

1. Informations générales :

Titre du cours :	Consumer(s)' Republic: Politics, Culture, and Consumption in Postwar France		
NOM de l'enseignant·e :	Haithem Guizani	Semestre :	☐ Automne ☒ Printemps
Public visé :	☐ 1 ^{ère} année ☐ 2 ^{ème} année ☒ 1 ^{ère} année et 2 ^{ème} année	Langue :	☐ français ☒ anglais
Nombre maximal d'étudiant·es :	☒ 20 ☐ 30 ☐ 40 ☐ 50 ☐ Pas de maximum	Organisation du cours :	☒ 9 séances de 2h sur 9 semaines ☐ 12 séances de 1h30 sur 12 semaines ☐ 12 séances de 1h30 sur 6 semaines ☐ 6 séances de 3h sur 12 semaines

2. Résumé du cours :

Course overview

This course explores how postwar political discourses, economic policies, and popular culture contributed to the rise of the "consumer-citizen" in France from 1945 to 1975 and making of modern consumer society. Through a comparative and applied perspective, students will analyze how consumption and media became intertwined in shaping civic identity, gender roles, class structures, national values, and "identity politics." And *in fine*; the "new figures of the consumer". The course combines lectures, media analysis, critical theory, and hands-on in class work with primary materials such as advertisements, magazines, television shows, films, radio broadcasts, political speeches and world exhibitions (world's fair..etc).

Learning objectives

- Understand the emergence and ideological foundations of consumer and media societies
- Analyze media and consumer culture as vehicles of political and social discourse.
- Understand how consumer culture contributed to the construction of citizenship, modernity, and everyday identities.
- Interpret historical materials, advertisements, and visual culture in their social context: develop appropriate analytic grids for it!
- Introduce and connect to the Consumer Culture Theory as distinguished from contemporary marketing approach.

3. Pré-requis éventuels :

None

4. Modalités de contrôle des connaissances et des compétences envisagées :

Grading will be based on both a collective final project and students' active participation in class activities.

1. Magazine Project (group work): 60%

Students will work in groups of 4 or 5 to produce a historical magazine on France during Les Trentes Glorieuses, together with a short contemporary analysis connected to one of the themes explored in the magazine.

2. In-class thematic presentation and discussion: 30%

Each group will present one course-related theme in class and lead a short discussion with their classmates. Non exhaustive list of sub themes that may be considered per session (**Growth liberalism: political discourses on growth, Spectacle, politics, and the Cold War; Advertising and visual persuasion; Gender, domesticity, and representations; Class and (ex)inclusion; Youth, music, and subculture (Yéyé..etc); Niche discourses of sobriety in consumption.**

3. Participation and preparation: 10%

Careful preparation of readings/materials, and active contribution to class discussion are expected

throughout the semester. English should not be a barrier, but a tool for approaching les Trentes Glorieuse from a “marketing” and consumption perspectives.

5. Description détaillée du cours (facultatif)

Précisez notamment les objectifs du cours et l'organisation des séances (facultatif au stade de l'appel du mois de mars)