

Consumer Culture and the Culture(s) of Consumption

University of Notre Dame · Instructor: Omar Lizardo

Discussion

New Event

New Assignment

New Exam

Calendar

People

Tuesday - August 27, 2013

Library

Class: Consumer Culture Theory

2:00pm - 3:15pm · Pasquerilla Center , 102 · Lecture

Required Reading:

Arnould, E. J., & Thompson, C. J. (2005). Consumer culture theory (CCT): Twenty years of research. *Journal of consumer research*, 31(4), 868-882.

www.jstor.org/stable/10.1086/426626

Syllabus

Settings

Journal Writing 1: docs.google.com/document/d/1nv0IWZZ230WA_cyAtm-FZiiHYvoHpGhQDZoTtXNxrU/pub

Learning goal:

Quick introduction to consumer culture theory (CCT). What kind of research will we be looking at throughout the semester? What are the main themes covered in this research? What sort of approach to studying consumption does this research take?

Thursday - August 29, 2013

Class: The cultural meaning of consumer goods

2:00pm - 3:15pm · Lecture

McCracken, Grant (1986), "Culture and Consumption: A Theoretical Account of the Structure and Movement of the Cultural Meaning of Consumer Goods," *Journal of Consumer Research*, 13 (June), 71-84.

www.jstor.org/stable/2489287

Holt, Douglas B. (1995), "How Consumers Consume: A Typology of Consumption Practices," *Journal of Consumer Research*, 22 (June), 1-16.

www.jstor.org/stable/2489696

Learning goal: Consumer cultures are constituted by the meaning that people attach to consumer goods (which include both objects and experiences). These meanings circulate from the larger culture, to producers to consumers and back. In this class we discuss the origins and ways in which cultural meanings travel between and across producers, consumers and sites of consumption. We also introduce the idea of "consumption practices" and attempt to divide consumption classes into distinct types.

Assignment: 8/29 Reading Summary

Due: August 29, 2013

Tuesday - September 3, 2013

Class: Consumption Practices I: Consumption as ritual

2:00pm - 3:15pm · Lecture

Rook, Dennis W. (1985), "The Ritual Dimension of Consumer Behavior," *Journal of Consumer Research*, 12 (3), 251–64.

www.jstor.org/stable/10.2307/254372

Wallendorf, Melanie and Eric J. Arnould (1991), "'We Gather Together': Consumption Rituals of Thanksgiving Day," *Journal of Consumer Research*, 18 (June), 13–31.

www.jstor.org/stable/2489481

Learning goal: A lot of everyday consumption partakes of both habitual and ritualistic practices. Here we attempt to come up with a working conceptualization of what ritual (in general) is. We then attempt to see which aspects of the general definition help us shed light on our everyday consumption practices. After class you should be able to easily identify the ritualistic aspects of consumption across a wide range of domains. We aim to provide answers the following (type of) questions: Are there consumption practices that cannot be ritualized? Is every act of consumption "ritualistic" to some extent?

Assignment: 9/3 Reading Summary

Due: September 3, 2013

Thursday - September 5, 2013

Class: Consumption Practices II: Self Extension**Processes**

2:00pm - 3:15pm · Lecture

Belk, Russell W. (1988), "Possessions and the Extended Self," *Journal of Consumer Research*, 15 (September), 139–68. www.jstor.org/stable/10.2307/2489522

Wallendorf, Melanie and Eric J. Arnould (1988), "'My Favorite Things': A Cross-Cultural Inquiry into Object Attachment, Possessiveness, and Social Linkage," *Journal of Consumer Research*, 14 (March), 531–47. www.jstor.org/stable/2489159

A key observation in consumer culture studies is that consumption is not just an instrumentalist act (we get a sandwich because we are hungry) but it is also an expressive act. Most importantly, scholars in this tradition have observed that persons can come to value material objects above and beyond their purely monetary value. In this class we attempt to understand the ways in which persons come to be attached to objects. The basic idea is that personal identity extends beyond the skin so that the self comes to be defined by valued possessions.

