

**Department of Humanities and Social Sciences**

**Course Profile**

Course Number : <b>HSS 332</b>	Course Title : <b>Anthropology of Consumption</b>
Required / Elective : Elective	Pre / Co-requisites : -
Catalog Description: Introduction to the anthropology of consumption and the ethnographic study of objects. Material culture, gifts, value and exchange, consumption, commodization, technology and design ethnography.	Textbook / Required Material :
<b>Course Structure / Schedule : (3+0+0) 3 / 5 ECTS</b>	
<p>Extended Description :In this course we will explore our relationships to things: the things we own, want to possess, want to buy or find objectionable. We will explore approaches in anthropology to material culture and consumption. We will look at the way in which things such as clothing, cell phones, souvenirs become meaningful through rituals, practices, and social relations. Our material possessions carry and communicate social meanings, and buying, giving or receiving objects or things take place through particular relationships. We will look at a selection of readings from the anthropology of consumption as well as literature in consumer behavior with an anthropological perspective. We will read from the classics of anthropology as well as look at ethnographies (cultural descriptions) of places like shopping malls and technological belongings like the home computer. Assignments will emphasize critical reading and analysis, and include out-of-class observation. Classes will consist of lectures and discussion.</p>	
<b>Course Outline:</b>	
<b>Week</b>	<b>Topics</b>
1	Introduction to the Course
2	From Production to Consumption
3	Anthrolopology, Culture and the Boradening of Conumptiob Studies
4	The Social Relations of Production
5	From Cottage Industry to Modern Factory
6	The Social Relations of Circulation
7	From Moral Economy to Neoliberalism
8	Gifts and Exchange: Commodity and Gift Relations
9	Commodity and Gift Relations
10	Case Studies
11	Case Studies
12	Case Studies

13	Conclusion					
Design content : none			Computer usage: No particular computer usage required			
<u>Course Outcomes:</u>						
	Program Outcomes	*Level of Contribution				
		1	2	3	4	5
1	Apply analytical and critical thinking skills to contemporary global issues.					*
2	Describe the interrelationships between science, technology, and society.					
3	Describe the interrelationships between art, culture, and society.					
4	Explain the historical, political and economic conditions in which science and technology emerge.					
5	Explain the historical, political and material conditions in which art and cultural expression emerge.					
6	Analyze how modes of thought are shaped by socio-cultural, historical, political and economic variables.					*
7	Apply discipline-relevant methods to HSS research assignments.			*		
8	Summarize and assess current developments in their subject area.				*	
9	Recognize ethical issues and social responsibilities in the contemporary world.				*	
10	Synthesize complex ideas in clear and concise ways.					*
11	Generate creative solutions to local and/or global problems.				*	
12	Recognize relevance of coursework to personal experiences, lifelong learning, and job security.					*
13	Demonstrate an ability to function on teams.					
14	Demonstrate an ability to communicate effectively with written, oral and visual means.				*	
<p>Recommended reading :James G. Carrier. 1996. Consumption. Alan Barnard and Jonathan Spencer, eds. <i>Encyclopediaof Social and Cultural Anthropology</i>. 128-129.</p> <p>James G. Carrier. 1995. <i>Gifts and commodities : exchange and western capitalism since 1700</i>. London ; New York : Routledge.</p>						

Mauss, Marcel. 1967 [1927]. *The Gift: Forms and Functions of Exchange in Archaic Societies*. Translated by Ian Cunnison. Norton and Co.

Malinowski, Bronislaw. 1996[1922]. The principle of give and take. from *Crime and Custom in Savage Society*. Reprinted in Aafke E Komter. *The Gift: An Interdisciplinary Perspective*.

Grant McCracken. *Culture and Consumption: New Approaches to the Symbolic Character of Consumer Goods and Activities*. Indiana University Press.

Teaching methods : Lecture, discussion, movies

Assessment methods : Midterm Exam, Ethnographic Exercise, Final Examination

Student workload:

Preparatory Reading .....	40hrs
Lectures and Discussion .....	45 hrs
Ethnographic Observation .....	15 hrs
Paper .....	25 hrs
<b>TOTAL .....</b>	<b>125 hrs . . . to match 25 X 5 ECTS</b>

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