

## **Sociology 771 Understanding Consumer Society**

Fall 2009

McGuinn Hall 531 Monday 9–11:20 am

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Office hours: Tuesday 1:30-3 and by appointment

### **Course Objectives and Requirements**

This course is designed to expose and train graduate students in the sociology of consumption and to analyze the contemporary contradictions and backlash movements in consumer culture. As such the major emphasis is on the literature in sociology, but the reading list also includes authors from related disciplines such as history, cultural studies and anthropology. Although consumption has been studied for more than a century, in the 1980s, the literature exploded, in a variety of areas, and from a number of fields. It is now large, and includes studies of the ways in which people consume media, food, cultural products, clothing and fashion, vehicles, technology, celebrity, etc. Originally the literature centered on the critiques of writers such as Marx, Veblen, Simmel, and the Frankfurt school. It has since moved on to consider issues such as the ways in which consumption structures and reproduces social difference, the role of consumer practices in the constitution of culture and personal identity, how consumption becomes a site of sub-cultural resistance, the role of consumption in modernity and post-modernity, and so forth. These theoretical perspectives form the structure of the course.

In sociology, the journal *Theory, Culture and Society* was an early outlet for the revival of the study of consumption, more recently the *Journal of Consumer Culture* has emerged. Over the last 20 years, *The Journal of Consumer Research* has also carried many articles of strong interest to sociologists. For those of you planning to do a field in the sociology of consumption, I suggest you begin reading the *JCC* on a regular basis, and begin familiarizing yourself with back issues of the other two.

There are three requirements for the class. The first is to keep up with the weekly reading assignments. I have tried to keep weekly assignments reasonable, but there is quite a bit of reading. Each week, I will go over the next week's reading in class, to apportion readings for units that cover two weeks and to keep the load manageable. In some cases, if I have not provided page numbers for books, I give those the week before we meet. The purpose of the large recommended list is to provide you with a larger bibliography in the field. This is something you can draw on if you go on to do a field exam in consumption.

The class will be run as lecture/discussion. I will come each week with a lecture, but I expect that a good portion of the class will be discussion. In a graduate seminar, everyone who participates is expected to take responsibility for critically digesting the readings and talking about them. Depending on how the class discussions go, I may also ask for weekly response papers to the reading, or provide discussion questions in advance.

The second requirement is a final paper of approximately 20 pages. For most of you, this paper should entail doing at least some primary research. The paper will be due on the first day of exams, but there will be intermediate deadlines along the way. For those of you who have a long term interest in this topic, you should think of this paper as a future journal article, or even the start of a dissertation topic. I urge you to start thinking about a topic as soon as possible, and to consider this paper a serious piece of work. We will discuss human subjects issues and IRB approval for projects in class.

Third, you will be asked to write a book review of one recent major sociological book on consumption. I will point out good candidates from the recommended readings list.

### **Booklist.**

The books below should be available at the BC bookstore under this course number. In cases where the readings are not included in the books below, they are either available on-line at the O'Neill course reserves or they are journals, available online. I have pdfs of many of the journal articles and will send them to you and/or post them on the course website. For those of you with limited financial resources for purchasing books, I have extra copies of some of these available and would be happy to lend them to you.

Jean Baudrillard, *Selected Writings*, ed., Mark Poster, (Stanford 2001, expanded edition)

Sam Binkley, *Getting Loose: Lifestyle Consumption in the 1970s* (Duke 2007)

Pierre Bourdieu, *Distinction: A Social Critique of the Judgement of Taste* (Harvard 1984)

Anthony Giddens, *Modernity and Self-Identity: Self and Society in the Late Modern Age* (Stanford 1991)

Juliet Schor and Douglas Holt, *The Consumer Society Reader*, (New Press 2000)

Don Slater, *Consumer Culture and Modernity* (Cambridge: Polity Press 1997)

Thorstein Veblen, *The Theory of the Leisure Class* (Dover Thrift Edition)

## Reading List

### Part I. Consumption Theory

#### September 14 Theory Introduction

Don Slater, *Consumer Culture and Modernity*, chs 1, 3.