Assignment: 9/5 Reading Summary

Due: September 5, 2013

Tuesday - September 10, 2013

Assignment: Short paper I: Meaning transfer

Due: September 10, 2013

Use the framework outlined in McCracken (1986) to examine in detail a concrete episode of meaning transfer involving a cultural good or experience. Be sure to specify how meaning is taken from the "culturally constituted world" (consisting of cultural categories residing in society and material goods as well as cultural principles) by a concrete set of meaning transfer agents (advertisers, marketers, fashion professionals) and transferred into the good in question. Also make sure to specify at least two mechanisms via which meaning is transferred from good to consumer (and back to the culturally constituted world), either via (1) exchange or gift giving processes, (2) possession rituals, (3) grooming rituals or (4) divestment rituals.

Specs: 1500 - 3000 words, 12pt Times New Roman Font, Double-spaced, 1 inch margins.

Class: Consumption Practices III: Divestment rituals

2:00pm - 3:15pm · Lecture

Lastovicka, J. L., & Fernandez, K. V. (2005). Three paths to disposition: The movement of meaningful possessions to strangers. *Journal of Consumer Research*, 31(4), 813-823. www.jstor.org/stable/10.1086/426616

Cherrier, H., & Murray, J. B. (2007). Reflexive dispossession and the self: constructing a processual theory of identity. *Consumption Markets & Culture*, 10(1), 1-29. (Library)

A lot of consumption studies focuses on acquisitive behavior, so much that "consumption" has come to be seen as synonymous with acquisition. However, a big element of consumer practices has to do with the act of dispossession, namely culturally regulated ways of disposing of objects and commodities. In this class we examine the various ways in which persons divest themselves from possessions, examining its cultural, ritual, expressive aspects.

Journal writing 4: docs.google.com/presentation/d/1_fSAkFbCRyzvL6B-vUETnfaSICga75cl0H0fm2feP1/pub?start=false&loop=false&delayms=3000

Assignment: 9/10 Reading Summary

Due: September 10, 2013

Thursday - September 12, 2013

Assignment: Short paper II: Consumption Practices

Due: September 12, 2013

Use the framework outlined in Holt (1995) to examine the ways in which the same consumption setting or consumption experience can afford different set of consumption practices depending on how it is approached by a given consumer. Provide examples of how consumers may engage a consumption object via integration, experience, classification, and play. Within each class of consumption practices outline how it partakes of at least one of the processes that Holt highlights: (1) accounting, evaluation, or appreciation in the case of experience, (2) assimilating, producing, personalizing in the case of integration, (3) communing or socializing in the case of play, or (4) classification through objects or classification through actions.

Specs: 1500 - 3000 words, 12pt Times New Roman Font, Double-spaced, 1 inch margins.

Class: Class cancelled (conference travel)

2:00pm - 3:15pm · Lecture

Tuesday - September 17, 2013

Assignment: Short paper III: Consumption as Ritual

Due: September 17, 2013

Drawing on Rook (1985) briefly summarize the ways in which we can conceive of everyday consumption as sharing aspects of ritual (making sure to cover each of the components discussed by Rook). Close by providing a (detailed) example of a consumption practice that you regularly engage in that shares the aspects of ritual practices isolated by Rook, for instance you can talk about a grooming ritual that you regularly engage in noting how the consumption of certain goods enters into it. Alternatively, you can describe a consumption ritual that is similar to the Thanksgiving example discussed at length in Wallendorf and Arnould (1991) making sure to identify both the emic meanings (the meanings that the ritual has for you or your family/friends) and etic meanings (the meanings that the ritual may have for an outsider observer who links the ritual to the larger culture).

Specs: 1500 - 3000 words, 12pt Times New Roman Font, Double-spaced, 1 inch margins.

