### Course Title: Media, Society and Consumer Culture

| Course Code: | C C C U 4 0 3 4 |

#### Aims and Objective

This course uses an interdisciplinary approach to examine consumer culture in concrete socio-historical contexts. The course offers a fundamental critique of commoditization and commodity fetishism on the one hand, and discusses, on the other hand, the meanings of consumption and the creative processes opened up by the society of consumers. Students will be able to identify the radical transformation of selfhood and social relations and discuss its socio-political consequences. They will be familiarized with a wide range of critical theories and analytical concepts derived from cultural studies, media studies, philosophy and aesthetics.

#### Intended Learning Outcomes of the Course

On completion of the course, students should be able to

ILO1. explain the transforming social relations and selfhood in the society of consumers;
ILO2. discuss consumer culture and its everyday life practice critically;
ILO3. analyze and critique creative media in the context of consumer culture.

#### Syllabus

**I. Society of Consumers**

1. What is the society of consumers?
   - Neoliberalism
   - From the society of producers to the society of consumers
   - Individualized society: transforming social relations
   - Tourists vs. vagabonds: Mobility as a stratifying factor
2. Commoditization
   - Commoditization in the society of consumers
   - Commoditization of the self
3. Ideology of “choice”
   - Ideology of self-mastery
   - Ideology of unlimited enjoyment

**II. Consumer Culture and Commodity**

4. Commodity fetishism
   - Use value and exchange value
   - Fetishism
   - Capitalism as an autonomous system
5. Commodity and sign value
   - Transformation of the nature of commodity
   - Sign value
   - Meanings of commodity
   - Resistant consumers

**III. Consumer Culture**

6. Fashion
   - Fashion and modernity
   - The fashion system
- Fashion and selfhood

7. Image
- Consumption of images
- The society of the spectacle
- Mediation of social reality
- Image, history and violence
- Active spectatorship

8. Creativity
- Creativity in consumer culture
- Reproducing or subverting the society of consumers?
- Contemporary art in consumer culture

Assessment

<table>
<thead>
<tr>
<th>Type of Assessment (Weighting)</th>
<th>Description</th>
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<tbody>
<tr>
<td>Continuous Assessment (60%)</td>
<td>Participation (10%)</td>
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<td>Group Presentation (20%)</td>
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<td>Individual Term Paper (30%)</td>
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<td>Examination (40%)</td>
<td>Written Examination (40%)</td>
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</tbody>
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Pre-requisite(s)
Nil

Required and Recommended Reading

Recommended Readings:

19.6.2018