Course Title: Media, Society and Consumer Culture

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 cultural and media artefacts/activities in the context of consumer culture.

Syllabus

I. Society of Consumers
1. What is the society of consumers?
   - Society of consumers
   - Individualized society
2. Commoditization
   - Commoditization in the society of consumers
   - Commoditization of the self
3. Ideology of “choice”

II. Consumer Culture and Commodity
4. Commodity fetishism
   - Fetishism
   - Transforming social relations
5. Commodity and sign value
   - Sign value
   - Meanings of commodity

III. Consumer Culture
6. Fashion
   - Fashion and modernity
   - Fashion and selfhood
7. Image
   - Consumption of images
   - The society of the spectacle
- Active spectatorship
8. Creativity
  - Creativity in consumer culture
  - Reproducing or subverting the society of consumers?

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

**Pre-requisite(s)**

Nil

**Required and Recommended Reading**

Recommended Readings:

19.06.2017