Class: Consumption Practicess IV: Gift giving and exchange rituals

2:00pm - 3:15pm · Lecture

Sherry, John (1983), "Gift Giving in Anthropological Perspective," *Journal of Consumer Research*, 10 (September), 157–68. www.jstor.org/stable/2488921

And either one of:

(a) Joy, Annamma S. (2001), "Gift Giving in Hong Kong and the Continuum of Social Ties," *Journal of Consumer Research*, 28 (September), 239–56. www.jstor.org/stable/10.1086/322900

(b) Giesler, M. (2006). Consumer gift systems. *Journal of consumer research*, 33(2), 283-290. www.jstor.org/stable/10.1086/506309

Assignment: Reading summary 9/17

Due: September 17, 2013

Thursday - September 19, 2013

Assignment: Short paper IV: Consumption as Self-Extension

Due: September 19, 2013

Briefly discussed the various ways in which consumption can be thought of as a "self-extension" process as argued in Belk (1989). Make sure to note the specific (broad) way in which the notion of "possessions" is used in this line of work (to include, in addition to objects, places, persons, and even parts of the body). Finally, describe at least three (3) self-extension processes or rituals that you engage in. Make sure to offer a detailed description both of the particular practices involved and the way in which the relevant possessions represent aspects of your self concept.

Specs: 1500 - 3000 words, 12pt Times New Roman Font, Double-spaced, 1 inch margins.

Class: Consumption Practices V: Consumption as Experience

2:00pm - 3:15pm · Lecture

Arnould, Eric J. and Linda L. Price (1993), "River Magic: Extraordinary Experience and the Extended Service Encounter," *Journal of Consumer Research*, 20 (June), 24–45. www.jstor.org/stable/2489198

Celsi, Richard L., Randall L. Rose, and Thomas W. Leigh (1993), "An Exploration of High-Risk Leisure Consumption through Skydiving," *Journal of Consumer Research*, 20 (June), 1–23. www.jstor.org/stable/2489197

Assignment: Reading summary 9/19

Due: September 19, 2013

Tuesday - September 24, 2013

Assignment: Short paper V: Divestment rituals

Due: September 24, 2013

Use the framework outlined in Lastovcak and Fernandez (2005) to describe the various dimensions of dispossession/divestment rituals. Make sure to make connections to how divestment rituals exemplify the notion of consumption as self-extension. How do divestment rituals connect to both the public and private meanings of consumption

objects? How do the meaning and valence of divestment rituals link to life-course transition and changing patterns of self-identity (including previous selves and undesired selves)? What sort of meaning-transfer rituals do consumers use during certain divestment processes? Make sure to provide concrete examples taken from your own (or other people's close to you) experience with disposing of previously owned objects.

Class: Consumption Practices VI: Consumption as myth and sacred ritual

2:00pm - 3:15pm · Lecture

Belk, Russell W. and Janeen Arnold Costa (1998), "The Mountain Myth: A Contemporary Consuming Fantasy," *Journal of Consumer Research*, 25 (December), 218–40. www.jstor.org/stable/10.1086/209536

Belk, R. W., Wallendorf, M., & Sherry Jr, J. F. (1989). The sacred and the profane in consumer behavior: Theodicy on the odyssey. *Journal of consumer research*, 1-38. www.jstor.org/stable/2489299

Assignment: 9/24 Reading summary

Due: September 24, 2013

Thursday - September 26, 2013

Class: Subcultures of consumption I

2:00pm - 3:15pm · Lecture

Kozinets, Robert V. (2001), "Utopian Enterprise: Articulating the Meaning of Star Trek's Culture of Consumption," *Journal of Consumer Research*, 28 (June), 67–89. www.jstor.org/stable/10.1086/321948

Schouten, John and James H. McAlexander (1995), "Subcultures of Consumption: An Ethnography of the New Bikers," *Journal of Consumer Research*, 22 (June), 43–61. www.jstor.org/stable/2489699

Assignment: 9/26 Reading summary

Due: September 26, 2013

Tuesday - October 1, 2013

Assignment: Short paper VI: Consumption and gift-giving

Due: October 1, 2013

Think of at least one object (using a broad definition of this term) that you have given as a gift and at least one object that you have received as a gift. In what way can these transactions be better understood using an anthropological conception of gift giving? What sort of relationship did these gifts serve to maintain? What sort of meanings did you (or the donor) intend to convey? Where all of the gift giving transactions successful or did any result in failure or negative emotions? For objects that gave as a gift, make sure to provide details of the gestation and pre-station stage (as defined by Sherry). For objects that you received as gifts provide details of the pre-station and reformulation stage.

