

Consumer Culture

A 6-week examination of the “good life”



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Celebrations and Critiques of Consumption and Abundance

This six-part series examines how and why the “good life” came to be defined through consumption, leisure, and materialism. We will explore how such things as department stores, brand-name goods, transportation, and suburbs transformed the American economy, society, and politics. Each session deals with a different theme in the history of consumer culture, so is linked to the others, but also stands alone. Consume one, some, or all of the sessions, offered at **2pm on Thursdays via Zoom meeting ID: 720 445 7611**.

“A MAN IS RICH IN PROPORTION TO THE NUMBER OF THINGS HE CAN AFFORD TO LET ALONE.”

-Henry Thoreau

“CINDERELLA IS PROOF THAT A NEW PAIR OF SHOES CAN CHANGE YOUR LIFE.”

-anonymous

“AND I ENCOURAGE YOU ALL TO GO SHOPPING MORE.”

-George W Bush

TH 2/18/21 at 2pm

The Rise of Consumer Culture

How and Why

TH 2/25/21 at 2pm

Downtown Destinations

Stores and Stuff

TH 3/4/21 at 2pm

May I Take Your Order?

Catalogs and Shop by Mail

TH 3/11/21 at 2pm

Who Will Buy?

Psychology of Buying and Selling

TH 3/18/21 at 2pm

Shopping Malls and Suburbs

Postwar Suburbia as an Influencer

TH 3/25/21 at 2pm

Consumer Culture Today

Curse or Cure