

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 Campus

Humanities

Host Institution Faculty

Host Institution Degree

Host Institution Department

Archaeology, Conservation and History

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