Class: Subcultures of consumption II

2:00pm - 3:15pm · Lecture

Thompson, Craig J. and Maura Troester (2002), "Consumer Value Systems in the Age of Postmodern Fragmentation: The Case of the Natural Health Microculture," *Journal of Consumer Research*, 28 (March), 550–71. www.jstor.org/stable/10.1086/338213

Kates, Steven M. (2002), "The Protean Quality of Subcultural Consumption: An Ethnographic Account of Gay Consumers," *Journal of Consumer Research*, 29 (December), 383–99. www.jstor.org/stable/10.1086/344427

Assignment: 10/1 Reading Summary

Due: October 1, 2013

Thursday - October 3, 2013

Class: Class: Subcultures of consumption III

2:00pm - 3:15pm · Lecture

Fox, Kathryn Joan (1987), "Real Punks and Pretenders: The Social Organization of a Counterculture," *Journal of Contemporary Ethnography*, 16 (October), 344–70. (Library)

Leigh, Thomas W., Cara Peters, and Jeremy Shelton (2006), "The Consumer Quest for Authenticity: The Multiplicity of Meanings within the MG Subculture of Consumption," *Journal of the Academy of Marketing Science*, 34 (4), 481–93. (Library)

Assignment: 10/3 Reading Summary

Due: October 3, 2013

Tuesday - October 8, 2013

Assignment: Short paper VII: Subcultures of Consumption

Due: October 8, 2013

Thinking of the various examples that we have already seen as comparison points (Mountain Men, Harley Davidson Enthusiasts, Trekkies, Urban Gay Consumers, Natural Health Enthusiasts, Juggalos, MG enthusiasts, Punk Rockers, and so on), I want you to analyze a subculture of consumption that you can claim some familiarity with from a Consumer Culture Theory (CCT) perspective. Themes to include in your analysis include: (1) issues of subcultural boundaries (how permeable is the subculture), (2) socio-demographic composition of the subculture, (3) basic organizing values of the subculture and their relation to mainstream or more encompassing culture values, (4) internal hierarchy and organization of the subculture (existing of within-subculture status hierarchies), and the role of consumption practices, consumption objects and consumption rituals in generating identity and commitment within the subculture.

Specs: 1000- 2000 words, 12pt Times New Roman Font, Double-spaced, 1 inch margins.

Class: Class: Consumption Practices V: Consumption as the fulfillment of desire

2:00pm - 3:15pm · Lecture

Ahuvia, Aaron C. (2005), "Beyond the Extended Self: Loved Objects and Consumers' Identity Narratives," *Journal of Consumer Research*, 32 (1), 171–84.

www.jstor.org/stable/10.1086/429607

Belk, R. W., Ger, G., & Askegaard, S. (2003). The fire of desire: a multisited inquiry into consumer passion. *Journal of consumer research*, 30(3), 326-351.

www.jstor.org/stable/10.1086/378613

Assignment: 10/8 Reading Summary

Due: October 8, 2013

Thursday - October 10, 2013

Class: Consumption and the Cultural World: Marketplace Myths

2:00pm - 3:15pm · Lecture

Thompson, Craig J. (2004), "Marketplace Mythology and Discourses of Power," Journal of Consumer Research, 31 (June), 162–80. www.jstor.org/stable/10.1086/383432

Arsel, Zeynep, and Craig J. Thompson (2011), "Demythologizing Consumption Practices: How Consumers Protect Their Field-Dependent Identity Investments from Devaluing Marketplace Myths," Journal of Consumer Research, 37 (5), 791–806. www.jstor.org/stable/10.1086/656389

Assignment: 10/10 Reading Summary

Due: October 10, 2013

Tuesday - October 15, 2013

Class: A Practice Based Model of Consumer Choice

2:00pm - 3:15pm · Lecture

Allen, Douglas (2002), "Toward a Theory of Consumer Choice as Sociohistorically Shaped Practical Experience: The Fits-Like-a-Glove (FLAG) Framework," Journal of Consumer Research, 28 (March), 515–32. www.jstor.org/stable/10.1086/338202

Assignment: Reading summary 10/15

Due: October 15, 2013

Thursday - October 17, 2013

Assignment: Short paper VIII: Love and Desire in Consumer Culture

Due: October 17, 2013

Explain how, according to Ahuvia (2005), incorporating the notion of "love" for objects helps us extend Belk's (1988) notion of self extension. Then, using Belk, Ger, and Askergaard's model of how of the cultural socialization of desire, explain how desire enters into the consumption process. Provide a specific example of how desires for objects goes from the cultural world ("Other, Promotions, Media") to the personal imagination ("self-seduction") to either realization or frustration (and hope).

