COURSE DETAIL

POST-WWII AMERICAN SOCIETY
Country Japan
Host Institution Keio University
Program(s) Keio University
UCEAP Course Level Lower Division
UCEAP Subject Area(s) American Studies
UCEAP Course Number 20
UCEAP Course Suffix
UCEAP Official Title POST-WWII AMERICAN SOCIETY
UCEAP Transcript Title POST WW 2 AMER SOC
UCEAP Quarter Units 3.00
UCEAP Semester Units 2.00

Course Description

By focusing on the “economy and business” and “music and advertisement” of Post World War II United States, this course contextualizes the characters and strengths of American capitalist development. Two consecutive sessions on each of the two topics alternate throughout the semester.

The section on “Economy and Business” will explore how the American economy expanded and its businesses succeeded in the post-WWII period despite facing serious setbacks and crises. The course discusses major political and social developments chronologically and the economic impact it had both on the domestic front and abroad. The goal is for the students to foster a long-term perspective on American economic development and how it has shaped and continue to affect current affairs.

The aim of the "Music and Advertising" section is to understand how the advertising industry had utilized music to sell goods between 1950 and 1990. Music has always played an important role in advertising, which has been undoubtedly an essential element of capitalism. The class focuses on the question of how commercials have been fashioned not only to sell goods and services, but also to inculcate listeners and viewers into their roles as consumers.

Language(s) of Instruction
English

Host Institution Course Number
N/A

Host Institution Course Title
GENERAL EDUCATION SEMINAR: DYNAMIC POST-WWW II AMERICAN SOCIETY SEEN THROUGH THE ECONOMY AND ADVERTISING

Host Institution Course Details
https://gslbs.keio.jp/pub-syllabus/detail?ttblyr=2024&entno=88465&lang=en

Host Institution Campus Keio University
Host Institution Faculty
Host Institution Degree
Host Institution Department Economics
Course Last Reviewed 2023-2024

Print