#### September 21 Consumer Culture in Historical Perspective: Gender and Race

Erica Rappaport, "A Husband and His Wife's Dresses: Consumer Credit and the Debtor Family in England, 1864-1914," in *The Sex of Things: Gender and Consumption in Historical Perspective*, ed., Victoria de Grazia (California 1996).

Bridget T. Hehnagan, *Whitewashing America: Material Culture and Race in the Antebellum Imagination* (Mississippi 2004), chs 1-2, pp. 3-85.

Mica Nava, "Modernity's Disavowal: Women, the City, and the Department Store," in Pasi Falk and Colin Campbell, eds., *The Shopping Experience*, (Sage 1997), pp.56-91.

Anne McClintock, 1995, *Imperial Leather: Race, Gender and Sexuality in the Colonial Contest*, (Routledge) ch 5, pp. 207-231.

Recommended on introduction:

Mary Douglas and Baron Isherwood, *The World of Goods* (Routledge 1996)

Daniel Miller, *Acknowledging Consumption*.

Jean-Christophe Agnew, "Coming Up for Air: Consumer Culture in Historical Perspective," in *Consumption and the World of Goods*, eds., John Brewer and Roy Porter (Routledge 1994).

Igor Kopytoff, "The Cultural Biography of Things," in Appadurai, *The Social Life of Things*, pp. 64-91.

Mark Gottdiener, "Approaches to Consumption," in *New Forms of Consumption* (Rowman and Littlefield 2000).

Eric J. Arnould and Craig J. Thompson, "Reflections: Consumer Culture Theory (CCT): Twenty Years of Research," *Journal of Consumer Research*, March 2005, 31:868-882.

Erica Rappaport, *Shopping for Pleasure: Women in the making of London's West End* (Princeton 2000).

Lizabeth Cohen, *A Consumer's Republic: The Political of Mass Consumption in Postwar America* (Knopf 2003).

Daniel Horowitz, *The Anxieties of Affluence: Critiques of American Consumer Culture*, (University of Massachusetts Press, 2004).

Lawrence Glickman, *Consumer Society in American History: A Reader* (Cornell University Press 1999).

Trentmann, Frank, ed. 2006. *The Making of the Consumer. Knowledge, Power and Identity in the Modern World*. (Oxford: Berg).

Sharon Zukin and J. Smith Maguire. 2004. Consumers and Consumption. *Annual Review of Sociology* 30:173-97.

Jennifer Scanlon, 2000, *The Gender and Consumer Culture Reader* (New York: NYU Press).

recommended on race and gender:

Stuart Cosgrove, "The Zoot Suit and Style Warfare," reprinted in Jennifer Scanlon, *Gender and Consumer Culture Reader*, (NYU Press) pp. 342-354.

William Leach, *Land of Desire*, (New York: Knopf 1984).

Elizabeth Wilson, "Feminism and Fashion " from *Adorned in Dreams*, reprinted in Schor and Holt pp. 291-306.

Betty Friedan, "The Sexual Sell," *The Feminine Mystique*, reprinted in Schor and Holt, pp. 26-46.

Kobena Mercer, "Black Hair/Style Politics," in Russell Ferguson et al, *Out There: Marginalization and Contemporary Culture*, (MIT Press 1990), pp. 247-264.

Ann DuCille, "Toy Theory: Black Barbie and the Deep Play of Difference," in *Skin Trade*, reprinted in Schor and Holt, pp. 259-278.

Howard Campbell, "Chicano Lite: Mexican Consumer Culture on the Border," *JCC*, 5(2)207-233, 2005.

Robert Goldman and Stephen Papsion, "Alienation, Hope, and Transcendence: Determinism or Determination?" in *Nike Culture*, 94-117.

Tricia Rose, *Black Noise: Rap Music and Black Culture in Contemporary America* (Wesleyan/New England 1994)

Carl Nightengale, *On the Edge: A History of Poor Children and their American Dreams* (Basic Books 1993), esp ch. 5.

