

AML 4453: Consumer Society

Course Meetings: Mondays, Wednesdays, and Fridays, Period 3 (9:35-10:25 am) in Turlington Hall 2342

Instructor: Professor Susan Hegeman / shegeman@ufl.edu / 352-294-2815 / TUR 4119

Office hours: Fridays, 1-3 pm, or by appointment

Course Description

The United States is the largest consumer market in the world. Americans have come to expect access to a wide range of goods and services on demand, and we often define our social status, happiness, and well-being in terms of our capacity to buy things. But this state of affairs has a relatively recent history, in which older values were displaced in favor of a set of new habits and ways of understanding the meaning of the good life. Additionally, many Americans have dissented from the values of consumer society, and some have sought alternatives to consumerism. In this course, we will examine a range of objects including novels, films, poetry, and essays in order to explore the history of consumerism and its sore points. We will consider celebrations of consumerism, as well as ethical, political, aesthetic, and environmentalist criticisms of consumerism. We will also discuss the psychological and social implications of consumerism, and its disparate meanings across lines of gender, race, and class.

Course Goals and Learning Outcomes

- Students will learn about the history of consumerism in the US, from the early twentieth century to the present
- students will learn about, and engage with, the ethical, political, and cultural debates surrounding consumerism
- students will develop their skills in interpreting a variety of primary texts, including works of literature and films, through close reading and contextual analysis
- students will develop advanced skills in critical thinking, analysis, argumentation, and oral communication
- students will develop advanced critical writing skills through the completion of academic research papers and informal online posts

Required Course Materials

Books

The following books are listed in the order in which we will read them. Other editions, including e-books, are acceptable.

- THE GREAT GATSBY by F. SCOTT FITZGERALD, ISBN: 0743273567 Publisher: SCRIBNER

- HOWL AND OTHER POEMS by ALLEN GINSBERG, ISBN: 0872860175 Publisher: CITY LIGHTS
- THE BLUEST EYE by TONI MORRISON, ISBN: 0307278441 Publisher: VINTAGE
- MY YEAR OF MEATS by RUTH OZEKI, ISBN: 0140280464 Publisher: PENGUIN
- KIDS THESE DAYS by MALCOLM HARRIS, ISBN: 0316510858 Publisher: Back Bay Books
- MY YEAR OF REST AND RELAXATION by OTTESSA MOSHFEGH, ISBN: 0525522115 Publisher: Penguin

Films

- *Henry Ford* (PBS American Experience, 2013) available via UF's subscription to Kanopy. You may need to login from a UF server, or using a UF VPN connection. Link: <https://ufl.kanopy.com/video/henry-ford> (Links to an external site.)Links to an external site.
- *All That Heaven Allows* (dir. Douglas Sirk, 1955) It can be viewed via Amazon streaming video with a rental fee of \$.99 (free for Amazon Prime members). link: https://www.amazon.com/That-Heaven-Allows-Jane-Wyman/dp/B07GTDHZ3J/ref=sr_1_1?ie=UTF8&qid=1546268923&sr=8-1&keywords=all+that+heaven+allows (Links to an external site.)Links to an external site.

All other course materials—other required and supplementary readings, syllabus, documents, assignments, course calendar and discussion prompts—are posted on the course's Canvas e-learning website.

Canvas E-Learning

You are required to have access to Canvas for accessing course materials and turning in assignments. Canvas e-learning can be accessed via the following link: "E-Learning Support Services" (<https://lss.at.ufl.edu> (Links to an external site.)Links to an external site.). Click on the orange "log in to e-learning" button. You will then be asked to log in using your GatorLink username and password. If for some reason have trouble using your GatorLink account, go to the GatorLink website (<http://gatorlink.ufl.edu> (Links to an external site.)Links to an external site.).

For help with Canvas, contact the UF Computing Help Desk:

Web: <http://helpdesk.ufl.edu> (Links to an external site.)Links to an external site.

Walk-in:HUB 132

Phone:(352) 392-HELP (4357)

Email:helpdesk@ufl.edu

Any requests for accommodations (e.g. credit for overdue work) due to technical issues must be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem.

