

**THE EDUCATION UNIVERSITY OF HONG KONG**  
**Course Outline**

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**Part I**

<b>Programme Title</b>	: Bachelor of Education (Honours) (History)
<b>Programme QF Level</b>	: 5
<b>Course Title</b>	: Global Perspectives on the History of Consumption
<b>Course Code</b>	: HIS2035
<b>Department</b>	: Department of Literature and Cultural Studies (LCS)
<b>Credit Points</b>	: 3
<b>Contact Hours</b>	: 39
<b>Pre-requisite(s)</b>	: Nil
<b>Medium of Instruction</b>	: English
<b>Course Level</b>	: 2

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**Part II**

The University's Graduate Attributes and seven Generic Intended Learning Outcomes (GILOs) represent the attributes of ideal EdUHK graduates and their expected qualities respectively. Learning outcomes work coherently at the University (GILOs), programme (Programme Intended Learning Outcomes) and course (Course Intended Learning Outcomes) levels to achieve the goal of nurturing students with important graduate attributes.

In gist, the Graduate Attributes for Sub-degree, Undergraduate, Taught Postgraduate, Professional Doctorate and Research Postgraduate students consist of the following three domains (i.e. in short "PEER & I"):

- Professional Excellence;
- Ethical Responsibility; &
- Innovation.

The descriptors under these three domains are different for the three groups of students in order to reflect the respective level of Graduate Attributes.

The seven GILOs are:

1. Problem Solving Skills
2. Critical Thinking Skills
3. Creative Thinking Skills
- 4a. Oral Communication Skills
- 4b. Written Communication Skills
5. Social Interaction Skills
6. Ethical Decision Making
7. Global Perspectives

## 1. Course Synopsis

The history of consumption has been one of the most dynamic and fascinating fields of historical research for the last two decades. Today, most people define themselves foremost by what they consume (i.e. buy, eat, drink); feelings of national or global belonging are equally based on participation in a shared culture of consumption. This course aims at introducing students to the historical emergence of consumption as a key characteristic of modern societies. The course is global in its scope as it draws upon developments in East Asia, Europe and the Americas. It starts out with an overview on medieval and early modern exchange networks that created markets for luxury and increasingly also mass products well before the advent of modernity. The course then concentrates on modern consumer cultures in the nineteenth and twentieth century. Among others, the emergence of department stores and self-service supermarkets will be discussed. The course also touches upon the history of food where, for example, coffee as a global commodity is particularly enlightening as to our understanding of the interconnectedness of the world. It also approaches the question of how the emergence of China as a consumer society transforms consumption patterns on a global scale in the twenty-first century.

## 2. Course Intended Learning Outcomes (CILOs)

*Upon completion of this course, students will be able to:*

- CILO<sub>1</sub> Demonstrate an understanding of consumerism as a key characteristic of modern societies;
- CILO<sub>2</sub> Demonstrate an understanding of the historical emergence of consumerism in selected geographical contexts;
- CILO<sub>3</sub> Demonstrate a basic understanding of key events and structures in general modern global history;
- CILO<sub>4</sub> Understand and apply key methodological approaches to the history of consumption;
- CILO<sub>5</sub> Analyze and interpret selected primary sources.

## 3. Content, CILOs and Teaching & Learning Activities

Course Content	CILOs	Suggested Teaching & Learning Activities
● Introduction to the field of the history of consumption	CILO <sub>1</sub>	Lectures, seminars, group discussions, readings.
● Overview of medieval and early modern global exchange networks	CILO <sub>2,3</sub>	Lectures, seminars, group discussions, readings.
● Emergence and characteristics of nineteenth and twentieth-century consumerism, including: <ul style="list-style-type: none"><li>➤ Emergence of department stores</li><li>➤ Emergence of self-service supermarkets</li></ul>	CILO <sub>2,3,4</sub>	Lectures, seminars, group discussions, readings.

<ul style="list-style-type: none"> <li>➤ Globalization of food cultures</li> <li>➤ Coffee as a global commodity</li> <li>➤ Rising influence of China on global consumption patterns</li> </ul>		
<ul style="list-style-type: none"> <li>● Analyzing primary sources (extracts from contemporary publications, films, photographs, cartoons, artworks etc.)</li> </ul>	<i>CILO<sub>5</sub> (etc.)</i>	Seminars, discussion, group work, short film viewings, analysis of written and non-written sources.

#### 4. Assessment

Assessment Tasks	Weighting	CILOs
(a) Book review. Students have to choose one title from a list of monographs on the history of consumption and write a review of about 1,000 words	30%	<i>CILO<sub>1,2,3,4</sub></i>
(b) Group oral presentations. Students have to choose one from a list of topics provided by the instructor. Presentations are based on the discussion of both secondary literature and original source materials. In addition, each group has to prepare a hand-out of around 500 words	30%	<i>CILO<sub>1,2,3,4,5</sub></i>
(c) Final exam. Students have to answer three questions on topics discussed throughout the semester	40%	<i>CILO<sub>1,2,3,4,5</sub> (etc.)</i>

#### 5. Required Text(s)

Stearns, P.N. (2001), *Consumerism in World History: The Global Transformation of Desire*, London/New York: Routledge.

