

Buy-Buy, Berlin: Marketing Modernity and Postmodernity, 1890 – Present

FUBIS 2

19 July – 16 August

Tues/Fri: 9 – 10:30, 11 – 12:30 p.m., 2 – 3:30 p.m.

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Course Objective: “Buy-Buy, Berlin: Marketing Modernity and Postmodernity, 1890-Present.” Against the backdrop of industrialization, urbanization, and the rise of “mass culture” from the late 19th century to the present, this course will focus on advertising messages and consumer goods as significant artifacts in the interpretation of Berlin’s history. We will take an interdisciplinary approach in tracing the rise of consumer culture and outlining its evolving critique in the work of leading writers, dramatists, film-makers, and theorists. In addition to literary texts, readings will come from the fields of anthropology, geography, history, philosophy, and cultural studies. Key issues to be examined include: the relationship of the individual to the masses, changing gender roles and sexual identities, the function of art in society, the role of the psyche and unconscious needs and desires, tourism and city-marketing, and the politics of consumption. There will be regular assignments, a midterm, a field research project, and a final exam.

Grading:

4 Response papers (2 pages each)	25%
Field Research Project	25%
Midterm	25%
Final	25%

FUBIS II Schedule Summer 2008

Week	Date	Content	Homework/ Assignment
1	22 July	Introduction: Culture and Consumption Key Terms and Critical Concepts	Walter Benjamin, “Post No Bills” (<i>One-Way Street</i>); excerpts from Roland Barthes, <i>Mythologies</i> Film: <i>Berlin: Symphony of the City</i>
	25 July	Berlin Shopping Landscapes	Excerpts from <i>Catherdrals of Consumption</i> ; Janet

			Ward, <i>Weimar Surfaces</i> Afternoon Excursion: Karstadt, Hermannplatz
2	29 July	Writing Retail in Weimar-era Berlin FIELD RESEARCH PROPOSAL DUE	Excerpts from Erich Kaestner, <i>Fabian</i> ; Hans Fallada, <i>Little Man, What Now?</i> ; Siegfried Kracauer, <i>The Mass Ornament</i> ; Irmgard Keun, <i>The Artificial Silk Girl</i>
	1 August	Selling Fascism in Berlin: National Socialism, Spectacle, Advertising, and the Construction of a Secular Religion	Excerpts from <i>Nazi- Kitsch</i> ; Peukert, <i>Everyday Life in Nazi Germany</i> Afternoon Excursion: Berlin Tempelhof, Platz der Luftbrücke
3	5 August	Postwar Berlin and the “Economic Miracle” – Reconstruction and Consumer Society MIDTERM EXAM	Excerpts from Ludwig Erhard, <i>Prosperity for All</i> ; Poems by <i>Enzensberger</i> , <i>Bachmann</i> Afternoon Excursion: Kurfürstendamm
	8 August	Retail Resistance: Protest, Dissent, and Youth Culture in Berlin	Adorno and Horkheimer, “The Culture Industry” Afternoon Excursion: Karl- Marx-Allee
5	12 August	Shopping and Society: Sex, Drugs, and Retail	<i>Firth</i> , Undressing the Ad; Naomi Klein, <i>No Logo</i> Film: <i>Victor Vogel</i> , <i>Commercial Man</i>

	15 August	Tourism, Shopping, and City Planning	Ward, "Las Vegas on the Spree;" Huysen, "Voids of Berlin" Excursion: Potsdamer Platz
6	19 August	Presentation of Field Research Projects and FINAL EXAM	