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Spring 2011
Wednesday 4 pm, room 311
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The Practice of Everyday Life.
Reclaiming Culture in a Contemporary Capitalist World
SYLLABUS February 13, 2012 DRAFT

Course requirements:

Class participation: 40%
Reading responses 20%
Seminar paper: 40%

You are expected to attend each meeting, come to class prepared and ready to participate in an informed discussion about the readings. This is a seminar and discussion is vital to the course. The purpose of the seminar format is to encourage you to work with the texts creatively. More than three missed classes mandate a failing grade for the course. Extreme or repeated lateness will also be counted as absence.

The reading responses are due each Tuesday 23:59 before class. The questions will be sent via email every Sunday at latest; the responses should be around 300 words long.

The final paper is due last day of class. It should be 15-20 pages long, double-spaced, Times New Roman font size 12, and include proper APA citations. A one-page long outline of your paper is due in mid-May.

Plagiarism

Plagiarism is the unacknowledged use of someone else's work as one's own in all forms of academic endeavor (such as essays, theses, examinations, research data, creative projects, etc), intentional or unintentional. Acts of plagiarism will result in failing the course.

Schedule

1. Introductory class
2. Contemporary theories on popular culture
 - Fiske, J. (2000). Reading the Popular. New York: Routledge. 1-12.
 - Lansford, T. M. (2010). Popular Culture, *Encyclopedia of American Studies*, Baltimore, MD: John Hopkins University Press.
 - Williams, R. (1983). Keywords. New York: Oxford University Press. 87-93, 236-8.

3. The setting: postmodern capitalism
 - Hassan, R. (2009). The Recursive Mode: Space, Time and the Hypercommodification of Culture, *Cultural Politics*, 5, 3, 335-358.
 - Zukin, S. & Smith Maguire, J. (2004). Consumers and Consumption. *Annual Review of Sociology*, 30, 173-197.
4. The nodes: media, internet, city
 - Castells, M. (1994). European Cities, the Informational Society, and the Global Economy. *New Left Review*, 3-4, 18-32.
 - Sassen, S. (2007). The Impact of the New Technologies and Globalization on Cities. In R. T. LeGates & F. Stout (Eds.). *The City Reader*. New York: Routledge. 197-205.
5. "Making do": gang economy, violence
 - Levitt, S. D. & Dubner, S. J. (2009). *Freakonomics: A Rogue Economist Explores the Hidden Side of Everything*. New York: Harper Perennial. 89-116.
 - Sassen, S. (1994). The Informal Economy: Between New Developments and Old Regulations, *The Yale Law Journal*, 103, 8, 2289-2304.
6. Urban cultures: hipsters, youth
 - Greif, M. (2010). Epitaph for the White Hipster. In *What Was the Hipster?*. Brooklyn, NY: n+1 Foundation. 136-167.
7. Popular culture, popular music
 - McLeese, D. (2010). Straddling the Cultural Chasm: The Great Divide between Music Criticism and Popular Consumption. *Popular Music & Society*, 33(4), 433-447.
 - Venrooij, van A. & Schmutz, V. (2010). The Evaluation of Popular Music in the United States, Germany and the Netherlands: A Comparison of the Use of High Art and Popular Aesthetic Criteria. *Cultural Sociology*, 4, 3, 395-421.
8. Culture artifacts: brands
 - McCabe, M. & de Waal Malefyt, T. (2010). Brands, Interactivity, and Contested Fields: Exploring Production and Consumption in Cadillac and Infiniti Automobile Advertising Campaigns. *Human Organization*, 69, 3, 252-262.
 - Strizhakova, Y., et al. (2011). Branding in a global marketplace: The mediating effects of quality and self-identity brand signals. *International Journal of Research in Marketing*, 28, 4, 342-351.
9. Culture artifacts: celebrities
 - Alexander, J. C. (2010). The Celebrity-Icon, *Cultural Sociology*, 4, 3, 323-336.
10. Emotional technology
 - Taylor, T. L. (2006). *Play between Worlds*. Cambridge, MA: The MIT Press. 93-124.
 - Yee, S. (2007). The Archive. In *Evocative Objects. Things We Think With*. Cambridge, MA: The MIT Press. 31-38.

11. New body, new feminism

- Prosono, M. T. (2008). Fascism of the Skin. Symptoms of Alienation in the Body of Consumptive Capitalism, *Current Sociology*, 56, 635-655.
- Brophy, J. E. (2010). Developing a Corporeal Cyberfeminism: Beyond Cyberutopia, *New Media & Society*, 12, 929-945.

12. Culture of pornography

- Hillyer, M. (2004). Sex in the Suburban: Porn, Home Movies, and the Live Action Performance of Love in 'Pam and Tommy Lee: Hardcore and Uncensored'. In L. Williams (Ed.), *Porn Studies*, 50-76. Durham, NC: Duke University Press.
- Shamoon, D. (2004). Office Sluts and Rebel Flowers: The Pleasures of Japanese Pornographic Comics for Women. In L. Williams (Ed.), *Porn Studies*, 77-103. Durham, NC: Duke University Press.

13. Culture as identities, multiculturalisms, cosmopolitanism

- Benhabib, S. (2002). *The Claims of Culture*, 24-48. Princeton, NJ: Princeton University Press.
- Kompridis, N. (2005). Normativizing Hybridity / Neutralizing Culture, *Political Theory*, 33, 3, 318-343.

14. Local-global: ethnic examples

- Appiah, K. (2006, January 1). The Case for Contamination, *The New York Times Magazine*, 30-52.

15. Summary. Final papers due.

The course readings are available at:

<http://moodle.come.uw.edu.pl/course/view.php?id=3232>