

Course Name	Intermediate : Consumption and Culture in Japan		
Semester, Year	Second Semester, 2018	Number of Credits	2 credits
Course level	1000	Course Number	27136
Instructor(s) (Institution)	ASSMANN STEPHANIE (大学院メディア・コミュニケーション研究院)		
Course Objectives	This course addresses the study of Japanese society through the lenses of the mundane act of consumption.		
Course Goals	The course is divided into four parts. The first part addresses consumption through places such as department stores and convenience stores that are part of students' daily shopping experiences in Japan. The second part investigates different consumer groups. The third part places consumption in a historical context since the end of World War II and examines different phases of consumption such as the emergence of mass consumption during the economic high growth era (1955-1973) and the emergence of the "new tribes" in the 1980s and 1990s. The fourth part examines recent trends in consumption such as a rising interest in sustainability, waste reduction, and moderately priced consumption.		
Course Schedule	<p>Session 1: Introduction Part 1: Places and Spaces of Consumption Session 2: The Department Store Session 3: The Convenience Store Session 4: The Food Retail Market Session 5: Lifestyle Magazines as Spaces of Consumption Part 2: Consumer Groups Session 6: Women and Men as Consumers Session 7: Elderly Consumers Session 8: Otaku Consumers Part 3: Economic History of Consumption Session 9: Consumption During The Economic High Growth Period (1955-1973) Session 10: Consumption in the 1980s and 1990s Session 11: Consumption in Post-Bubble Japan Part 4: Consumption, Sustainability and the Environment Session 12: Consumption and Waste Session 13: Consumption, Food Waste and Sustainability Session 14: Student Presentations Session 15: Student Presentations</p>		
Homework	Students will be asked to complete a final report.		
Grading System	<p>1. Participation in Classroom Discussions (25%) 2. Presentation (25%) 3. Quizzes (25%) 4. Final Report (1,000 words) (25%)</p> <p>The final report consists of a summary and a critical discussion of one of the readings. The final report should be written in English, typed, and be approximately 1,000 words in length. Students will be asked to complete a final report.</p>		
Textbooks / Reading List			
Websites			
Website of Laboratory			
Additional Information	<p>1. There will be no textbook. Readings will be distributed to students in class. 2. The course instructor applies a combination of lectures, students presentations and classroom discussion. 3. Class attendance will NOT count as class participation. 4. Consecutive and unexcused absence of more than three times will lead to failure of the class. 5. The language used in this class is English. 6. Japanese students and international students are encouraged to collaborate in group presentation projects. 7. The syllabus might slightly change according to the progress of the course.</p>		