Rooks, Noliwe, M. *Hair Raising: Beauty, Culture and African-American Women* (Rutgers 1996).

Michèle Lamont and Virág Molnár, "How Blacks Use Consumption to Shape their Collective Identity," *Journal of Consumer Culture*, 2001, 1(1):31-45.

Robert E. Weems, "Consumerism and the Construction of Black Female Identity in Twentieth-Century America," in Scanlon, pp. 166-178.

Sharon Zukin, *Point of Purchase* (Routledge 2004), chs 2, 6.

Arlene Davilla, *Latinos, Inc.* (California 2000).

Amy Best, *Romancing the Prom* (Routledge 2000).

David Crockett, 2008, "Marketing Blackness: How Advertisers Use Race to Sell Products," *Journal of Consumer Culture*, 8(2): 245-268.

## **September 28 Production-Oriented Critiques of Consumer Culture and the Agency-Manipulation Debate [Yom Kippur Holiday. Class will be re-scheduled]**

Theodor Adorno and Max Horkheimer, "The Culture Industry: Enlightenment as Mass Deception," *Dialectic of Enlightenment*, pp. 120-167. (excerpted version in Schor and Holt, pp. 3-19).

John Kenneth Galbraith, "The Dependence Effect," in Schor and Holt, pp. 20-25.

Henry Jenkins, *Textual Poachers: Television Fans and Participatory Culture* (Routledge 1992), ch. 1, pp. 9-49.

Douglas Holt, "Why Do Brands Cause Trouble?" *Journal of Consumer Research*, 29:70-91 (2002).

Slater, chs. 2,4.

Recommended:

Michael Schudson, "Delectable Materialism: Were the Critics of Consumer Culture Wrong All Along?" *The American Prospect*, Spring 1991:26-35, (reprinted in Glickman).  
 Dan Cook, *The Commodification of Childhood* (Duke 2004), ch 1.  
 Daniel Horowitz, *The Anxieties of Affluence: Critiques of American Consumer Culture*, (University of Massachusetts Press, 2004), esp, ch 4.  
 Juliet B. Schor, "In Defense of Consumer Critique: Re-visiting the Consumption Debates of the 20<sup>th</sup> Century," *The Annals of the American Academy of Political and Social Science*, 611:16-30, May 2007.  
 Robert V. Kozinets and Jay M. Handelman, "Adversaries of Consumption: Consumer Movements, Activism and Ideology," *JCR*, December 2004, 31:691-704.  
 James Twitchell, "Two Cheers for Materialism," in Schor and Holt, pp. 281-290.  
 Richard Klein, *Cigarettes Are Sublime* (Duke 1993), chs. 1-2, pp. 1-49.  
 Giles Lipovetsky, *The Empire of Fashion*, (Princeton 1994), pp. 3-55.  
 George Ritzer, *The McDonaldization of Society* (Pine Science Press 2000).  
 Stuart Hall, "Encoding/Decoding," in *Culture, Media, Language*, eds. Stuart Hall et al (London: Hutchinson 1980).  
 Eric J. Arnould, 2007. "Should Consumer Citizens Escape the Market?," *The Annals of the American Academy of Political and Social Science*, 611:xx-xx.

### **October 5 Symbolic Consumption, Advertising and the Post-Modern Consumer**

Baudrillard, Jean, *Selected Writings*, ed., Mark Poster and *Simulations* (Brooklyn, NY: Semiotext[e]), chs.  
 Guy de Bord, 1994, *The Society of the Spectacle* (Brooklyn, NY: Zone Books), pp 1-46. (Third Edition, Donald Nicholson-Smith translation).  
 Frederick Jameson, "Postmodernism, or the Cultural Logic of Late Capitalism," *New Left Review* #146, 1984.  
 Slater, pp. 137-147.