Course Requirements and Grading

GRADING SCALE

A	4.0	94-100	940-1000	C	2.0	73-76	730-769
A-	3.67	90-93	900-939	C-	1.67	70-72	700-729
B+	3.33	87-89	870-899	D+	1.33	67-69	670-699
B	3.0	83-86	830-869	D	1.0	63-66	630-669
B-	2.67	80-82	800-829	D-	0.67	60-62	600-629
C+	2.33	77-79	770-799	E	0.00	0-59	0-599

BREAKDOWN OF FINAL GRADE

Attendance	100 points; 10% of final grade
Classroom participation	100 points; 10% of final grade
Online participation	200 points; 20% of final grade
Paper 1	300 points; 30% of final grade
paper 2	300 points; 30% of final grade

Attendance (10% of final grade)

Attendance is defined as attentive presence in the classroom. In other words, if you are very late to class or engage in non-class related activities during class time (sleeping, studying, texting, web browsing, etc.) you will be counted as absent.

University policy requires that absences be accepted with prior notice for university sponsored events (e.g., athletics) and religious holidays. Otherwise, all absences will be regarded as unexcused.

Your attendance grade will be determined as follows:

- 0-2 absences: maximum attendance grade: 100
- 3 absences: maximum attendance grade: 93
- 4 absences: maximum attendance grade: 89
- 5 absences: maximum attendance grade: 86
- 6 absences: maximum attendance grade: 82
- 7 absences: maximum attendance grade: 79
- 8 absences: maximum attendance grade: 76
- 9 absences: maximum attendance grade: 72
- 10 or more absences: automatic failure of the course

Classroom Participation (10% of final grade)

In this class, we will all learn by respectfully listening to and engaging with each others' ideas. It is therefore expected that students come to class prepared to discuss the material assigned for that day. Students will be graded on the quality of their oral contributions to classroom discussion. The best grades will be given to those who offer informed, incisive, and relevant comments regarding the course readings and related discussions. Poor attendance will adversely effect students' participation grade.

Online discussions (20% of final grade)

Students are expected to post weekly to the “Discussions” section of the Canvas course website. Posts should be about 100-300 words. They are due at 5 pm on Friday of the week for which they will get credit. They can be responses to prompts from me, reflections on readings or class discussions, further research on a topic of interest to you, comments on other students’ posts, or a space for developing paper topics. Students are expected to maintain the same standards of respectful exchange and academic honesty that they are held to in class discussions and formal papers. The online discussions will be graded as follows:

- 100 = 12 posts
- 93 = 11 posts
- 89 = 10 posts
- 86 = 9 posts
- 82 = 8 posts
- 79 = 7 posts
- 76 = 6 posts
- 72 = 5 posts
- 69 = 4 posts
- 66 = 3 posts
- 62 = 2 posts
- 59 = 1 post
- 0 = 0 posts

Papers

Students will write two formal academic papers, of 1800-2400 words each. The paper assignments, including topics and guidelines, will be announced on Canvas well in advance of the due dates of March 1 and April 29, respectively.

Papers will be graded holistically on the following criteria, in general order of emphasis:

- Argumentation: clear thesis, logical sequence of argument, logical conclusions
- Use of appropriate evidence from the texts
- Demonstrated understanding of contextual issues in relation to works discussed (accurate explication of concepts and arguments; accurate use of terminology and historical information; accurate application to texts)
- Mechanics: punctuation, spelling, word choice and usage, sentence construction, paragraphing
- Proofreading and citations

Accommodations for Disabilities

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/ ([Links to an external site.](#))). Once registered, students will receive an accommodation letter which must be presented to the instructor. Students needing accommodations should follow this procedure as early as possible in the semester.

Academic Honesty Policy

Students are required to review the Student Honor Code and Student Conduct Code (<https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/> (Links to an external site.)Links to an external site.). Plagiarism or any other violation of the Student Honor and Conduct Code will result in an automatic failure of the assignment. A report will be filed with the Student Conduct and Conflict Resolution Office. <https://sccr.dso.ufl.edu/process/student-honor-code/> (Links to an external site.)Links to an external site.