Class: Class cancelled (conference travel)

2:00pm - 3:15pm · Lecture

Tuesday - October 22, 2013

Assignment: Short paper IX: Marketplace myths.

Due: October 22, 2013

Drawing on Thompson (2004) explain, using a specific example of a microculture of consumption, the concept of marketplace myth. What is a marketplace myth, why is it important for understanding consumption behavior? What are the consequences of linking the meaning of consumption to marketplace myths?

Tuesday - October 29, 2013

Class: Class: The social patterning of consumption: Analyzing lifestyles

2:00pm - 3:15pm · Lecture

Holt, Douglas B. (1998), "Does Cultural Capital Structure American Consumption?" Journal of Consumer Research, 25 (June), 1–26. www.jstor.org/stable/10.1086/209523

Holt, Douglas B. (1997), "Poststructuralist Lifestyle Analysis: Conceptualizing the Social Patterning of Consumption," *Journal of Consumer Research*, 23 (March), 326–50. www.jstor.org/stable/2489569

Learning goal: To introduce some conceptual tools to begin to think of how taste (which we tend to think as a property of individuals) is structured by our membership in particular social groups, especially as defined by education and occupation. We revisit the concept of "cultural capital" (previously encountered in research on subcultures) and generalize to understanding taste differences in general.

Assignment: 10/29 Reading Summary

Due: October 29, 2013

Thursday - October 31, 2013

Class: Class: The social patterning of consumption I: Taste and markets

2:00pm - 3:15pm · Lecture

Arsel, Z., & Bean, J. (2013). Taste Regimes and Market-Mediated practice. *Journal of Consumer Research*, 39(5), 899-917. www.jstor.org/stable/10.1086/666595

Learning goal: To convey the point that rather than being something that somebody has taste is actually something that somebody does and this doing depends on practice. That is, some persons---due to their experience and history---are better at performing certain tastes than others. This perspective can then be used to explore the structured inequality in the capacities that allowed persons to perform a given taste (and by implication a given taste culture) better than others.

Assignment: 10/31 Reading Summary

Due: October 31, 2013

Friday - November 1, 2013

Assignment: Final paper proposal/memo

Due: November 1, 2013

Time to begin thinking about your final paper topic! This assignment is designed as a gentle way to ease you into this process. I want you to write a 500-750 word memo on a general topic that you are interested in and that you think will make a good candidate for the subject of your final paper. You are welcome to peek at the reading schedule to see if there is anything that we will be talking about in the future that seems to deal with that topic. In the memo please be sure to be as specific as possible about the topic that you are proposing, tell me why it is interesting to you and how do you see it fitting with something that we have already talked about or will be talking about in the future.

Tuesday - November 5, 2013

Class: The social patterning of consumption II: Literacy as distinction

2:00pm - 3:15pm · Lecture

Wallendorf, Melanie (2001). "Literally Literacy," *Journal of Consumer Research*, 27 (March), 505–11. www.jstor.org/stable/10.1086/319625

Adkins, Natalie Ross, and Julie L. Ozanne (2005), "The Low Literate Consumer," *Journal of Consumer Research*, 32 (June), 93–106. www.jstor.org/stable/10.1086/429603

Assignment: Reading summary 11/5

Due: November 5, 2013

Thursday - November 7, 2013

Assignment: Short paper X: Lifestyle and class in consumer culture

Due: November 7, 2013

Pick four consumption domains (for instance this could be movies, music, leisure time, literature, or whatever you like). Illustrate how tastes in that domain would differ according to differences in cultural capital among people of different educational level (or occupation) that we have talked about so far. Make sure to provide concrete examples of how the same object would be approached in different ways (e.g. accepted or rejected) depending on class location. Make sure to make specific references to at least three of the lifestyle contrasts (e.g. formalist versus functionalist aesthetics) that Holt (1998) argues are relevant.