#### 6. Recommended Readings

- Berghoff, H., Spiekermann, U. (Eds.). (2011). *Decoding Modern Consumer Societies*. New York: Palgrave Macmillan.
- Berghoff, H., Spiekermann, U. & Scranton, Ph. (Eds.). (2012). *The Rise of Marketing and Market Research*. Basingstoke: Palgrave Macmillan.
- Bren, P., Neuburger, M. (Eds.). (2014). *Communism Unwrapped: Consumption in Cold War Eastern Europe*. Oxford: Oxford University Press.
- Bruegel, M. (2012). *A cultural History of Food. Volume 5: In the Age of Empire*. London: Berg.
- Brewer, J., Trentmann, F. (Eds.) (2006). *Consuming Cultures, Global Perspectives: Historical Trajectories, Transnational Exchanges*. Oxford/New York: Berg.
- Cohen, L. (2003). *A Consumer's Republic: The Politics of Mass Consumption in Postwar America*. New York: Knopf.

- Cwiertka, K., Walraven, B. (Eds.). (2001). *Asian Food: The Global and the Local*. Honolulu: University of Hawai'i Press, 2001.
- De Grazia, V. (2005). *Irresistible Empire: America's Advance through Twentieth-Century Europe*. Cambridge: Belknap Press of Harvard University Press.
- Dikötter, F. (2007). *Things Modern: Material Culture and Everyday Life in China*, London: Hurst & Company.
- Ellis, M., Coulton, R. & Mauger, M. (eds.). (2015). *Empire of Tea. The Asian Leaf that Conquered the World*. London, Reaktion Books.
- Francks, P. (2009). *The Japanese Consumer: An Alternative Economic History of Modern Japan*. Cambridge: Cambridge University Press.
- Francks, P., Hunter, J. (Eds.). (2011). *The Historical Consumer: Consumption and Everyday Life in Japan, 1850-2000*, New York: Palgrave Macmillan.
- Gerth, K. (2003). *China Made: Consumer Culture and the Creation of the Nation*. Cambridge/London: Harvard University Asia Center.
- Gerth, K. (2010). *As China Goes, so Goes the World: How Chinese Consumers Are Transforming Everything*. New York: Hill and Wang.
- Gordon, A. (2007). *Fabricating Consumers: The Sewing Machine in Modern Japan*. Berkeley: University of California Press.
- Hoganson, K.L. (2007). *Consumers' Imperium: The Global Production of American Domesticity, 1865-1920*. Chapel Hill: University of North Carolina Press.
- Jessen, R., Langer, L. (Eds.). (2012). *Transformations of Retailing in Europe after 1945*. Farnham: Ashgate.
- Lerner, P. (2015). *The Consuming Temple. Jews, Department Stores, and the Consumer Revolution in Germany, 1880-1940*. Ithaca: Cornell University Press.
- MacPherson, K.L. (Ed.). (1998). *Asian Department Stores*. Honolulu: University of Hawaii Press.
- Mintz, S.W. (1985). *Sweetness and Power: The Place of Sugar in Modern History*. New York: Viking.
- Nützenadel, A., Trentmann, F. (Eds.) (2008). *Food and Globalization. Consumption, Markets and Politics in the Modern World*. Oxford: Berg.
- Pilcher, J.M. (Eds.). (2012). *The Oxford Handbook of Food History*. New York: Oxford University Press.
- Rees, J. (2013). *Refrigeration Nation: A History of Ice, Appliances, and Enterprise in America*. Baltimore: Johns Hopkins University Press.
- Scarpellini, E. (2011). *Material Nation. A Consumer's History of Modern Italy*. Oxford: Oxford University Press.
- Shove, E., Trentmann, F., Wilk, R. (Eds.). (2009). *Time, Consumption and Everyday Life. Practice, Materiality and Culture*. Oxford/New York: Berg.
- Trentmann, F. (2004). "Beyond Consumerism: New Historical Perspectives on Consumption". *Journal of Contemporary History*, 39 (3), 373-401.
- Trentmann, F. (2009). "Crossing Divides: Consumption and Globalization in History". *Journal of Consumer Culture*, 9 (2), 187-220.
- Trentmann, F. (Ed.). (2012). *The Oxford Handbook of the History of Consumption*. Oxford: Oxford University Press.
- Turner, K.L. (2014). *How the Other Half Ate: A History of Working Class Meals at the Turn of the Century*. Berkeley: University of California Press.
- Veblen, Th. (1899). *The Theory of the Leisure Class: An Economic Study in the Evolution of Institutions*. New York: The Macmillan Company.

## **7. Related Web Resources**

Cultures of Consumption:

<http://www.consume.bbk.ac.uk/>

## **8. Related Journals**

*Food and History*

*Journal of Consumer Culture*

*Journal of Contemporary History*

*Journal of Global History*

*Journal of World History*

## **9. Academic Honesty**

The University upholds the principles of honesty in all areas of academic work. We expect our students to carry out all academic activities honestly and in good faith. Please refer to the *Policy on Academic Honesty, Responsibility and Integrity* (<https://www.eduhk.hk/re/uploads/docs/000000000016336798924548BbN5>). Students should familiarize themselves with the Policy.

## **10. Others**

Nil

6 October 2023