Course Description:
Using an interdisciplinary approach, this course questions the relationship between women and consumerism. Topics include consumer culture and the making of modern women’s bodies; consumer activism; the construction of particular consumer as irrational; how categories of race, gender, age, sexuality and disability are produced, reflected, and resisted in consumer culture; and the commodification of particular things and bodies as objects of pleasure.

Required Readings:
All readings are available on the D2L website.

Evaluation:
10% Participation Ongoing
15% Facilitated discussion TBD
20% Annotated bibliography Due February 15
20% Presentation March 20th – April 3rd
35 % Final paper Due April 15

Participation 10%
Class participation will be based on your full attendance and preparedness for weekly classes, the quality (not volume) of your contributions, and your demonstration of both active listening and active engagement with the course material. It is expected that students will have read all of the assigned readings prior to class and come prepared with
discussion points and questions to contribute. Class absences or consistent lates will require official documentation or marks will be deducted.

**Facilitated Discussion 15%**

Students will choose one reading from the course schedule, and will present that article to the class on the scheduled date, as well as facilitate discussion on the topic. **Chosen article must be at least 2 pages long.** The discussion should be 5-10 minutes long.

Students should:

a. Give an overview of the article
b. Address how the article relates to ‘Consuming Women’. For example, how does it relate to consumerism, neoliberalism, women’s bodies as commodities, gender roles, hierarchies of gender, race, sexuality, and/or dis/ability, media representation, etc.?
c. Examples in the media/etc. that exemplify the article’s topic
d. Come prepared with at least 5 discussion questions to engage the class

**Presentation 20%**

Students will choose and present their favourite article from the course schedule, (however, it must be different from your facilitated discussion article), and relate the topic to other media. The presentation should be 10-15 minutes long. Students should:

a. Give a brief overview of the article and the chosen topic
b. Discuss why you chose this topic in particular
c. Use a visual aid, such as a PowerPoint presentation, poster, short television/film/commercial/YouTube/etc. clip(s), magazines, newspaper articles, etc.
d. Relate the chosen article to another piece of media. If you choose media that we’ve already discussed in class, be sure to go into further detail so as to bring something new to the discussion.
Final paper 35%
Critically analyze a media piece of choice, (film, television show, advertisement, etc.), paying special attention to at least three of the following categories:
   a. Cinematic codes
   b. Neoliberal feminism, and/or hegemonic masculinity
   c. Gender socialization, subversive representations, consumerism, and/or consumer activism.

Be sure to briefly describe your media piece of choice at the beginning of your paper, going into more detail as you describe examples relating to a, b, and c. Papers should be at least 6 pages long, should be written in APA format, and should include at least 6 academic sources. Don’t forget to include a citation for your media piece!

Annotated bibliography 20%
You will compile an annotated bibliography that supports your final paper. Clearly state your media piece of choice, write a brief description of it, and be sure to properly cite it, whether it’s a book, television ad, or movie, etc. Include at least 6 academic sources, and ensure that each entry in the bibliography is approximately a paragraph in length.

A late penalty of 5% per day, including weekends, will apply to late work. Work over a week late will not be accepted without appropriate documentation.

Students are expected to know the University’s policy on plagiarism and academic dishonesty
http://calendar.lakeheadu.ca/current/contents/regulations/univregsIXacdishon.html

Academic dishonesty will be forwarded to the Dean of Graduate Studies, along with evidence of plagiarism, for their evaluation and penalization. The minimum penalty will be a zero for the assignment and the maximum penalty will be a zero for the course. If the Instructor believes, in her professional assessment, that the plagiarism is accidental due to sloppy work and editing, she will ask the student to re-edit and re-submit the assignment correcting the problem, with a cover letter indicating where the plagiarism was, why it
was plagiarism, and how it has been corrected by the student. Second copies which still contain plagiarism will be forwarded to the Dean for penalization.