Bonus: can you use the same framework to explain differences not only between high and low cultural capital, but within the same level of cultural capital, lifestyle differences between those high and low in economic capital (e.g. alibi.com/image/pix_id/36024/image.jpg).

Class: The social patterning of consumption III: The search for uniqueness in markets

2:00pm - 3:15pm · Lecture

Cronin, J. M., McCarthy, M. B., & Collins, A. M. (2012). Covert distinction: how hipsters practice food-based resistance strategies in the production of identity. *Consumption Markets & Culture*, 1-27. (Library)

Scaraboto, D., & Fischer, E. (2013). Frustrated Fatshionistas: An Institutional Theory Perspective on Consumer Quests for Greater Choice in Mainstream Markets. *Journal of Consumer Research*, 39(6), 1234-1257. www.jcr-admin.org/files/pressPDFs/101612184639_Scaraboto_Article.pdf

Assignment: Reading Summary 11/7

Due: November 7, 2013

Tuesday - November 12, 2013

Assignment: Short paper XI: Consumption as practice

Due: November 12, 2013

We have now seen several ways in which consumption could be conceptualize as a "practice." Allen (2002) proposes that thinking of consumer choice as practice explains why many choice episodes are experienced as a "fit like a glove" phenomenon rather than as a "rational" (deliberate) choice; Arsel and Bean (2013) examine the "obsession" with DIY interior decoration as a form of "market-mediated" practice that reveals a certain orientation to taste (in the form of "soft modernism"); even "literacy" (which most of us take for granted) can be thought of a form of practice that varies across persons and which structures their consumption choices (Wallerstein 2001). For this paper, briefly review these different attempts to conceptualize consumption as practice. Note at least three ways in which they help us understand patterned differences in consumption styles across persons. Provide an example from your own consumption experiences that can be better understood by applying a "practice" lens to it.

Class: The social patterning of consumption IV: Gender

2:00pm - 3:15pm · Lecture

Holt, D. B., & Thompson, C. J. (2004). Man-of-action heroes: The pursuit of heroic masculinity in everyday consumption. *Journal of Consumer research*, 31(2), 425-440. www.jstor.org/stable/10.1086/422120

Thompson, C. J., & Holt, D. B. (2004). How do men grab the phallus? Gender tourism in everyday consumption. *Journal of Consumer Culture*, 4(3), 313-338.

joc.sagepub.com/content/4/3/313.short

Assignment: Reading Summary 11/12

Due: November 12, 2013

Thursday - November 14, 2013

Class: Escaping the market: Anti-consumerist movements

2:00pm - 3:15pm · Lecture

Kozinets, R. V., & Handelman, J. M. (2004). Adversaries of consumption: Consumer movements, activism, and ideology. *Journal of Consumer Research*, 31(3), 691-704. www.jstor.org/stable/10.1086/425104

Kozinets, R. V. (2002). Can consumers escape the market? Emancipatory illuminations from burning man. *Journal of Consumer Research*, 29(1), 20-38. www.jstor.org/stable/10.1086/339919

Assignment: Reading summary 11/14

Due: November 14, 2013

Friday - November 15, 2013

Assignment: Final Paper Draft Introduction and Bibliography

Due: November 15, 2013

For this assignment I want you to write a short draft introduction (1000-1500 words) of your paper based on the topic that you chose in the last assignment.

Your introduction should at a minimum include:

1) A statement of your main question, topic, or problem (what is it, why it is important). This could be a "why" question (why are consumers attracted to certain brands/objects?) a "how" question (how do consumers engage certain consumption experiences objects? How do producers draw on established cultural meanings to make a particular product appealing?) or a "what" question (to what extent is the appeal of different objects affected by lifestyle and class?).

2) A short summary of a possible answer suggested by some of the readings that we have done so far.

3) A short summary of the answer/argument that you will propose in your paper.

Your bibliography should include at least three outside sources (material that we have not covered in class) that deal with that question in addition to the in-class material.

