

# 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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