

History 4792  
**Consumerism and Consumption in the North Atlantic Triangle**  
**Full-Year Seminar**  
**2015-2016**

Contact information:

Professor JJB Forster [bforster@uwo.ca](mailto:bforster@uwo.ca)  
(519) 661-2111 Ext. 84984

Office hours: Tuesdays 2:00- 4:30,  
                    Wednesdays 2:30- 4:00  
                    Or by arrangement  
Office:          Lawson Hall 2216  
Meeting time:  
Location:      Lawson Hall

This full-year seminar is intended to allow the exploration of the rapidly burgeoning historical literature relating to the last two centuries and more of consumerism and consumption. The literature exploration will emphasize Britain, Canada, and the United States. The consumption of services, time, and material goods, and careless or careful display of these elements in the making of social and personal identities will be explored. The primary responsibility for making this seminar work will lie with students; they will have the opportunity to frame much of the discussion and questions. First term responsibilities will include the writing of an **historiographical essay**; the second term will require a related **research paper**. There will be no text for this course; a base bibliography will be provided.

Grades:

Participation: 20%	Participation will be assessed weekly, and based on the quality of the contribution to the class, as reflected in engagement in the topic and understanding of the readings. The instructor will take participation notes during the seminar meetings.
Presentations: 20%	Each student will be responsible for leading discussion relating to readings or essay presentations at least twice during the year. The presentation grade will be based on effectiveness in <b>fostering discussion</b> in the seminar, on the <b>questions submitted</b> beforehand to the class, and on the <b>summary</b> of the presentation and discussion as submitted to the instructor the day after the presentation.
Historiographical essay: 25%	Material on the form, content and due date of the historiographical essay will be distributed to the class.
Research essay: 35%	Material on the form, content and due date of the research paper will be distributed to the class.

Some sample sessions:

2) Debating consumption; questioning assumptions

Date.....

Stearns, Peter "Stages of Consumerism," *Journal of Modern History*, vol. 69, 1997

<http://www.jstor.org/stable/10.2307/2953434?origin=api>

Strasser, Susan, "Making Consumption Conspicuous," *Technology and Culture*, Vol. 43, 2002

[http://muse.jhu.edu/journals/technology\\_and\\_culture/v043/43.4strasser.pdf](http://muse.jhu.edu/journals/technology_and_culture/v043/43.4strasser.pdf)

Zukin, Sharon, and Jennifer Maguire, "Consumers and Consumption," *Annual Review of Sociology*, vol. 30, 2004 <http://www.jstor.org/stable/10.2307/29737690?origin=api>

Trentmann, Frank, Beyond consumerism: New Historical Perspectives on Consumption," *Journal of Contemporary History*, Vol. 39, 2004

<http://jch.sagepub.com/content/39/3/373.full.pdf+html>

4) Retailing during the Industrial Revolution

Date.....

\*C. Walsh, 'The Advertising and Marketing of Consumer Goods in Eighteenth-Century London', in C. Wischermann and E. Shore (eds.), *Advertising and the European City: Historical Perspectives* (Aldershot, 2000), pp. 79–95.

\*Miles Lambert, "'Cast-off Waring Apparell': The consumption and distribution of second-hand clothing in northern England during the long eighteenth century," *Textile History*, vol. 35, 2004, pp. 1-26

\*Catherine Hall, "The Butcher, the Baker, the Candlestick Maker: The Shop and the Family in the Industrial Revolution," in Elizabeth Whitelegg et al., *The Changing Experience of Women*, Oxford, 1982, pp. 2-16.

7) Retailing: The Department Store

Date.....

William Leach, *Land of Desire: Merchants, Power, and the Rise of New American Culture*, New York: Vintage (1993) Selections

Rudi Laermans, "Learning to Consume: Early Department Stores and the Shaping of the Modern

Consumer Culture (1860-1914), *Theory, Culture and Society*, vol. 0, 1993, pp. 79-102  
<http://journals1.scholarsportal.info/tmp/1295776870336784249.pdf>

McBride, Theresa, A Woman's world: Department Stores and the Evolution of Women's Employment, 1870-1920," *French Historical Studies*, Vol. 10, 1978, pp. 664-683  
<http://www.jstor.org/stable/pdfplus/286519.pdf?acceptTC=true>

9) The male in a world of gendered consumption

Date.....

Weger, Martin, "A Man's Toy Store? Marketing to men and Women at Canadian Tire" Ch. 4,  
Ph.D. Thesis, York University.

Swiencicki, Mark, "Consuming Brotherhood: Men's Culture, Style and Recreation as Consumer Culture, 1880-1930," *Journal of Social History*; 1998, Vol. 31, p.773 ff

Register, Woody, "Everyday Peter Pans: Work, Manhood, and Consumption in Urban America, 1900-1930," in R. Horowitz, ed., *Boys an Their Toys? Masculinity, Technology, and Class in America*, New York: Routledge, 2001.

15) Sports

Date.....

