COURSE DETAIL

THE HISTORY OF CONSUMPTION
Country Norway
Host Institution University of Oslo
Program(s) University of Oslo
UCEAP Course Level Upper Division
UCEAP Subject Area(s) History Business Administration
UCEAP Course Number 115
UCEAP Course Suffix
UCEAP Official Title THE HISTORY OF CONSUMPTION
UCEAP Transcript Title HIST OF CONSUMPTION
UCEAP Quarter Units 8.00
UCEAP Semester Units 5.30

Course Description
In this course students explore the emergence of new forms of consumption from the late nineteenth century, and read about the critiques addressed to them. In answering critiques, enterprises and public institutions have in turn developed skills to communicate with the consumer. The course debates the line between information and persuasion, as well as the transfers and exchanges in know-how and experts. Cases approach the history of multinational advertising agencies, the evolution of marketing and propaganda techniques under totalitarian regimes, and renewed forms of consumers' activism. These questions are further explored up to and including the Cold War.

Language(s) of Instruction
English

Host Institution Course Number
HIS2354

Host Institution Course Title
THE HISTORY OF CONSUMPTION

Host Institution Course Details

Host Institution Campus
Humanities

Host Institution Faculty

Host Institution Degree

Host Institution Department
Archaeology, Conservation and History

Course Last Reviewed

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