Tuesday - November 19, 2013

Assignment: Short Paper XII: Market Exclusion

Due: November 19, 2013

In this paper I'd like you to draw on Scarborough and Fischer's (2012) study of responses to market exclusion by fashionistas to shed light on an analogous case (of your own choice) of a group that is systematically and routinely excluded in a marketplace setting. Make sure to be clear as to who this group is, in what specific way they are excluded, (e.g. unintentionally, purposefully, etc.), and in what particular consumption domain this exclusion takes place. In addition, point to the responses of

this group to their market exclusion: has this group formed a "collective consumer identity" around this exclusion? What strategies is this group following to force marketplace change and gain inclusion?

Class: Challenging the Market II: Ethical Consumption

2:00pm - 3:15pm · Lecture

Kozinets, R. V., & Handelman, J. (1998). Ensouling consumption: a netnographic exploration of the meaning of boycotting behavior. *Advances in consumer research*, 25(1), 475-480. (Library)

Cherrier, H. (2009). Anti-consumption discourses and consumer-resistant identities. *Journal of Business Research*, 62(2), 181-190.

www.sciencedirect.com/science/article/pii/S0148296308000404

Assignment: Reading Summary 11/19

Due: November 19, 2013

Thursday - November 21, 2013

Assignment: Short paper XIII: Gender in Consumer Culture

Due: November 21, 2013

As discussed in class, we can understand the "gendering" of objects in consumer culture from the point of view of McCracken's "meaning transfer" framework. In this paper, I want you to select a consumption object (with "object" understood in the broad sense to include activities and consumer experiences) whose consumption is unambiguously connected to distinct cultural models of femininity or masculinity. Be sure to specify how marketers or the mass media draw from the Culturally Constituted World to assign gendered meanings to the object, how certain models of masculinity and femininity come to be seen as symbolically reflected in the object, and how individuals use specific consumption practices to consume the object in gendered ways.

Specs: 1000- 2500 words, 12pt Times New Roman Font, Double-spaced, 1 inch margins.

Class: Brands and Branding

2:00pm - 3:15pm · Lecture

Holt, Douglas B. (2002). Why do brands cause trouble? A dialectical theory of consumer culture and branding. *Journal of consumer research*, 29(1), 70-90.

www.jstor.org/stable/10.1086/339922

Learning goal: To understand the symbolic meaning of brands; to get a sense of the dialectical interplay between the production of brand meanings and the consumption of brand meanings.

Assignment: Reading summary 11/21

Due: November 21, 2013

Tuesday - November 26, 2013

Class: Brands and the Perils of the Market

2:00pm - 3:15pm · Lecture

Luedicke, M. K., Thompson, C. J., & Giesler, M. (2010). Consumer Identity Work as Moral Protagonism: How Myth and Ideology Animate a Brand-Mediated Moral Conflict. *Journal of Consumer Research*, 36(6), 1016-1032.

www.jstor.org/stable/10.1086/644761

Assignment: Reading summary 11/26

Due: November 26, 2013

Tuesday - December 3, 2013

Class: Ideological aspects of consumer culture I

2:00pm - 3:15pm · Lecture

Hirschman, Elizabeth C. (1990), "Secular Immortality and the American Ideology of Affluence," *Journal of Consumer Research*, 17 (June), 31-42.www.jstor.org/stable/10.2307/2626822Hirschman, E. C. (2003). Men, Dogs, Guns, and Cars--The Semiotics of Rugged Individualism. *Journal of Advertising*, 32(1), 9-22. www.jstor.org/stable/4622146

Learning goal: How do certain depictions of consumption and consumer serve to reproduce and propagate specific cultural myths?

Assignment: Reading summary 12/3

Due: December 3, 2013

Thursday - December 5, 2013

Class: Ideological aspects of consumer culture II

2:00pm - 3:15pm · Lecture

Kozinets, Robert V. (2008), "Technology/Ideology: How Ideological Fields Influence Consumers' Technology Narratives," *Journal of Consumer Research*, 34 (6), 865-81.www.jstor.org/stable/10.1086/523289**Assignment: Reading Summary 12/5**

Due: December 5, 2013

Assignment: Short Paper XIV: Consumer Movements

Due: December 5, 2013

As we have seen, contemporary consumer society is rife with a variety of consumer movements seeking to enact change in the marketplace. These include movements that seek greater market inclusion for certain categories of persons, movements that aim at changing corporate practices (e.g. anti-globalization and global justice movements) to movements that seek to enact fundamental cultural and social change (culture jamming, voluntary simplicity movements). In this paper, I want you to select an original example of a consumer movement and describe (a) its basic value and ideological orientations, (b) their basic critique of consumer culture and consumer society, (c) their proposed set of solutions. Make sure to provide specific examples of movement discourse and activist practices, and to link these to concepts taken from the readings when appropriate.