Rebecca Arnold, *The American look : fashion, sportswear and the image of women in 1930s and 1940s New York*, New York : I.B. Tauris, 2009. Selections  
DBW GT617.N4A76 2009

Ron Briley, *Class at bat, gender on deck and race in the hole : a line-up of essays on twentieth century culture and America's game*, Jefferson, N.C.: McFarland & Co., 2003, Ch. 1 "Ruth and Cobb as Cultural Symbols: The Development of a Mass Consumer Ethic"  
DBW GV867.64.B75 2003

Tina Loo , "Of Moose and Men: Hunting for Masculinities in British Columbia, 1880-1939," *The Western Historical Quarterly*, Vol. 32, 2001, pp. 296-319

F. Skillen, 'Woman and the Sport Fetish': Modernity, Consumerism and Sports Participation in Inter-War Britain," *International Journal of the History of Sport*, Vol. 29, 2012 pp. 750 - 765  
<http://www.tandfonline.com/doi/pdf/10.1080/09523367.2012.675206>

## ADDITIONAL STATEMENTS

### **Prerequisites and Antirequisites:**

Unless you have either the requisites for this course, as described in the Academic Calendar description of the course, or written special permission from your Dean to enroll in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites. The Academic Calendar description of each course also indicates which classes are considered antirequisites, i.e., to cover such similar material that students are not permitted to receive academic credit for both courses.

### **Academic Offences:**

Scholastic Offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitute a Scholastic Offence, at the following Web site:

[http://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/scholastic\\_discipline\\_undergrad.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf)

### **Plagiarism:**

Students must write their essays and assignments in their own words. Whenever students take an idea, or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offense (see Scholastic Offence Policy in the Western Academic Calendar).

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com (<http://www.turnitin.com>).

The following rules pertain to the acknowledgements necessary in academic papers.

A. In using another writer's words, you must both place the words in quotation marks and acknowledge that the words are those of another writer.

You are plagiarizing if you use a sequence of words, a sentence or a paragraph taken from other writers without acknowledging them to be theirs. Acknowledgement is indicated either by (1) mentioning the author and work from which the words are borrowed in the text of your paper; or by (2) placing a footnote number at the end of the quotation in your text, and including a correspondingly numbered footnote at the bottom of the page (or in a separate reference section at the end of your essay). This footnote should indicate author, title of the work, place and date of Publication and page number. Method (2) given above is usually preferable for academic essays because it provides the reader with more information about your sources and leaves your text uncluttered with parenthetical and tangential references. In either case words taken from another author must be enclosed in quotation marks or set off from your text by single spacing and

indentation in such a way that they cannot be mistaken for your own words. Note that you cannot avoid indicating quotation simply by changing a word or phrase in a sentence or paragraph which is not your own.

B. In adopting other writer's ideas, you must acknowledge that they are theirs.

You are plagiarizing if you adopt, summarize, or paraphrase other writers' trains of argument, ideas or sequences of ideas without acknowledging their authorship according to the method of acknowledgement given in 'A' above. Since the words are your own, they need not be enclosed in quotation marks. Be certain, however, that the words you use are entirely your own; where you must use words or phrases from your source; these should be enclosed in quotation marks, as in 'A' above.

Clearly, it is possible for you to formulate arguments or ideas independently of another writer who has expounded the same ideas, and whom you have not read. Where you got your ideas is the important consideration here. Do not be afraid to present an argument or idea without acknowledgement to another writer, if you have arrived at it entirely independently. Acknowledge it if you have derived it from a source outside your own thinking on the subject.

In short, use of acknowledgements and, when necessary, quotation marks is necessary to distinguish clearly between what is yours and what is not. Since the rules have been explained to you, if you fail to make this distinction, your instructor very likely will do so for you, and they will be forced to regard your omission as intentional literary theft. Plagiarism is a serious offence which may result in a student's receiving an 'F' in a course or, in extreme cases, in their suspension from the University.

## **Medical Issues:**

The University recognizes that a student's ability to meet his/her academic responsibilities may, on occasion, be impaired by medical illness. Please go to [https://studentservices.uwo.ca/secure/medical\\_accommodations\\_link\\_for\\_OOR.pdf](https://studentservices.uwo.ca/secure/medical_accommodations_link_for_OOR.pdf) to read about the University's policy on medical accommodation. This site provides links to the necessary forms. In the event of illness, you should contact Academic Counselling as soon as possible. The Academic Counsellors will determine, in consultation with the student, whether or not accommodation should be requested. They will subsequently contact the instructors in the relevant courses about the accommodation. Once the instructor has made a decision about whether to grant an accommodation, the student should contact his/her instructors to determine a new due date for tests, assignments, and exams.

### **SUPPORT SERVICES:**

Students who are in emotional/mental distress should refer to [Mental Health@Western](mailto:MentalHealth@Western), <http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help.

*Please contact the course instructor if you require material in an alternate format or if you require any other arrangements to make this course more accessible to you. You may also wish to contact Services for Students with Disabilities (SSD) at 661-2111 x 82147 for any specific question regarding an accommodation.*

If you have any further questions or concerns please contact, Morgan Sheriff, Undergraduate Program Advisor, Department of History, 519-661-2111 x84999 or [msherif5@uwo.ca](mailto:msherif5@uwo.ca)