

# CULT 3004 CONSUMER CULTURE

**Credit Points** 10

**Legacy Code** 102413

**Coordinator** Di Dickenson ([https://directory.westernsydney.edu.au/search/name/Di Dickenson/](https://directory.westernsydney.edu.au/search/name/Di%20Dickenson/))

**Description** Consumption and consumerism are words that frequently have negative connotations in popular usage, yet globally, rates of consumption and consumerism continue to grow. This subject presents cultural research that investigates the range of consequences - positive, negative or otherwise - that the rise of consumer culture has brought to contemporary global societies. Students analyse a range of cultural products and practices, and consider topics including the ethics of consumption, the role of consumption in forming identities, how consumer culture relates to class, gender, race and ethnicity, the rise of brands, and consumer culture in the digital age.

**School** Humanities & Comm Arts

**Discipline** Family and Consumer Studies

**Student Contribution Band** HECS Band 4 10cp

Check your fees via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 3 subject

**Equivalent Subjects** LGYA 1026 - Consumer Culture

## Restrictions

Successful completion of 60 credit points of study in currently enrolled program.

## Learning Outcomes

On successful completion of this subject, students should be able to:

1. Demonstrate an understanding of the historical and contemporary development of consumer culture as an area of research
2. Critically reflect upon the growth of mass consumption in a diversity of cultural settings
3. Analyse contemporary social events and debates related to the political, economic and environmental consequences of consumer culture
4. Display advanced research skills and analytical processes in investigating the cultural consequences of consumer culture.

## Subject Content

- The history of Consumer culture
- material culture and Mass Consumption
- forming identity and achieving status through Consumption
- Consumer culture in The developing World
- Ethical, political and environmental debates about consumerism
- gender, race and ethnicity in Consumer culture
- Brands and branding
- Consumption in The digital Age

## Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are

regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/ Group Task	Mandatory
Short Answer	1,250 words	25	N	Individual	Y
Presentation	10 mins presentation 500 word summary	25	N	Individual	Y
Essay	2,000 words	40	N	Individual	Y
Log/Workbook	10 x 1 page worksheets	10	N	Individual	Y