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 commodifiaction 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 Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed
2023-2024

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