

Master's program in Fashion Studies (HMFAO) Year 2

SCHEDULE FALL 2015

Consumer Culture Theory & Fashion, 7,5 ECTS

Course leader: Andrea Kollnitz, Assistant Professor

If nothing else is stated, all lectures are held in Seminar room "Wilson" at the Centre for Fashion Studies, floor 5, Filmhuset.

All articles, unless explicitly stated otherwise, are available to download from the university library webpage. If you are hooked up to the university network, e.g. by sitting at a computer at the library, you can just search for the articles using google scholar.

September 4, 10-12

Introduction to the course

Andrea Kollnitz

Lury: Introduction and chapter 1

Arnould, Eric J. and Craig J. Thompson (2005), "Consumer Culture Theory (CCT): Twenty Years of Research," *Journal of Consumer Research*, 31 (March), 868-82.

Campbell, Colin (1995), "The Sociology of Consumption," in *Acknowledging Consumption*, ed. Daniel Miller, Florence, KY, USA: Routledge, 95-124.¹

Firat, A. Fuat and Alladi Venkatesh (1995), "Liberatory Postmodernism and the Reenchantment of Consumption," *Journal of Consumer Research*, 22 (December), 239-67.

Galbraith, John K. (2000), "The dependency effect," in *The consumer society reader*, Edited by J. B. Schor, and D. B. Holt. New York, NY: The New Press, 20-5.²

¹ Available as e-book at www.sub.su.se

² This text will be made available on Mondo.



September 11, 10-12

Critical Approaches to Consumption

Emma Lindblad

Lury: chapter 7

Harold, Christine (2004), "Pranking Rhetoric: "Culture Jamming" As Media Activism," *Critical Studies in Media Communication*, 21 (3), 189-211.

Kozinets, Robert V. and Jay M. Handelman (2004), "Adversaries of Consumption: Consumer Movements, Activism, and Ideology," *Journal of Consumer Research*, 31 (3), 691-704.

Rief, Silvia (2008), "Outlines of a Critical Sociology of Consumption: Beyond Moralism and Celebration," *Sociology Compass*, 2 (2), 560-576.

Shankar, Avi, Julie Whittaker, and James A. Fitchett (2006), "Heaven Knows I'm Miserable Now," *Marketing Theory*, 6 (4), 485-505.

September 18, 14-16

Consumption and Identity

Andrea Kollnitz

Lury: chapter 3 and 8

Ahuvia, Aaron C. (2005), "Beyond the Extended Self: Loved Objects and Consumers' Identity Narratives," *Journal of Consumer Research*, 32 (1), 171-84.

Belk, Russell W. (1988), "Possessions and the Extended Self," *Journal of Consumer Research*, 15 (September), 139-68.

Marion, Gilles and Agnes Nairn (2011), "'We make the shoes, you make the story' Teenage girls' experiences of fashion: Bricolage, tactics and narrative identity," *Consumption, Markets and Culture*, 14 (1), 29-56.

Shankar, Avi, Richard Elliott, and James A. Fitchett (2009), "Identity, Consumption and Narratives of Socialization," *Marketing Theory*, 9 (1), 75-94.

Segre Reinach, Simona, "National Identities and International Recognition", *Fashion Theory*, vol. 15, issue 2, pp. 267-272, 2011.



Cayla, Julien and Eric J. Arnould (2008), "A Cultural Approach to Branding in the Global Marketplace," *Journal of International Marketing*, 16 (4), 86-112.

September 25, 10-12

When You Wish upon a Star: Fashion, Consumption and Celebrity Culture

Elizabeth Castaldo-Lundén

All texts are available online through Stockholm University Library

King, Barry (1987), "The star and the commodity: Notes towards a performance theory of stardom", *Cultural Studies*, 1:2

McCracken, Grant (1989), "Who is the Celebrity Endorser? Cultural Foundations of the Endorsement Process", *Journal of Consumer Research*, vol. 16, no. 3

Church Gibson, Pamela (2011) "Film Stars as Fashion Icons" in *Fashion and Celebrity Culture*. New York: Berg

Schweitzer, Marlis (2011) , "Introduction" to *When Broadway was the Runway: Theater, Fashion and Americana Culture*. Philadelphia: University of Pennsylvania Press

October 2, 9-12

The Bling Ring: film show and seminar

Elizabeth Castaldo-Lundén

All texts are available online through Stockholm University Library.

Corrigan, Peter (1997), "Clothing and Fashion" in *The Sociology of Consumption: An Introduction*. London: SAGE Publications.

Stacey, Jackie (2007), "With Stars in Their Eyes: Female Spectators and the Paradoxes of Consumption" in *Stardom and Celebrity: A Reader*. London: SAGE Publications.



October 8, 10-12

Consumption, Media and the American Film Industry

Natalie Snoyman

Literature to be announced.

October 8, 13-15

Student presentations of work in progress

Andrea Kollnitz

October 9, 10-12

Brands and Consumption

Jacob Östberg

Lury: chapter 6.

Holt, Douglas B. (2002), "Why Do Brands Cause Trouble? A Dialectical Theory of Consumer Culture and Branding," *Journal of Consumer Research*, 29 (1), 70-90.

--- (2006a), "Jack Daniel's America: Iconic Brands as Ideological Parasites and Proselytizers," *Journal of Consumer Culture*, 6 (3), 355-77.

--- (2006b), "Toward a Sociology of Branding," *Journal of Consumer Culture*, 6 (3), 299-302.

Pettinger, Lynne (2004), "Brand Culture and Branded Workers: Service Work and Aesthetic Labour in Fashion Retail," *Consumption, Markets & Culture*, 7 (2), 165-184.

October 9, 13-15

The Cult of Authenticity

Jacob Östberg

Hartmann, Benjamin J. and Jacob Ostberg (2013) "Authenticating by Re- Enchantment: The Discursive Making of Craft Production", *Journal of Marketing Management*. Vol 29, No 7-8, 882-911.

October 12, 14-16

Consumption, Subculture and Style



Elias Le Grand – to be confirmed

October 20, 13-15

Fashion Consumption, Body and Gender

Lauren Downing Peters

Lury: Chapter 5.

Further literature to be announced.

October 21, 9-13

Student presentations of completed group work (mandatory attendance) and final discussion

Andrea Kollnitz

Belk, Russell W., Güliz Ger, and Søren Askegaard (2003), "The Fire of Desire: A Multisited Inquiry into Consumer Passion," *Journal of Consumer Research*, 30 (December), 326-51.

Bauman, Zygmunt (2001), "Consuming life," *Journal of Consumer Culture*, 1 (1), 9-29.

October 28, 12.00

Submission of written assignment on Mondo.