#### Recommended:

Raymond Williams, "Advertising: The Magic System," in *Problems in Materialism and Culture*, (Verso 1980), pp. 170-195.  
 Fuat Firat and Alladi Venkatesh, "Liberatory Postmodernism and the Re-enchantment of Consumption," *Journal of Consumer Research*, 22:239-267, 1995.  
 Douglas Holt, *How Brands Become Icons*, (Harvard Business School Press 2004).  
 Daniel Boorstin, *The Image*.  
 Llewellyn Negrin, "The Self as Image: A Critical Appraisal of Post-Modern Theories of Fashion," *Theory, Culture and Society* (1999) 16(3):99-118.  
 Judith Williamson, *Decoding Advertisements: Ideology and Meaning in Advertising* (London: Marion Boyars 1978).  
 William Leiss, Stephen Kline and Sut Jhally, *Social Communication in Advertising* (Routledge 1990).  
 Mike Featherstone, *Consumer Culture and Post-Modernism* (Sage 1991).  
 Susan Bordo, *Unbearable Weight* (California 1993).  
 Stuart Ewen, *All Consuming Images* (Basic Books 1988).  
 Thomas Frank, *The Conquest of Cool* (Chicago 1997).

Robert Goldman and Stephen Papson, *Sign Wars: The Cluttered Landscape of Advertising*, (New York: Guilford Press 1996).

Robert Goldman and Stephen Papson, *Nike Culture* (Sage 1998).

Kalle Lasn, 2000. *Culture Jam: How to Reverse America's Suicidal Consumer Binge—And Why We Must*. New York: Harper Paperbacks.

Sut Jhally, 1990. *The Codes of Advertising: Fetishism and the Political Economy of Meaning in the Consumer Society*. New York: Routledge.

Douglas Holt, "Poststructuralist Lifestyle Analysis: Conceptualizing the Social Patterning of Consumption," *Journal of Consumer Research*, 23(March): 326-350.

Douglas Holt, "Jack Daniel's America: Iconic Brands as Ideological Parasites and Proselytizers," *Journal of Consumer Culture*, forthcoming.

Malcolm Gladwell, "The Coolhunt," in Schor and Holt, pp. 360-374.

Edward S. Herman and Noam Chomsky, *Manufacturing Consent*, (Pantheon 2002).

Noam Chomsky, *Thought Control in Democratic Societies* (South End Press 1989)

### **October 19 and 26 Sociological Critiques: Class**

Thorstein Veblen, *The Theory of the Leisure Class*, chs 2, 4, 5.

Pierre Bourdieu, *Distinction: A Social Critique of the Judgement of Taste*, chs. 1-5, pp. 1-317.

Douglas Holt, "Does Culture Capital Structure American Consumption?" *Journal of Consumer Research*, reprinted in Schor and Holt, pp. 212-252.

David Halle, *Inside Culture: Art and Class in the American Home* (Chicago 1993), ch 2, pp. 59-86.

Douglas Holt, 1997, "Distinction in America: Recovering Bourdieu's Theory of Tastes from its Critics," *Poetics*, 24:326-350.

Juliet Schor, 1998, *The Overspent American*, chs 1-3 (Basic Books, 1998).

Elizabeth Chin, *Purchasing Power: Black Kids and American Consumer Culture* (Minnesota 2001), ch 2, pp. 27-61.

Slater, ch 6.

#### Recommended:

Georg Simmel, "On Fashion," *American Journal of Sociology* 62:54-58, 1957.

Grant McCracken, "Ever Dearer in Our Thoughts: Patina and the Representation of Status before and after the Eighteenth Century," *Culture and Consumption*, (Indiana 1990) ch 2, pp. 31-43.

Grant McCracken, "Consumer Goods, Gender Construction, and a Rehabilitated Trickle Down Theory," and "Meaning Manufacture and Movement in the World of Goods," *Culture and Consumption*, chs 6,5.

Michele Lamont and Annette Lareau, 1988, "Cultural Capital: Allusions, Gaps, and Glissandos in Recent Theoretical Developments," *Sociological Theory*, 6(2):153-168.