According to the Student Conduct Code,
"Plagiarism includes but is not limited to:

1. Stealing, misquoting, insufficiently paraphrasing, or patch-writing.
2. Self-plagiarism, which is the reuse of the Student's own submitted work, or the simultaneous submission of the Student's own work, without the full and clear acknowledgment and permission of the Faculty to whom it is submitted.
3. Submitting materials from any source without proper attribution.
4. Submitting a document, assignment, or material that, in whole or in part, is identical or substantially identical to a document or assignment the Student did not author."

Course Evaluation

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu/evals> (Links to an external site.)Links to an external site.. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/> (Links to an external site.)Links to an external site..

Campus Resources

Health and Wellness

- U Matter, We Care: If you or a friend are in distress, please contact umatter@ufl.edu or 352 392-1575 so that a team member can reach out.
- Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc> (Links to an external site.)Links to an external site., or 352 392-1575.
- Sexual Assault Recovery Services (SARS): Student Health Care Center, 392-1161.
- University Police Department: 392-1111 (or 9-1-1 for emergencies), or <http://www.police.ufl.edu/> (Links to an external site.)Links to an external site..

Academic Resources

- E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. <https://lss.at.ufl.edu/help.shtml> (Links to an external site.)Links to an external site..

- Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling. <https://www.crc.ufl.edu/> (Links to an external site.)Links to an external site.
- Library Support, <http://cms.uflib.ufl.edu/ask> (Links to an external site.)Links to an external site.. Various ways to receive assistance with respect to using the libraries or finding resources.
- Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. <https://teachingcenter.ufl.edu/> (Links to an external site.)Links to an external site.
- Writing Studio, 302 Tigert Hall, 846-1138. Help with brainstorming, formatting, and writing papers. <https://writing.ufl.edu/writing-studio/> (Links to an external site.)Links to an external site..

Schedule of Readings and Discussions

The schedule, located on the Canvas calendar, represents my current plans for readings and discussions. As we go through the semester, those plans may need to change based on the interests and needs of the class as a whole. Any such changes will be communicated early, in class and via Canvas. Students are responsible for staying informed about any changes in the class schedule by regularly consulting e-learning.

Course Summary:

Date	Details	
Mon Jan 7, 2019	Introduction: Review syllabus	9:35am to 10:25am
Wed Jan 9, 2019	Introduction: Traditional views of consumption : excerpts from the New Testament and Benjamin Franklin's Almanack	9:35am to 10:25am
Fri Jan 11, 2019	Introduction: Value, commodity, consumption : excerpts from Veblen, Theory of the Leisure Class and Marx, Capital Vol. 1, Chapter 1.	9:35am to 10:25am
Mon Jan 14, 2019	PART 1: Learning to Consume in the 1920s: New Technologies, new media, new attitudes : packet of articles on attitudes towards consumption in the 1920s	9:35am to 10:25am

Date	Details	
Wed Jan 16, 2019	PART 1: Learning to Consume in the 1920s: Alcohol consumption and prohibition	9:35am to 10:25am
Fri Jan 18, 2019	PART 1: Learning to Consume in the 1920s: Henry Ford : Henry Ford documentary	9:35am to 10:25am
Mon Jan 21, 2019	NO CLASS: MLK Holiday	12am
Wed Jan 23, 2019	PART 1: Learning to Consume in the 1920s: The Great Gatsby	9:35am to 10:25am
Fri Jan 25, 2019	PART 1: Learning to Consume in the 1920s: The Great Gatsby	9:35am to 10:25am
Mon Jan 28, 2019	PART 1: Learning to Consume in the 1920s: The Great Gatsby	9:35am to 10:25am
Wed Jan 30, 2019	PART 1: Learning to Consume in the 1920s: The Great Gatsby	9:35am to 10:25am
Fri Feb 1, 2019	PART 2: Consumer Society Achieved: American Prosperity Defined : Lizabeth Cohen, A Consumer's Republic summary article	9:35am to 10:25am
Mon Feb 4, 2019	PART 2: Consumer Society Achieved: Consumerism and the Cold War Elaine Tyler May on domesticity and the cold war	9:35am to 10:25am
Wed Feb 6, 2019	PART 2: Consumer Society Achieved: Suburbia	9:35am to 10:25am
Fri Feb 8, 2019	PART 2: Consumer Society Achieved: female rebellion : Betty Friedan, "The Sexual Sell"	9:35am to 10:25am
Mon Feb 11, 2019	PART 2: Consumer Society Achieved: All That Heaven Allows	9:35am to 10:25am

