University of the West of England
BRISTOL

MODULE SPECIFICATION

Part 1: Information			
Module Title	Culture, Sustainability and Consumption		
Module Code	UPCN9W-30-2	Level	2
For implementation from	September 2017		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Arts, Creative Industries and Education	Field	Cultural Studies
Department	Arts and Cultural Industries		
Contributes towards	BA (Hons) Liberal Arts		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description

This module will examine the role that consumerism plays in the processes of everyday life and experience in the early twenty-first century. It will examine the history and influence of consumerism on the impact of it on social life, social inequalities, cultural identity, economics, politics and the environment. The module will begin by developing a historical and theoretical analysis of the development of global capitalism focusing on questions of economic power and cultural agency.

This contextual work will be followed by the analysis of a series of case-studies focusing on contemporary issues arising from the economic and cultural dominance of consumerism. Topics may include the discussion of issues such as; conspicuous consumption and celebrity culture; shopping malls and the commercialisation of public space; consumerism and social exclusion; new technologies and digital shopping; the rise of global culture industries; 'alternative' models of consumption and ethical consumerism.

A variety of resources and approaches will be used in conducting these debates including artistic and literary sources, popular media forms, as well as cultural theory, philosophical and economic texts. Key questions to be examined revolve around the cultural and economic impact of global consumerism, taking in debates around the power and politics of consumption, cultural agency and identity and ethics and the environment.

Part 3: Assessment

The assessment (A1) consists of a portfolio of regularly written pieces and a longer, self-contained, essay. These will allow students to respond to topics of discussion, developing their skills in academic reading, and notetaking, and their ability to identify arguments, and to understand the interpretation of evidence from primary sources. Formative feedback will be given.

The longer essay will develop the ideas of one of the shorter pieces, enabling students to learn how to design

their own approach to a question, carrying out research on a topic of their choice, selecting from a range of further readings and identifying a case study to analyse.

Identify final timetabled piece of assessment (component and element)	Component A1

	A:	B:
% weighting between components A and B (Standard modules only)	**100%**	

First Sit	
Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1. Portfolio (5,000 words)	100%
Component B **Description of each element**	**Element weighting** **(as % of component)**
n/a	
Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1. Portfolio (5,000 words)	100%
Component B **Description of each element**	**Element weighting** **(as % of component)**
n/a	

Part 4: Teaching and Learning Methods

Learning Outcomes

On successful completion of this module students will be able to demonstrate:

1. a knowledge of some of the key theoretical perspectives, questions and contemporary debates that inform the study of consumption and consumer culture
2. an understanding of the significance of consumerism in the context of social, economic, environmental and cultural change
3. a developed repertoire of abilities in the presentation of ideas and arguments drawing on appropriate literature from the field of study
4. the ability to conduct small-scale research and report writing on a range of relevant topics
5. the ability to evaluate and analyse contemporary case-studies relating to the study of consumption and consumer culture.

All learning outcomes are assessed through Component A.

Key Information Sets Information (KIS)

Key Information Set - Module data

Number of credits for this module 30

Contact Hours

Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours
300	72	228	0	300

Total Assessment	The table below indicates as a percentage the total assessment of the module which constitutes a; **Written Exam**: Unseen or open book written exam **Coursework**: Written assignment or essay, report, dissertation, portfolio, project or in class test **Practical Exam**: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique) Total assessment of the module: Written exam assessment percentage: 0% Coursework assessment percentage: 100% Practical exam assessment percentage: 0% 100%
Reading List	Cohen, M. & J. Murphy (Eds.) (2001) *Exploring sustainable consumption: environmental policy and the social sciences*. Oxford: Pergamon. Harrison, C., T. Newholm & D. Shaw (Eds.) (2005) *The ethical consumer*. London:Sage. Jackson,T. (Ed.) 2006. *The Earthscan reader in sustainable consumption*. London: Earthscan. Liechty, M, 2003 *Suitably modern: making middle-class culture in a new consumer society*, Princeton University Press. Lipsitz, G. 1994, *Dangerous crossroads: popular music, postmodernism and the poetics of place*, London: Verso. Miles, R. 1998 *Consumerism: As a Way of Life*, London: Sage Miller, D. 2012. *Consumption and its consequences.* Polity, Cambridge. Nava, M 1997. *Buy This Book: Studies in Advertising and Consumption*, London: Routledge. Princen, T., M. Maniates & K. Conca (Eds.) 2002. Confronting consumption. MIT Press. Ritzer, G 2014.*The McDonaldization of Society*, 8th edition. London: Sage. Sassatelli, R. 2007. *Consumer Culture: History, Theory and Politics*, London:Sage. Scanlon, J. 2000. *The Gender and Consumer Culture Reader* (New York: NYU Press).

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First CAP Approval Date	*9 March 2017* link to MIA			
Revision CAP Approval Date		Version	*2*	*Link to RIA*
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