Angela Chao and Juliet Schor, "Empirical Tests of Status Consumption," *Journal of Economic Psychology*, 19(1):107-131, 1998.

Michele Lamont, *Money, Morals and Manners*, (Chicago 1992).

Murray Milner, *Freaks, Geeks and Cool Kids* (Routledge 2004).

David Brooks, *Bobos in Paradise* (Simon and Schuster 1999).

Frank, Robert. *Luxury Fever*. (New York: Free Press. 1999)

Juliet Schor, 2006, "Conspicuous Consumption," entry for *Encyclopedia of Sociology*, ed. George Ritzer (Blackwell).

"Interview with Juliet Schor" (by Douglas Holt), *Journal of Consumer Culture*, 5(1):5-21, 2005.

Lewis Friedland, Dhavan V. Shah, Nam-Jin Lee, Mark A. Rademacher, Lucy Atkinson, and Thomas Hove, 2007. "Capital, Consumption, Communication, and Citizenship: The Social Positioning of Taste and Civic Culture in the U.S.," unpublished ms.

Mazzarella, William (2003), *Shoveling Smoke: Advertising and Globalization in Contemporary India*.

## **November 2 Political Economy and the New Middle Classes**

Jane Schneider, "In and Out of Polyester, Desire, Disdain and Global Fiber Competitions," *Anthropology Today*, 10(4):2-10.

Laura Miller, 2007, *Reluctant Capitalists* (Chicago: University of Chicago Press), chs. 1-3.

William Roseberry, 1996, "The Rise of Yuppie Coffees and the Reimagination of Class in the United States," *American Anthropologist*, New Series, Vol. 98, No. 4:762-775, December.

Brian Spooner, "Weavers and dealers: the authenticity of an oriental carpet," in Appadurai, *The Social Life of Commodities* (Cambridge University Press 1986), pp. 195-235.

(review Holt "Does Cultural Capital?")

recommended:

Juliet B. Schor, 1992, *The Overworked American* (New York: Basic Books 1992)

Juliet B. Schor, 1998, *The Overspent American* (New York: Basic Books)

Juliet B. Schor, 2006, "Tackling Turbo Consumption: An Interview," *Soundings: A Journal of Politics and Culture*, 34:45-55, Autumn. (Reprinted in Special Issue of *Cultural Studies*, Sam Binkley and Jo Littler, eds. 2008.)

Douglas Holt, 2006, "Brand Hypocrisy at Starbucks," November, mimeo.

## **November 9 Consuming in Late and Post-Modernity: Identity, celebrity, culture, and community and self**

Anthony Giddens, *Modernity and Self-Identity: Self and Society in the Late Modern Age*. chs.

Eva Illouz, "Oprah Winfrey and the Glamour of Misery," (Columbia University Press), ch 2, pp. 16-46.

Brian J. McVeigh, "How Hello Kitty Commodifies the Cute, Cool and Camp: *Journal of Material Culture*, 5(2):225-245.

Muniz, Albert M. and Thomas C. O'Guinn. 2001. Brand Community. *Journal of Consumer Research* 27(March):412-32.

Recommended:

Bauman, Zygmunt, *Work, Consumerism and the New Poor* (Open University Press 1998)

Ulrich Beck, *The Risk Society* (Sage 1992).

Russell Belk, "Possessions and the Extended Self," *Journal of Consumer Research*, Helga Dittmar, *The Social Psychology of Material Possessions* (Harvester Wheatsheaf 1992)

Russell Belk and Guliz Ger, "Consumer Passion," *Journal of Consumer Research* 30(3):326-xx.

Russell W. Belk, Melanie Wallendorf and John F. Sherry, Jr., "The Sacred and the Profane in the Consumer Behavior: Theodicy on the Odyssey," *Journal of Consumer Research* 16:1-37, June 1989.

Thomas C. O'Guinn, "Touching Greatness," in Schor and Holt, pp. 155-168.

Joshua Gamson, *Claims to Fame*.

