

SYLLABUS

Dr. Amy Bliss Marshall, History & Asian Studies

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CONSUMER CULTURE IN ASIA

☞ COURSE DESCRIPTION ☞

This course will make use of historical fiction, film, and scholarly articles to explore the events, ideas, and legacies of the development of East Asian consumer culture. This seminar seeks to engage students in an investigation of the consumption of goods, forms of leisure, and other cultural practices that starts before the turn of the Twentieth Century and moves forward chronologically into the present. Some specific themes we will cover include: work and leisure; family life; social relations; media; advertising; and technology. All of the course materials for “Consumer Culture in Asia” seek to provide students with a nuanced historical and cultural understanding of how goods and their consumption affected the nature of cultural production in East Asia and represented comprehensive social and political shifts. Materials on China, Japan, and Korea will be all be included for comparative purposes examining global interactions past and present that help students to contextualize course materials within an environment of increased globalization.

☞ COURSE PREREQUISITES ☞

While a background in East Asian Studies is not required, such knowledge along with any other cultural, literary, or historical background would be helpful to students taking this course. Previous study of Japanese, Chinese, or Korean language is not required for the course, as the materials used will all be in English translation (or subtitled).

☞ COURSE OBJECTIVES & AIMS ☞

Students will:

- Understand cultural and academic materials on Asia;
- Critically engage with historical and cultural studies methods;
- Demonstrate effective oral and written communication skills by writing analytic essays and doing in-class presentations;
- Undertake a small amount of independent research after being oriented to FIU’s libraries;
- Articulate interpretive arguments concisely and clearly;
- Utilize critical listening skills by providing constructive criticism for their classmates’ presentations.

☞ GLOBAL LEARNING & OUTCOMES ☞

- **Global Awareness:**
Students will display knowledge of the interconnectedness of global issues, trends, and systems influencing the development of consumer cultures in Asia.
- **Global Perspective:**
Students will be able to construct analyses of Asian consumer and cultural issues from national, transnational, international, and global perspectives.
- **Global Engagement:**
Students will demonstrate an ability to identify, research, and propose solutions or alternative approaches to issues within Asian consumer and cultural studies.

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☞ COURSE REQUIREMENTS ☞

Many components of the course foster active learning strategies. Students should be prepared to analyze assigned readings and other materials, and to share opinions, ideas, and questions during the discussion in class. **Participation in the course will account for 15% of your grade in the course.**

Other components of the course include:

Discussion Questions/Comments – Except on days when films are shown, students will **print and bring at least three** questions or provocative comments for each meeting to help stimulate the discussion, address any confusion about that week's readings, or critique the materials assigned. **These submissions will account for 5% of your grade in the course.**

Quizzes – There will be two quizzes to ascertain student knowledge of the course materials. **Each quiz will account for 5% of your grade in the course, together accounting for 10% percent of the total grade.**

Analytic Essays – Students will write **at least two short analytical papers, of no more than 1200 words each**, in response to questions to be distributed in class. Each question will be associated with specific reading assignments, primary texts, or films. These assignments allow students to creatively engage with course materials and express their opinions about the conclusions they've drawn. Neither paper will require outside research. **Each paper will account for 15% of your grade in the course, together accounting for 30% percent of the total grade.**

In-Class Presentation & Feedback – There will be an in-class individual presentation to be scheduled for the last weeks of the term. In addition to presenting one's own thesis, students will be required to provide written constructive criticism for the other presenters. **The presentation and responses to classmates will each account for 10% of your grade in the course, together accounting for 20% percent of the total grade.**

Modular In-class Assignments, Attendance & Participation – attendance in this course is both crucial and required. Sufficient preparedness for our activities and productive contributions to them are essential to the success of our course. **These will account for 20% percent of the total grade.** There is a participation rubric on Blackboard for your reference.

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Possible Course Readings:

- Agnew, Jean-Christophe. "Coming Up for Air: Consumer Culture in Historical Perspective." In *Consumer Society in American History - A Reader*, edited by Lawrence B Glickman, 373-397. London; Ithaca: Cornell University Press, 1999.
- Allison, Anne. *Millennial Monsters: Japanese Toys and the Global Imagination*. Berkeley: U of CA Press, 2006. Chapter 1 "Enchanted Commodities" (1-34) and Chapter 7 "Pokémon: Getting Monsters and Communicating Capitalism" (192-233).
- Bardsley, Jan, and Hiroko Hirakawa. "Branded: Bad Girls Go Shopping." In *Bad Girls of Japan*, by Laura Miller and Jan Bardsley, 110-125. New York: Palgrave Macmillan, 2005.
- Garon, Sheldon. "Luxury Is the Enemy: Mobilizing Savings and Popularizing Thrift in Wartime Japan." *Journal of Japanese Studies* 26, no. 1 (Winter 2000): 41-78.
- Garon, Sheldon, and Patricia L. Maclachlan. *The Ambivalent Consumer: Questioning Consumption in East Asia and the West*. Ithaca: Cornell U Press, 2006. (Selections)
- Gerth, Karl. *China Made: Consumer Culture and the Creation of the Nation*. Cambridge: Harvard U Press, 2003. Introduction (1-25) and Chapter 7 "Nationalizing Female Consumers" (285-332)
- Gordon, Andrew. "Consumption, Leisure and the Middle Class in Transwar Japan." *Social Science Japan Journal* 10, no. 1 (2007): 1-21.
- Nagatsuka, Takashi. *The Soil: A Portrait of Rural Life in Japan*. Translated by Ann Waswo. London; New York: Routledge, 1989.
- Partner, Simon. "Creating the 'Bright Life'." In *Assembled in Japan: Electrical Goods and the Making of the Japanese Consumer*, 137-192. Berkeley: U of CA Press, 1999.
- Sato, Barbara. "Contesting Consumerisms in Mass Women's Magazines," 263-287 and Barlow, Tani E. "Buying In: Advertising and the Sexy Modern Icon in Shanghai in the 1920s and 1930s" In *The Modern Girl Around the World: Consumption, Modernity, and Globalization*, ed. by Weinbaum, et. al., 288-316. Duke U Press, 2008.
- Seaman, Amanda C. "Making and Marketing Mothers: Guides to Pregnancy in Modern Japan." In *Manners and Mischief: Gender, Power, and Etiquette in Japan*, by Jan Bardsley and Laura Miller, 156-177. Berkeley: U of CA Press, 2011.
- Tanizaki, Jun'ichirō. *Naomi: A Novel*. Translated by Anthony H. Chambers. Vintage, 2001.

