

國立臺灣師範大學課程綱要格式

一、課程基本資料 (任課教師不可異動部分)

課程代碼	ETM0058	課程名稱	時尚與消費文化
英文課名	Fashion and Consumer Culture		
全/半年	半年	必/選修	選修
總學分數	3	每週授課時數	3
開課班級			
先修課程			
課程簡介	<p>This course aims to introduce the cultural theories of fashion and consumer culture, and critically analyze the related cultural phenomenon. It begins with the historical emergence of modernity, fashion/ consumer culture and the city; then it engages with concepts of modernity, identity politics, branding, spectacle, public/private, embodiment, taste and distinction, cultural intermediate, media, commodification, materiality and fetishism; finally, it discusses some examples on fashion and consumer culture, from styles, dress, commodity design, advertisement, department stores, fashion shows and consumption practices.</p>		
系所核心能力	(由教務系統課程地圖子系統核心能力維護表帶入)		
課程目標		對應核心能力	
1	To understand cultural theory on fashion and consumption	2.2, 3.2 (由清單下拉勾選)	
2	To form the capacity to critically examine the phenomenon of consumer culture	1.2, 3.2	
3	To obtain the capacity to analyze fashion and culture	4.3, 3.1	
4	To appreciate the aesthetics and politics of consumer culture	4.3, 4.2	

二、教學大綱 (任課教師可異動部分)

授課教師	(每學期帶入授課教師姓名)
教學進度與主題	

Week 1 Introducing modernity, consumer culture and consumption
 Week 2 Historical emergence of modern consumer culture
 Week 3 Consumer culture and modern city I: Benjamin's arcade project
 Week 4 Consumer culture and modern city II: Debord's Spectacle society
 Week 5 Consumer culture and mega-event: World expo
 Week 6 Consumer culture and social distinction I: Bourdieu
 Week 7 Consumer culture and social distinction II: Neo-Tribe
 Week 8 Consumer culture and commodification: Appadurai
 Week 9 Consumer culture and psychoanalysis: fetishism and materiality
 Week 10 Fashion, clothes and bodies
 Week 11 Fashion, identity and differences
 Week 12 Fashion as communication
 Week 13 Fashion and image
 Week 14 Case study: Fashion shows
 Week 15 Case study: Advertisement
 Week 16 Case study: Commodity Design
 Week 17 Case study: Department stores
 Week 18 Conclusion

教學方法

方式	說明
<input checked="" type="checkbox"/> 講述法	(教師勾選左列教學方式並填寫必要說明)
<input checked="" type="checkbox"/> 討論法	
<input type="checkbox"/> 問題解決教學	
<input type="checkbox"/> 合作學習	
<input type="checkbox"/> 實驗/實作	
<input type="checkbox"/> 實地考察、參訪	
<input type="checkbox"/> 媒體融入教學	
<input type="checkbox"/> 專題研究	
<input type="checkbox"/> 其他：	(教師輸入其他教學方法)

評量方法

方式	百分比	說明
<input checked="" type="checkbox"/> 作業	30%	(教師勾選左列教學方式百分比，並填入必要說明)
期中考		
<input type="checkbox"/> 期末考		
<input checked="" type="checkbox"/> 課堂討論參與	10%	
<input checked="" type="checkbox"/> 出席	10%	

V 報告	50%	
<input type="checkbox"/> 成果展覽		
<input type="checkbox"/> 專題		
<input type="checkbox"/> 其他：		(教師輸入其他評量方法)
參考書目	<p>Craik, Jennifer. 1994, "The Face of Fashion: Technical Bodies and Technologies of the Self," <i>The Face of Fashion: Cultural Studies in Fashion</i>, New York: Routledge, 1-16.</p> <p>Williamson, Judith. 1986, "Woman Is An Island: Femininity and Colonization," <i>Studies in Entertainment: Critical Approaches to Mass Culture</i>, Tania Modeleski, ed., Bloomington: Indiana University Press. 99-118.</p> <p>Barthes, Roland. <i>Fashion system</i>.</p> <p>Deleuze, Gille. <i>The Logic of Sense</i>.</p> <p>Lefebvre, Henri. <i>Critique of Everyday's life</i>.</p> <p>Barnard, Malcolm. 2007. <i>Fashion Theory: A reader</i>. London: Routledge.</p> <p>Wilson, Elizabeth. 2010. <i>Adorned in Dreams</i>. London: Tauris.</p> <p>Bourdieu, Pierre. 1984. <i>Distinction</i>. London: Routldge.</p> <p>Appadurai, Arjun. 1980. <i>The Social life of Things</i>. London: Cambridge.</p> <p>Debord, Guy. 1983. <i>Society of the Spectacle</i>. London: Verso.</p> <p>Zukin, Sharon. 1995. <i>The Cultures of Cities</i>. London: Wiley-Blackwell.</p>	