Date	Details	
Wed Feb 13, 2019	PART 2: Consumer Society Achieved: All That Heaven Allows	9:35am to 10:25am
Fri Feb 15, 2019	PART 2: Consumer Society Achieved: the Male Rebellion : Barbara Ehrenreich, "The Beat Rebellion"	9:35am to 10:25am
Mon Feb 18, 2019	PART 2: Consumer Society Achieved: Howl	9:35am to 10:25am
Wed Feb 20, 2019	PART 2: Consumer Society Achieved: Howl	9:35am to 10:25am
Fri Feb 22, 2019	PART 2: Consumer Society Achieved: Howl	9:35am to 10:25am
Mon Feb 25, 2019	PART 2: Consumer Society Achieved: Howl	9:35am to 10:25am
Wed Feb 27, 2019	PART 2: Consumer Society for all?: Anne DuCille article on Black Barbie	9:35am to 10:25am
Fri Mar 1, 2019	PART 2: Consumer Society for all? FIRST PAPER	9:35am to 10:25am due by 11:59pm
Mon Mar 4, 2019	NO CLASS: SPRING BREAK	12am
Wed Mar 6, 2019	NO CLASS: SPRING BREAK	12am
Fri Mar 8, 2019	NO CLASS: SPRING BREAK	12am
Mon Mar 11, 2019	PART 2: Consumer Society Achieved: The Bluest Eye	9:35am to 10:25am
Wed Mar 13, 2019	PART 2: Consumer Society Achieved: The Bluest Eye	9:35am to 10:25am
Fri Mar 15, 2019	PART 2: Consumer Society Achieved: The Bluest Eye	9:35am to 10:25am

Date	Details	
Mon Mar 18, 2019	PART 2: Consumer Society Achieved: The Bluest Eye	9:35am to 10:25am
Wed Mar 20, 2019	PART 2: Consumer Society Achieved: The Bluest Eye	9:35am to 10:25am
Fri Mar 22, 2019	PART 3: Millennial Consumption: Chicken nuggets	9:35am to 10:25am
Mon Mar 25, 2019	PART 3: Millennial Consumption: My Year of Meats	9:35am to 10:25am
Wed Mar 27, 2019	PART 3: Millennial Consumption: My Year of Meats	9:35am to 10:25am
Fri Mar 29, 2019	PART 3: Millennial Consumption: My Year of Meats	9:35am to 10:25am
Mon Apr 1, 2019	PART 3: Millennial Consumption: My Year of Meats	9:35am to 10:25am
Wed Apr 3, 2019	PART 3: Millennial Consumption: My Year of Meats	9:35am to 10:25am
Fri Apr 5, 2019	PART 3: Millennial Consumption: Supreme and appropriation	9:35am to 10:25am
Mon Apr 8, 2019	PART 3: Millennial Consumption: Kids These Days	9:35am to 10:25am
Wed Apr 10, 2019	PART 3: Millennial Consumption: Kids These Days	9:35am to 10:25am
Fri Apr 12, 2019	PART 3: Millennial Consumption: Kids These Days	9:35am to 10:25am

Date	Details	
Mon Apr 15, 2019	<u>PART 3: Millennial Consumption: Kids These Days</u>	9:35am to 10:25am
Wed Apr 17, 2019	<u>PART 3: Millennial Consumption: My Year of Rest and Relaxation</u>	9:35am to 10:25am
Fri Apr 19, 2019	<u>PART 3: Millennial Consumption: My Year of Rest and Relaxation</u>	9:35am to 10:25am
Mon Apr 22, 2019	<u>PART 3: Millennial Consumption: My Year of Rest and Relaxation</u>	9:35am to 10:25am
Wed Apr 24, 2019	<u>PART 3: Millennial Consumption: My Year of Rest and Relaxation</u>	9:35am to 10:25am
Mon Apr 29, 2019	<u>SECOND PAPER DUE</u>	due by 12pm