Films:

- Yasujirō Ozu, 東京の合唱 *Tokyo no kōrasu (Tokyo Chorus)*, DVD 90 min., 1931.
- Yasujirō Ozu, お早よう *Ohayō (Good Morning)*, DVD 94 min., 1959.
- Xiaowen Zhou, 二姨 *Èrmó (Ermo)*, VHS 98 min., 1994.
- Kwak Jae-yong 엽기적인 그녀 *Yeopgijeogin geunyeo (My Sassy Girl)*, DVD 123 min., 2001.

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TENTATIVE MEETING SCHEDULE***Introductions and Methodology***

Wednesday, September 5 INTRODUCTIONS & EXPLANATIONS

Wednesday, September 12 CONCEPTS, DEFINITIONS, & FRAMING OUR DISCUSSIONS

Readings: Agnew, "Coming Up for Air" (373-397); Scott, "Gender: A Useful Category of Historical Analysis" (1053-1075); and Garon, *The Ambivalent Consumer*, Introduction (1-15).

Activity: Group work - definitions, concept maps & charting a path

Entering the 20th Century

Wednesday, September 19 WHAT CAME BEFORE

Readings: Nagatsuka. *The Soil: A Portrait of Rural Life in Japan*. Trans by Waswo. Entire.

Activity: Using Art & Literature to understand history

Wednesday, September 26 BUYING AND THE NATION

Readings: Trentmann, Chpt 1 "The Evolution of the Consumer" (21-44) in *The Ambivalent Consumer*; and Gerth, *China Made*, Introduction (1-25) and Chpt 7 "Nationalizing Female Consumers" (285-332)

Activity: Role Play [American Colonist, Chinese New Woman, Japanese Meiji Man, etc]

Wednesday, October 3 MODERNIZATION AND THE FAMILY

➔ FIRST ANALYTIC ESSAY DUE ⬅

In-class viewing: Yasujiro Ozu, *Tokyo Chorus*

Wartime & Postwar

Wednesday, October 10 MODERN GIRLS IN THE WORLD

Readings: Sato, "Contesting Consumerisms in Mass Women's Magazines," (263-287) and Barlow, "Buying In?" (288-316) In *The Modern Girl Around the World*; and Garon, "Luxury Is the Enemy" (41-78)

Activity: Source Analysis - Visual materials (The 5-Cs)

Wednesday, October 17 MODERN GIRLS IN FICTION

SHORT PRESENTATION AND SIGN-UP FOR INDIVIDUAL CONSULTATIONS

Readings: Tanizaki, *Naomi: A Novel*. Trans by Chambers. Entire.

Wednesday, October 24 THE WAR AND BEYOND

Readings: Cohen, Chpt 2 "The Consumers' Republic" (45-62) in *The Ambivalent Consumer*; Gordon, "Consumption, Leisure and the Middle Class in Transwar Japan." (1-21); Partner, "Creating the 'Bright Life'." (137-192) In *Assembled in*

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Japan; and Nelson, Chpt 8 “South Korean Consumer Nationalism” (188-207) in *The Ambivalent Consumer*.

SECOND ANALYTIC ESSAY PROMPTS DISTRIBUTED

Wednesday, October 31 OZŪ’S FAMILY REVISITED

*In-class viewing: Good Morning**Library Visit: Research & Technology Instruction Presentation***Contemporary Lives**

Wednesday, November 7 The CONTEMPORARY “CHINESE” FAMILY

➔ SECOND ANALYTIC ESSAY DRAFT DUE ◀

Readings: Davis, Chpt 12 “Urban Chinese Homeowners as Citizen-Consumers” (281-299) in The Ambivalent Consumer.

In-class viewing: Ermo

Wednesday, November 14 WHITHER AMBIVALENCE?

➔ SECOND ANALYTIC ESSAY DUE ◀

In-class viewing: My Sassy Girl

FINAL ESSAY & PRESENTATION ASSIGNMENT DISTRIBUTED

Wednesday, November 21 *Thanksgiving Holiday ~ Enjoy!***Presentations & Wrap-up**

Wednesday, November 28 INTO THE PRESENT & IN-CLASS PRESENTATIONS

Readings: Bardsley and Hirakawa, “Branded: Bad Girls Go Shopping.” (110-125) In Bad Girls of Japan; Seaman, “Making and Marketing Mothers” (156-177) In Manners and Mischief.

Wednesday, December 5 INTO THE PRESENT & IN-CLASS PRESENTATIONS

Readings: Allison, Millennial Monsters Chpt 1 “Enchanted Commodities” (1-34) and Chpt 7 “Pokémon: Getting Monsters and Communicating Capitalism” (192-233).

Friday, December 21

➔ FINAL ESSAY DUE BY 4:00 PM ◀