Communication & Consumer Culture in Modern America

JAMS 830: Topics in Media History
Spring 2020; Wed. 4 - 6:40pm; BOL 581
Prof. Richard Popp
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Office Hours: TBA

Course Description:
This seminar will explore how media industries and communication networks shaped consumer culture in 20th century America. It will examine how consumption – as promoted, articulated, and sometimes even facilitated through commercial media – shaped ideas about the good life (and not-so-good life); how it factored into the struggles for racial, gender, sexual, and economic equality; and how it more generally structured and textured the look, sound, and feel of everyday life. We will pay particularly close attention to the second half of the 20th century, tracing lines of both continuity and discontinuity with today’s cultures of consumption.

Texts:


