

**CONSUMING PASSIONS: THE REGULATION OF
CONSUMPTION, APPEARANCE AND SEXUALITY**

Alan Hunt

SEMINAR PROGRAM:

The readings below are divided into two categories, primary and secondary readings (separated by a line); all class participants will read the primary reading(s) for each class and will be assigned one secondary reading. Should you miss a class it is your responsibility to find out what readings you have been assigned for the following week. Participants will be expected to be able to make a brief introduction and answer questions about the assigned readings.

Please note that it will not be possible to cover all the topics listed below. The class will decide (democratically) which of the topics in the second half of the programme will be omitted.

In order to locate readings please note: all books, identified by their Call Number, are in the Reserve Collection of the McOdrum Library. Items marked [C] are photocopies also placed in the Reserve Collection of the McOdrum Library. Note that where a reading is a chapter in an edited collection, this should be searched for and requested under the name of the editor(s) or the book title. Please note that Reserve items will not necessarily be listed under SOCI 5204 / LAWS 5008 (they may also be on reserve for another course); searching by Call Number is recommended.

An extremely useful collection of relevant texts is provided by:

Lee, Martyn J. (ed.) *The Consumer Society Reader* Blackwell: Oxford, 2000.
[HF5415.32.C6592]

PART A: MAJOR THEMES

SEMINAR READINGS:

WEEK 2. CONSUMPTION: Consumption, distinction and civilization.

Kellner, Douglas "Critical Theory, Commodities and the Consumer Society" 1:3 Theory, Culture & Society 66-84 (1984).

Bauman, Zygmunt "From the Work Ethic to the Aesthetic of Consumption" in *Work, Consumerism and the New Poor* Open University Press: Buckingham, 1998, pp.23-41.
[HC79.P6B36][C]

Bourdieu, Pierre *Distinction: A Social Critique of the Judgement of Taste* [1979] Routledge, London, 1984, Chpt.5 'The Sense of Distinction,' pp.260-317 [HM251.B622613]

Warde, Alan "Consumption and Theories of Practice" 5:2 Journal of Consumer Culture 131-53 (2005).

WEEK 3. SOMBART AND VEBLEN

Sombart, Werner *Luxury and Capitalism* [1913] University of Michigan Press, Ann Arbor, 1967, Chpts.4 and 5 [HB501.S682]

Veblen, Thorstein *The Theory of the Leisure Class: An Economic Study of Institutions* [1899] Viking Press, New York, 1967, Chpt.1, Chpt.3 “Conspicuous Leisure” and Chpt.4 “Conspicuous Consumption” [HB831.V4 1967]

Lears, Jackson “Beyond Veblen: Rethinking Consumer Culture in America” in Simon J. Bronner (ed.) *Consuming Visions: Accumulation and Display of Goods in America 1880-1920* W.W. Norton: New York, 1989, pp.73-97. [HF5845.C68]

WEEK 4. CONSUMPTION AND EVERYDAY LIFE

Lefebvre, Henri “Work and Leisure in Everyday Life” in *Critique of Everyday Life: Vol.I Introduction* [1947] Verso, London, 1991, pp.29-42 [BD431.L38613 v.1][C]

Lefebvre, Henri “The Bureaucratic Society of Controlled Consumption” in *Everyday Life in the Modern World* (trans. Sacha Rabinovitch) Allen Lane, London, 1971. pp.68-109. [CB427.L413][C]

Miller, Daniel “The Study of Consumption” in *Material Culture and Mass Consumption* Basil Blackwell: Oxford, 1987, pp.133-57.[C]

WEEK 5

4. COMMODITY CULTURE / CONSUMER CULTURE

Cross, Gary *Time and Money: The Making of Consumer Culture* Routledge: London, 1993, pp.1-14 and 184-212. [HC79.C6C76]

Gottdiener, Mark “Approaches to Consumption: Classical and Contemporary Perspectives” in Mark Gottdiener (ed.) *New Forms of Consumption: Consumers, Culture, and Commodification* Rowman & Littlefield: Lanham, 2000, pp.3-31. [HC79.C6N49][C]

Cohen, Elizabeth *A Consumer's Republic: The Politics of Mass Consumption in Postwar America* Alfred A. Knopf: New York, 2003. [HC11O.C6C537]

Bell, Daniel *The Cultural Contradictions of Capitalism* Heinemann, London, 1976, Introduction and Chpt.1, pp.3-74 [E169.12.B37][C]

Featherstone, Mike “Lifestyle and Consumer Culture” in *Consumer Culture and Postmodernism* Sage, London, 1991, pp.83-94. [CB430.F42][C]

PART B: SEMINAR TOPICS TO BE SELECTED FROM

5. MORAL REGULATION:

Hunt, Alan *Governing Morals: A Social History of Moral Regulation* Cambridge University Press, Cambridge, 1999, Introduction and Chpt.6. [HN400.M6H86]

- Cohen, Stanley *Folk Devils and Moral Panics: The Creation of the Mods and Rockers* MacGibbon & Kee, London, 1972, Chpt.1. [HQ799.8.G7C63][C]
- Gusfield, Joseph *Symbolic Crusade: Status Politics and the American Temperance Movement* University of Illinois Press, Urbana, 1963, Chpts.1,5 & 6. [HV5292.G8]
- Hunt, Alan "Moralizing Luxury: The Discourses of the Governance of Consumption" 8:4 *Journal of Historical Sociology* 352-74 (1995). [C]
- Goode, Erich and Nachman Ben-Yehuda "Three Theories of Moral Panics" (Chpt. 9) *Moral Panics: The Social Construction of Deviance* Blackwell, Oxford, 1994, Chpt. 9. [HM291.G647]

6. FASHION AND THE REGULATION OF APPEARANCE

- Simmel, Georg "Fashion" 10 *International Quarterly* [1902] 130-155 (1904) [C] and in *On Individuality and Social Forms* (ed. Donald N. Levine) University of Chicago Press: Chicago, 1971. [HM73.S5]
- Simmel, Georg "The Metropolis and Mental Life" [1903] *Simmel on Culture: Selected Writings* (eds. David Frisby and Mike Featherstone) Sage: London, 1997, pp.174-85. [HM101.S5482][C]
- Wilson, Elizabeth *Adorned in Dreams: Fashion and Modernity* Virago Press, London, 1985, pp.1-15, 91-116, and 228-47. [[GT510.W54]
- Hunt, Alan "Tilting Against the Windmills of Fashion" (Chpt.3) in *Governance of the Consuming Passions: A History of Sumptuary Regulation* Macmillan, London, 1996. [KJC6066.S85H86][C]
- Barthel, Diane L. *Putting on Appearances: Gender and Advertising* Temple University Press: Philadelphia, 1988. [HF5827.B37]
- Fields, Jill *An Intimate Affair: Women, Lingerie, and Sexuality* University of California Press: Berkeley, 2007. [GT2073.F54]
- Gronow, Jukka "Fashion and Taste" (Chpt.4 & Conclusion) *The Sociology of Taste* Routledge, London, 1997. [HM299.G75][C]

7. REGULATING THE BODY

- Frank, Arthur W. "For a Sociology of the Body: An Analytical Review" in Mike Featherstone, Mike Hepworth and Bryan Turner (eds.) *The Body: Social Process and Cultural Theory* Sage, London, 1991, pp.36-102. [GN298.B64][C]
- Featherstone, Mike "The Body in Consumer Culture" in Mike Featherstone, Mike Hepworth and Bryan Turner (eds.) *The Body: Social Process and Cultural Theory* Sage: London, 1991, pp.170-96. [GN298.B64][C]
- Bordo, Susan "Reading the Slender Body" in Mary Jacobus, Eveyln Keller and Sally Shuttleworth (eds.) *Body/Politics: Women and the Discourses of Science* Routledge: New York, 1990, pp.83-112. [QP81.5.B63][C]

- Bordo, Susan *The Male Body: A New Look at Men in Public and Private* Farrar, Straus & Giroux: New York, 1999. [HQ1090.B67]
- MacCannell, Dean and Juliet MacCannell "The Beauty System" in Nancy Armstrong and Leonard Tennenhouse (eds.) *The Ideology of Conduct: Essays on Literature and the History of Sexuality* Methuen: New York, 1987, pp.206-38. [HQ29.I34]
- Butler, Judith "Bodily Inscription, Performative Subversions" *Gender Trouble: Feminism and the Subversion of Identity* Routledge, New York, 1990, pp.128-41. [HQ1154.B88]
- Gallop, Jane "Snatches of Conversation" in *Thinking Through the Body* Columbia University Press, New York, 1988, pp.71-90. [PN98.W64G35]
- Turner, Bryan S. *The Body and Society: Explorations in Social Theory* Basil Blackwell, Oxford, 1984, Chpt.2. [HM24.T83]
- Peiss, Kathy *Hope in a Jar: The Making of America's Beauty Culture* Metropolitan Books: New York, 1998. [TT957.P45]

8. REGULATION OF SEXUALITY

- Foucault, Michel *The History of Sexuality: Vol.I An Introduction* Pantheon Books, New York, 1978, Part I [HQ12.F6813 v.1]
- Birken, Lawrence *Consuming Desire: Sexual Science and the Emergence of a Culture of Abundance, 1871-1914* Cornell University Press: Ithaca, NY, 1988. [HQ18.L5B57]
- Pendergast, Tom "Introduction" *Creating the Modern Man: American Magazines and Consumer Culture, 1900-1950* University of Missouri Press: Columbia, 2002, pp.1-29. [HQ1090.3.P45][C]
- Giddens, Anthony *The Transformation of Intimacy: Love, Sexuality and Eroticism in Modern Societies* Polity Press, Cambridge, 1992, Chpt.4 [HQ21.G53]
- D'Emilio, John and Estelle B. Freedman *Intimate Matters: A History of Sexuality in America* Harper & Row, New York, 1988, Part IV. [HQ18.U5D45]
- Laqueur, Thomas *Making Sex: Body and Gender From the Greeks to Freud* Harvard University Press, Cambridge Mass., 1990, Chpt.1. [HQ1075.L37]
- Irvine, Janice M. "Regulated Passions: The Invention of Inhibited Sexual Desire and Sexual Addiction" in Jennifer Terry and Jacqueline Urla (eds.) *Deviant Bodies: Critical Perspectives on Difference in Science and Popular Culture* Indiana University Press: Bloomington, 1995, pp.314-37.[C]

9. CONSUMING SEX: PROSTITUTION

- Bernstein, Elizabeth "Sex Work for the Middle Classes" 10:4 *Sexualities* 473-88 (2007).[C]
- Stansell, Christine *City of Women: Sex and Class in New York, 1789-1860* Alfred A. Knopf, New York, 1986, Introduction and Chpts.9 & 10 [HD6096.N6S8]
- Illouz, Eva *Consuming the Romantic Utopia: Love and the Cultural Contradictions of Capitalism* University of California Press: Berkeley, 1997, Chpt.1. [C]
- Sangster, Joan *Regulating Girls and Women: Family and the Law in Ontario, 1920-1960* Oxford University Press: Oxford, 2001, Chpts. 4 & 5. [HV6593.C2S26]

- Rich, Grant J. and Kathleen Guidroz "Smart Girls Who Like Sex: Telephone Sex Workers" in Ronald Weitzer (ed.) *Sex for Sale: Prostitution, Pornography and the Sex Industry* Routledge: New York, 2000, pp.35-48. [HQ115.S49][C]
- Hausbeck, Kathryn and Barbara G. Brents "McDonalidization of the Sex Industries? The Business of Sex" in George Ritzer (ed.) *McDonalidization: The Reader* Sage: Thousand Oaks, 2002, pp.91-106. [HN59.2.M423]

10. CONSUMING PORNOGRAPHY

- Beisel, Nicola *Imperiled Innocents: Anthony Comstock and Family Reproduction in Victorian America* Princeton University Press, Princeton, 1997, Chpt.1. [HN90.M6B45]
- Williams, Linda *Hard Core: Power, Pleasure and the 'Frenzy of the Visible'* University of California Press, Berkeley, 1989, Chpt.1. [PN1995.S45W5]
- Assiter, Alison "Romance Fiction: Porn for Women?" in Gary Day and Clive Bloom (eds.) *Perspectives on Pornography: Sexuality in Film and Literature* Macmillan: London, 1988. [PN56.S5P47][C]
- Segal, Lynne "Sweet Sorrows, Painful Pleasures: Pornography and the Perils of Heterosexual Desire" in Lynne Segal and Mary McIntosh (eds.) *Sex Exposed: Sexuality and the Pornography Debate* Virago Press: London, 1992, pp.65-91. [HQ471.S47]