Thompson, Craig J. (1997) 'Interpreting Consumers: A Hermeneutical Framework for Deriving Marketing Insights from the Texts of Consumers' Consumption Stories', *Journal of Marketing Research* 34: 438-55.

Thompson, Craig J., Locander, William B. and Pollio, Howard R. (1989) 'Putting Consumer Experience Back into Consumer Research: The Philosophy and Method of Existential-Phenomenology', *Journal of Consumer Research* 16: 133-47.

### **November 16 The Global Consumer Culture**

Daniel Miller, "The Young and the Restless in Trinidad," in Roger Silverstone and Eric Hirsch, eds, *consuming technologies: Media and Information in Domestic Spaces*, (Routledge 1992), pp. 163-182.

Mazzarella, William (2003), *Shoveling Smoke: Advertising and Globalization in Contemporary India*, chs 7-8.

Tuba Üstüner and Douglas B. Holt, 2007, "Dominated Consumer Acculturation: The Social Construction of Poor Migrant Women's Consumer Identity Projects in a Turkish Squatter," *Journal of Consumer Research*, 34(1):41-51, September.

Tuba Üstüner and Douglas B. Holt, "Toward a Theory of Status Consumption in Less Developed Societies," (unpublished mimeo).

recommended:

Ulf Hannerz, *Transnational Connections* (Routledge 1996).

David Howes, *Cross Cultural Consumption*, (Routledge 1996).

Richard Wilk, "Learning to Be Local in Belize: Global Systems of Common Difference," in Daniel Miller, ed., *Worlds Apart: Modernity Through the Prism of the Local*, (London: Routledge), pp. 110-113.

Daniel Miller, "The Myth of Cultural Erosion," in *Consumption and Macromarketing*, eds, Russell W. Belk et al (Cincinnati: Southwestern College Publishing 1996), pp. 153-65.

Benjamin Barber, "Jihad versus McWorld," *Atlantic Monthly* March 1992, pp. 53-63.

Helena Norberg-Hodge, "The Pressure to Modernize and Globalize," in *The Case Against the Global Economy*, eds., Jerry Mander and Edward Goldsmith, (San Francisco: Sierra Club Books 1996), pp. 33-46.

Zine Magubane, "The Globalization of Gangster Rap: Hip-Hop in the Post-Apartheid City," in *The Vinyl Ain't Final*, ed. Sid Lemelle (London: Pluto Press, forthcoming).

James Watson, ed., *Golden Arches East* (Stanford 1997).

## **Part II. The crisis of contemporary consumer culture**

Juliet Schor and Douglas Holt, "Introduction," in Schor and Holt, pp. vii-xxiii.

Juliet B. Schor, 2008, Introduction, *Consumerism and Its Discontents* (New York: Oxford University Press), forthcoming.

### **November 16 The 60s counter-culture and the contemporary cultural critique**

Sam Binkley, 2007. *Getting Loose: Lifestyle Consumption in the 1970s* (Durham, NC: Duke University Press), Introduction and chs. 1-2, pp. 1-100.

Thomas Frank, "Advertising as Cultural Criticism," in Schor and Holt, pp. 374-394.

Guy Redden, "The New Agents: Personal Transformation and Radical Privatization in New Age Self-Help," *Journal of Consumer Culture*, 2(1):33-52.

Vince Carducci, "Culture jamming: A Sociological Perspective," *JCC* 6(1): 116-238, 2006.

recommended:

Inglehart, Ronald, 1989, *Culture Shift in Advanced Industrial Society* (Princeton, NJ: Princeton).

Inglehart, R. 1997. *Modernization and Postmodernization. Cultural, Economic, and Political Change in 43 Societies*. Princeton: Princeton University Press.

Elgin, Duane (1998) *Voluntary Simplicity: Toward a Way of Life That Is Outwardly Simple, Inwardly Rich*. New York: Harper.

Juliet Schor, 1998, *The Overspent American* (New York: Basic Books), ch 5.