Specs: 1000- 2500 words, 12pt Times New Roman Font, Double-spaced, 1 inch margins.

Friday - December 6, 2013

Assignment: Full Draft of Final Paper

Due: December 6, 2013

Assignment: Full draft (2500+ words) of your final paper.

Make sure that your draft conforms to the following structure.

- 1) It should begin with an introductory section that states in detail what your question is and provides the reader with a sense of why your question is important.
- 2) Followed by a section that outlines different answers that have been given to this question.
- 3) Followed by a section that outlines a way of addressing the question from the point of view of Consumer Culture Theory and coming up with an answer to it.
- 4) A section that discusses in detail your proposed answer to the question (which may involve a review of several lines of literature and original research).
- 5) End in a discussion and conclusion that summarizes and recapitulates your argument, connects your questions and your answers to contemporary society and contemporary social developments and in which you talk about possible new questions that have been brought up by your analysis.

Monday - December 9, 2013

Assignment: Short Paper XV: Brands and Branding

Due: December 9, 2013

Holt (2002) argues that brands "cause trouble" in the contemporary context because they are the product of explicit attempt by market engineers to manufacture brand images and manipulate persons to consumer via the brand, yet postmodern consumers demand to use brand images in a way that demonstrates their freedom, creativity and autonomy from market manipulation. In short: we need to use brands in a way that makes it seem that we chose them (instead of the brand being imposed on us). In this paper, I wan you to use this framework to analyze brand a particular case of "troubled" brand consumption. You should detail (a) how the brand image and brand meanings are constructed by market engineers and disseminated to audiences, (b) how those audiences "rebel" against the top-down attempt of marketers to delimit these brand meanings, and (c) how those audiences created new brand meanings not explicitly intended or anticipated by the market.

Tuesday - December 10, 2013

Class: Consumption and the Fashion System

2:00pm - 3:15pm · Lecture

Thompson, Craig J. and Diana L. Haytko (1997), "Speaking of Fashion: Consumers' Uses of Fashion Discourses and the Appropriation of Countervailing Cultural Meanings," *Journal of Consumer Research*, 24 (June), 15–42.

www.jstor.org/stable/10.1086/209491

Murray, J. B. (2002). The Politics of Consumption: A Re-Inquiry on Thompson and Haytko's (1997)"Speaking of Fashion". *Journal of consumer research*, 29(3), 427-440.

www.jstor.org/stable/10.1086/344424

Assignment: Reading Summary 12/10

Due: December 10, 2013

Thursday - December 12, 2013

Class: Globalization, lifestyle, and consumer culture

2:00pm - 3:15pm · Lecture

Üstüner, T., & Holt, D. B. (2010). Toward a theory of status consumption in less industrialized countries. *Journal of Consumer Research*, 37(1), 37-56.

www.jstor.org/stable/10.1086/649759

Learning goal: To understand how consumer culture processes are affected by the globalization of brand meanings across the international arena.

Assignment: Reading Summary 12/12

Due: December 12, 2013

Tuesday - December 17, 2013

Assignment: Paper XVI: Ideology and consumption

Due: December 17, 2013

When drawing from the culturally constituted world, market actors construct ideological meaning by opposing certain meanings to one another. For instance, rugged individualism is premised on the opposition between autonomy and dependence, city life and urban life, masculine and feminine and so on. For this paper, I want you to select a dominant ideology in contemporary culture. This could be an ideology that provides individuals with ideals about success, the good life, achievement, gender norms, and so on. Describe the ideology in terms of its relevant oppositions and provide an example of how particular actors make use of these ideological meanings in the marketplace (via marketing, advertising, and so on).

Specs: 1000- 2500 words, 12pt Times New Roman Font, Double-spaced, 1 inch margins.

Wednesday - December 18, 2013

Assignment: Final Paper Due!

Due: December 18, 2013

There are currently no upcoming events.