11. THE POLITICS OF ALCOHOL

- Valverde, Mariana *Diseases of the Will: Alcohol and the Dilemmas of Freedom* Cambridge University Press, Cambridge, 1998, Introduction, Chpts.1 & 5. [HV5020.V35]
- Blocker, Jack S. *American Temperance Movements: Cycles of Reform* Twayne, Boston, 1989, Chpts.3 & 4. [HV5229.B55]
- Bordin, Ruth *Women and Temperance: The Quest for Power and Liberty, 1873-1900* Temple University Press, Philadelphia, 1981, Chpt.1. [HV5229.B67]
- Room, Robin G.W. "Alcoholics Anonymous as a Social Movement" in Barbara S. McCrady and William R. Miller (eds.) *Research on Alcoholics Anonymous: Opportunities and Alternatives* Rutgers Centre of Alcohol Studies, New Brunswick, 1993. [HV5278.R47]

12. TOBACCO WARS

- Burnham, John C. *Bad Habits: Drinking, Smoking, Taking Drugs, Gambling, Sexual Misbehavior, and Swearing in American History* New York University Press: New York, 1993. [HN57.B87]
- Gusfield, Joseph R. "The Social Symbolism of Smoking and Health" in Robert Rabin and Stephen D. Sugarman (eds.) *Smoking Policy: Law, Politics and Culture* Oxford University Press: Oxford, 1993, pp.49-63. [FF3812.3.A75S66]

- Ford, David "Realism and Research: Philosophy and Poverty Politics: The Example of Smoking" in José Lopez and Garry Potter (eds.) *After Postmodernism: An Introduction to Critical Realism* Athlone Press: London, 2001, pp.225-33. [B835.A38]
- Leichter, Howard M. "Lifestyle Correctness and the New Secular Morality" in Allan M. Brandt and Paul Rozin (eds.) *Morality and Health* Routledge: London, 1997, pp.359-78. [RA427.25.M67]

13. REGULATING RECREATION

- Rojek, Chris *Capitalism and Leisure Theory* Tavistock: London, 1985, Chpts. 1 & 8. [GV14.45.R65]
- Elias, Norbert "Introduction" in Norbert Elias and Eric Dunning *The Quest for Excitement: Sport and Leisure in the Civilizing Process* Basil Blackwell: Oxford, 1986, pp.19-62. [GV706.5.E58]
- Gruneau, Richard "Class, Sports, and Social Development: Outline of the Canadian Case" in *Class, Sports, and Social Development* University of Massachusetts Press: Amherst, Mass., 1983. [GV706.5.G78]
- Urry, John *The Tourist Gaze: Leisure and Travel in Contemporary Societies* Sage: London, 1990. [G155.A1U77]

14. REGULATING FOOD AND DIET

- Turner, Bryan *The Body and Society: Explorations in Social Theory* Basil Blackwell, Oxford, 1984, Chpt.2. [HM24.T83]
- Simmel, Georg "Sociology of the Meal" in *Simmel on Culture: Selected Writings* (eds. David Frisby and Mike Featherstone) Sage: London, 1997, pp.130-35. [HM101.S5482][C]
- Warde, Alan "The New Manners of Food" (Chpt.2) and "Theories of Consumption and the Case of Food" (Chpt.9) in *Consumption, Food and Taste: Culinary Antimonies and Commodity Culture* Sage, London, 1997. [GT2850.W37]
- Ritzer, George *The McDonaldization of Society: An Investigation into the Changing Character of Contemporary Social Life* Pine Forge Press: Thousand Oaks, 1996. [HM131.R58]
- Lupton, Deborah *Food, the Body and the Self* Sage: London, 1996. [G2850.L86]
- Levenstein, Harvey A. *Paradox of Plenty: A Social History of Eating in Modern America* Oxford University Press, New York, 1993, Chpt.16. [GT2853.U5L47]

Alan Hunt
January 2012