Paul Ray and Sherry Ruth Anderson, 2001. *The Cultural Creatives: How 50 Million People are Changing the World*. (Three Rivers Press)

Craig-Lees, M. & Constance Hill. 2002. Understanding voluntary simplifiers. *Psychology & Marketing* 19(2):187.

Etzioni, Amitai. 1998. Voluntary Simplicity: Characterization, Select Psychological Implications, and Societal Consequences. *Journal of Economic Psychology* 19:619-43.

Etzioni, Amitai. 2004. The Post Affluent Society. *Review of Social Economy*, LXII, No. 3, September.

Andrew G. Kirk, 2007, *Counterculture Green: The Whole Earth Catalog and American Environmentalism* (Lawrence, Kansas: University of Kansas Press).

De Graaf, John, Wann, David and Naylor, Thomas (2001) *Affluenza: The All-Consuming Epidemic*. San Francisco, CA: Berrett-Koehler Publishers.

Heath, Joseph and Potter, Andrew (2004) *Nation of Rebels: Why Counterculture Became Consumer Culture*. New York: HarperBusiness.

Wachtel, Paul L. 1989. *The Poverty of Affluence: A Psychological Portrait of the American Way of Life*. New Society Publishers.

### **November 23 Ecological Crisis and the Sustainability Movement**

Mathis Wackernagel, et al. 2002. Tracking the ecological overshoot of the human economy. *PNAS* 99(14):9266-9271 or

World Wildlife Fund. *Living Planet Report 2008* (Switzerland: WWF).

Juliet B. Schor, *Plenitude*, ch 2 (second half).

Cohen, Maurie, Comarov, Aaron and Hoffner, Brian (2005) 'The New Politics of Consumption: Sustainability in the American Marketplace', *Sustainability: Science, Practice, and Policy* 1 (Spring): 58–76.

Paul Hawken, *Blessed Unrest: How The World's Largest Movement In the World Came into Being and Why No One Saw It Coming* (New York: Viking), 2007, pp. 11-26, 89-180.

Marius K. Luedicke, Craig J. Thompson, and Markus Giesler, "Defying the Jeremiad against Consumerism: How American Exceptionalism Provides a Moral Justification for Resource-Intensive Consumption Practices," unpublished paper, 2008.

Juliet B. Schor, "Consumer-Topia: Social Transformation and the Politics of the New Consumer Movement," in *Consumerism and its Discontents*, (Oxford University Press, forthcoming 2011), ch 14.

recommended:

Meadows, Donella, Randers, Jorgen and Meadows, Dennis, 2004. *Limits to Growth: The 30-Year Update*. White River Junction, VT: Chelsea Green Publishing.

McDonough, William and Michael Braungart. 2002. *Cradle to Cradle*. New York: Farrar, Strauss and Giroux.

Benyus, Janine M. 2002. *Bio-mimicry: Innovation Inspired by Nature* New York: Harper Perennial.

Bill McKibben, 2007, *Deep Economy* (Times Books)

Murphy, J. and Maurie J. Cohen. 2001. *Exploring Sustainable Consumption. Environmental Policy and the Social Sciences*. (Oxford: Pergamon).

Juliet B. Schor, 2005. "Prices and Quantities: Unsustainable Consumption and the Global Economy," *Ecological Economics*, 55(3), November 2005.

Juliet B. Schor, 2005, "Sustainable Consumption and Worktime Reduction," *Review of Industrial Ecology*, Special Issue on Sustainable Consumption, 9(1):37-50.

Schumacher, E. F. 1973. *Small Is Beautiful: Economics As If People Mattered*. New York: Harper and Row.

## **December 30 The Alternative Food Movement**

Pollan, Michael. 2001. Behind the Industrial-Organic Complex. *The New York Times* May 13.

Alison Leitch, "Slow Food and the Politics of Pork Fat: Italian Food and European Identity," *Ethnos* Vol 68(4): 437-462.

Craig J. Thompson and Gocken Coskuner-Balli, "Enchanting Ethical Consumerism: The Case of Community Supported Agriculture," *Journal of Consumer Culture* Vol 7(3): 343–371, 2007.

