

COURSE DETAIL

CONTEMPORARY CONSUMER CULTURE

Country

Hong Kong

Host Institution

Chinese University of Hong Kong

Program(s)

Chinese University of Hong Kong

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Sociology

UCEAP Course Number

125

UCEAP Course Suffix**UCEAP Official Title**

CONTEMPORARY CONSUMER CULTURE

UCEAP Transcript Title

CONT CONSUMER CLTR

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course examines a wide range of topics on the commercialization of sports, tourism/leisure as an encounter of cultures/citizens/space, shopping mall and public sphere, and the impact on social and cultural life by the phenomenon of McDisneyization. Other topics such as advertising and pop culture, broadcasting (narrowcasting on the Net), merchandising and iconography in fashion will be examined to review key contemporary issues and debates about cultural consumption. Bringing together work on reception theory in literary studies and philosophy, studies on consumer culture in anthropology and sociology and those on media audiences within media studies, we will address the consequences and effects of increasing cultural commodification and globalization, by exploring into the complex interactions of cultural production and consumption which are relevant in topics such as place and identity, visual culture and hyperreality, representation and communication technologies.

Language(s) of Instruction

English

Host Institution Course Number

CURE2025

Host Institution Course Title

CONTEMPORARY CONSUMER CULTURE

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

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