**On Campus Help Available to Students:**

**Student Success Centre:** Additional help regarding academic matters can be found at the Student Success Centre located in SC 0008 or phone 343-8018 or online at - http://academicadvising.lakeheadu.ca

**Student Accessibility Services:** For assistance with accommodations for a disability, please visit Student Accessibility Services located in SC 0003 or phone 343-8047 or online at - http://learningassistance.lakeheadu.ca

**Student Health and Counselling Centre:** For help with personal and/or medical issues, please visit the Student Health and Counselling Centre located in the University Centre 1007 (across from Security) or phone 343-8361 or online at http://healthservices.lakeheadu.ca

**Course Schedule**

**Week 1: Introductions and the history of consumerism**

**January 9, 2018:** Intro
Class this week will provide an introduction to the course and to each other. We will also discuss expectations and requirements.

**January 11, 2018:** A brief history of consumerism 1600s-present

**Required Readings:**

Week 2: Advertising and Gender Socialization

January 16, 2018: Children’s advertising and the gender binary

Required Readings:

- Watch ‘Deconstructing visual media: Gender and Despicable Me’ on D2L

January 18, 2018: Gender roles and advertising

Required Readings:


Week 3: Cinematic Codes

January 23, 2018: Coding gender; coding race

Required Readings:


January 25, 2018: Tired tropes and Othering; “good” women vs “bad” women

Required Readings:
Week 4: The Do’s and Don’t’s of heterogender

January 30, 2018: Hegemonic masculinity

Required Readings:


February 1, 2018: Post-feminism and “ironic” misogyny

Required Readings:


Week 5: Hetero-sexiness and neoliberal feminism

February 6, 2018: Sexiness and consumer culture

Required Readings:

February 8, 2018: Consuming neoliberal feminism  
Required Readings:

Week 6: “Beautiful” people and new media  
February 13, 2018: “Natural” beauty and celebrity endorsement  
Required Readings:
  o Brown, W. (2015). Destroy visual pleasure: cinema, attention, and the digital female body (or, Angelina Jolie is a cyborg). In L. Mulvey & A. B. Rogers (Eds.), *Feminisms: diversity, difference and multiplicity in contemporary film cultures* (pp. 54-64). Amsterdam: Amsterdam University Press.

February 15, 2018: Hidden advertisements and new media  
✓ Annotated bibliography due  
Required Readings:
  http://digitalcommons.law.umd.edu/jbtl/vol10/iss2/8
February 12-16: Reading Week

Week 7: Consuming People of Colour

February 27, 2018: People of Colour as ‘Other’

Required Readings:


March 1, 2018: White consumption of bodies of Colour

Required Readings:


Week 8: Representations of Other-ed bodies

March 6, 2018: Intersectional identities and oppression

Required Readings:


March 8, 2018: Fat bodies and consumerism
Required Readings:
  o Rothblum, E. D. (2016). Weapons of mass distraction in teaching fat studies: “But aren't they unhealthy? And why can't they just lose weight?”.
    In E. Cameron & C. Russell (Eds.), *The fat pedagogy reader* (pp. 71-79).
    New York: Peter Lang Publishing Inc.

**Week 9: Normalizing dangerous sexual dynamics**

**March 13, 2018:** Gendered boundaries in sexual relationships

**Required Readings:**

**March 25, 2018:** Consuming prostitution and corporate pedophilia

**Required Readings:**

**Week 10: Media literacy, activism, and alternative media**

**March 20 2018:** Media literacy and consumer activism

**Required Readings:**


**March 22, 2018:** Fanfiction and consumer activism

**Required Readings:**


**Week 11: Presentations**

**March 27, 2018:** 4 – 5 students present

**March 29, 2018:** 4 – 5 students present

**Week 12: Presentations and course wrap-up**

**April 3, 2018:** Last of the presentations

**April 5, 2018:** Class discussion

Consider the following questions, and be prepared to share your answers:
a) What did you expect out of this course? Did it meet your expectations? Why or why not?

b) What did you like and what did you dislike about this course? Why?

c) Would you like to see another topic added?

d) If you could replace any of the discussed topics/articles, which ones would you replace and why?