Andrew Biro and Josée Johnston, 2007, "Lost in the Supermarket: Can Shopping Make the Food System Sustainable?" *Synthesis/Regeneration* 42 (Winter 2007)

recommended:

Michael Pollan, 2007. *The Omnivore's Dilemma: A Natural History of Four Meals*. (New York: The Penguin Press), chs 1-2.

Fishman, Charles. 2004. The Anarchists' Cookbook. *Fast Company* 84:70. Retrieved August 2, 2007, from <http://www.fastcompany.com/magazine/84/wholefoods.html>  
Josée Johnston, 2007, "Theorizing Ethical Consumerism: Corporate Boundary Work and the Case of Whole Foods Market," unpublished ms.

## **December 7 Political Consumerism: Ethical Consumption and the Movement for Consumer Activism**

Gil Seyfang and David Elliott, 2009, *The New Economics of Sustainable Consumption: Seeds of Change* (Palgrave Macmillan), chs 1-3.

Michael Maniates, 2002, "Individualization: Plant A Tree, Buy a Bike, Save the World?," in Princen, T., M. Maniates and K. Conca, eds. 2002. *Confronting Consumption*. (Cambridge, MA: The MIT Press), ch 3.

Sassatelli, Roberta. 2006, "Virtue, Responsibility and Consumer Choice: Framing Critical Consumerism," in John Brewer and Frank Trentmann, eds., 2006 *Consuming Cultures, Global Perspectives* (New York: Berg), ch 9, pp. 219-250.

John Connolly and Andrea Prothero, "Green Consumerism: Life Politics, Risks and Contradictions," *Journal of Consumer Culture* 8(1): 117-145.

Eivind Jacobsen and Arne Dulsrud, 2007, "Will Consumers Save the World? The Framing of Political Consumerism" *Journal of Agricultural and Environmental Ethics*, 20:469-482.

Margaret Willis and Juliet B. Schor, "Does Changing a Light Bulb Lead to Changing the World?: Civic Engagement and the Ecologically Conscious Consumer," (unpublished mimeo).

Dhavan V. Shah, Douglas M. McLeod, Eunhyung Kim, Sun Young Lee, Melissa R., 2007. "Political Consumerism: How Communication and Consumption Orientations Drive Lifestyle Politics," *The ANNALS of the American Academy of Political and Social Science* 2007; 611: 217-235.

recommended:

John Brewer and Frank Trentmann, eds., 2006 *Consuming Cultures, Global Perspectives* (New York: Berg)

Kate Soper and Frank Trentmann, eds., 2008, *Citizenship and Consumption* (Palgrave MacMillan)

Micheletti, Michelle (2003) *Political Virtue and Shopping: Individuals, Consumerism, and Collective Action*. (New York: Palgrave Macmillan).

Mark Bevir and Frank Trentmann, eds., 2007, *Governance, Consumers and Citizens: Agency and Resistance in Contemporary Politics* (Palgrave MacMillan)

Michele Micheletti, Andreas Follesdal and Dietlind Stolle, eds., 2006, *Politics, Products and Markets* (New Brunswick, NJ: Transaction Publishers)

Sassatelli, Roberta. 2006. Trust, Food, and Contestation: From the Buying Nothing Day to Fair Trade Goods. *Consumer Cultures, Global Perspectives; Historical Trajectories, Transnational Exchanges*.

Stolle, D., M. Hooghe and M. Micheletti. 2005. "Politics in the Supermarket: Political Consumerism as a Form of Political Participation," *International Political Science Review* 26 (3): 245-269.

Dhavan V. Shah, Douglas M. McLeod, Lewis Friedland, and Michelle R. Nelson, 2007 "The Politics of Consumption/The Consumption of Politics," *The ANNALS of the American Academy of Political and Social Science* 2007; 611:

- Daniel Jaffee, 2007. *Brewing Justice: Fair Trade Coffee, Sustainability, and Survival* (Berkeley: University of California Press).
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