires. This course will explore the history of consumption and consumer culture and the historical processes that made them pillars of modernity in Europe. We will read major works about consumption by prominent intellectuals such as Marx, Adorno, Bourdieu, Marcuse, and de Beauvoir. We will discuss the influence of consumption and consumer culture on political formations and social and cultural structures such as capitalism and class inequalities, liberalism and democracy, fascism and authoritarianism, and gender and sexuality. Throughout the course, we will question whether consumption is a liberating or oppressing element in modern Europe.

Course/Module aims:

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

n/a

Attendance requirements(%):

Teaching arrangement and method of instruction:

Course/Module Content:

n/a

Required Reading:

n/a

Additional Reading Material:

Grading Scheme:

Essay / Project / Final Assignment / Home Exam / Referat 70 %

Active Participation / Team Assignment 15 %

Attendance / Participation in Field Excursion 15 %

Additional information: