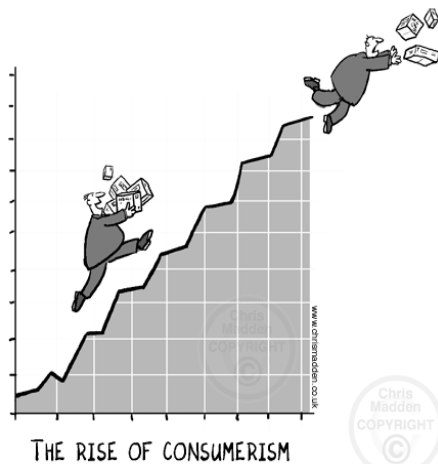


HIST 3396-Selected Topics in Latin American History
Consumer Culture in Latin America
University of Houston
Spring 2010



Prof. Natalia Milanesio

Email: nmilanesio@uh.edu

Office Hours: M-W 2.30-3.30 p.m. or by app.

Class meetings:

Agnes Hall 322, M-W 4-5.30 p.m.

Course Description

Consumption is an essential aspect of modern culture. Through the consumption of food, clothing, technology, entertainment and more, people satisfy basic needs, show what groups they belong to, express their personality, and make ideological statements.

In this course, we study consumption in Latin America as a historical experience that went beyond the mere economic act of purchasing to include what Latin Americans did with what they bought, that is, their experience of using and transforming consumer goods. From a historical and transnational perspective, this course explores the role of consumption in the construction of gender, class, national, racial, and ethnic identities; the transformation of shopping and advertising over time; and the roles of men, women and children in purchasing and using consumer goods. Equally important, this course analyzes the historical role of Latin America as a producer and consumer in the global economy and the relation between consumption and politics.

By focusing on consumer culture, we will examine key aspects of modern world history—labor unionization, nationalism, feminism, and anti-imperialism—and crucial topics in modern Latin American history such as the role of imports as “civilizing goods;” import substitution industrialization; the impact of coffee, sugar, and beef in the creation of national economies, and the effect of international tourism on local cultures, among others.

Learning Objectives

1. Reflect on the historical transformation of production, consumption, shopping, and advertising in Latin America
2. Increase students' historical knowledge of the formation of national and regional markets, the development of commodity chains, and the emergence of consumer societies in the region
3. Deepen conceptual and historical understanding of gender, race, and class in relation to consumer culture
4. Analyze the historical roots of contemporary issues, especially globalization, tourism, fair trade, and different expressions of popular culture including cinema, music, and the printed media

Course Assignments

Class attendance and participation: 200
Ten (10) 1-page response papers: 250 [25 points each]
One (1) oral presentation: 100
Take-home midterm: 200
Take-home final essay: 250
Total: 1000 points

STUDENTS ARE REQUIRED TO COMPLETE THE READINGS BEFORE CLASS to be prepared to engage in informed conversations. Both the quality and quantity of participation is important.

No make-up exams or assignments will be given except in extraordinary cases **that can be documented**.
ABSOLUTELY NO LATE ASSIGNMENTS WILL BE ACCEPTED.

PLAGIARISM will not be tolerated. For information about plagiarism and UH policy, see:
<http://www.class.uh.edu/wconline/plagiarism/>
<http://www.uh.edu/academics/catalog/policies/academ-reg/academic-honesty/index.php>

Ten (10) 1-page response papers: 250 [25 points each]

The professor will email and post on Blackboard a short question for each response paper. Readings that require a 1-page response paper are marked **RP** (See course schedule). Response papers **MUST NOT EXCEED** one (1) page. Use single line spacing if necessary. Students must turn in printed papers at the beginning of class on days marked **RP**. No late response papers will be accepted.

One (1) oral presentation: 100

Each student will sign up to give an oral presentation any class that IS NOT MARKED RP. Students will summarize the readings and post questions to the class. Students will work on the presentation in consultation with the professor.

Take-home midterm: 200

Questions for the midterm will be posted on Blackboard well in advance. The midterm is due uploaded on Blackboard on March 12, 2010 by 5.00 p.m.

Take-home final essay: 250

The final paper is due uploaded on Blackboard on May 3, 2010 by 5.00 p.m.

Course Requirements

BEHAVIOR IN THE CLASSROOM: Students are expected to attend class daily and to arrive on time. Students must not engage in any disrupting behavior—for example, talking during lectures, texting, arriving late, leaving early, reading newspapers, listening to headphones, surfing the internet etc. Please turn off all electronic devices before the beginning of class, including cell phones, iPods, pagers, etc. Voice recorders are not allowed. Laptop computers may be used only for taking notes. Disruptive students will be asked to leave the classroom. The professor reserves the right to drop disruptive students from the course.

BLACKBOARD IS AN EXTREMELY IMPORTANT COMPONENT OF THIS COURSE: Students must check Blackboard regularly for updates and announcements regarding assignments, readings, and general messages.

EMAIL ETIQUETTE: Since you are communicating with professors and classmates in an academic environment, address professors and students directly by name or title, choose an appropriate greeting, be polite, and sign your emails. The professor will not reply emails that do not meet these conditions. **Students must check their Blackboard email account regularly.**

The professor **WILL NOT** post lectures online. Students must ask classmates for their notes if they were unable to attend class.

Students with a disability or other condition that requires special treatment must advise the instructor so that appropriate arrangements can be made.

Readings

Both REQUIRED and OPTIONAL readings are posted online. Check Blackboard, <http://www.uh.edu/webct/> or Electronic Reserves at www.library.uh.edu, UH-Main, Course Reserves.

PRINT all readings AND BRING them to class!

Course Schedule

Week 1:

1/18: Martin Luther King Day: No class

1/20: Introduction

WHAT IS CONSUMPTION?

Week 2:

1/25: The Myths of Consumption

Daniel Miller, "Consumption as the Vanguard of History" in Acknowledging Consumption: A Review of New Studies (Routledge, 1995), pp. 18-31.

-----et al., "Consumption and Shopping" in Shopping, Place and Identity (Routledge, 1998), pp. 1-19.

1/26: Consumption: Good or Bad?

Colin Campbell, "Consuming Goods and the Good of Consuming," Critical Review 8 (Fall 1994): 503-520.

Daniel Miller, Material Culture and Mass Consumption (Blackwell, 1987), pp. 147-157.

THE WORLD OF GOODS IN THE COLONIAL PERIOD
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Week 3:

2/1: Material Culture in the Colonies

(RP) Arnold Bauer, "Civilizing Goods," Goods, Power, History (Cambridge University Press), pp. 85-128

2/3: Colonial Goods, European Markets

Marcy Norton, Sacred Gifts, Profane Pleasures: A History of Tobacco and Chocolate in the Atlantic World (Cornell University Press, 2008), pp. 161-172

CONSUMPTION IN THE NINETEENTH CENTURY
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Week 4:

2/8: Markets and Consumers after Independence

Thomas Kruggeler, "Changing Consumption Patterns and Everyday Life in Two Peruvian Regions: Food, Dress, and Housing in the Central and Southern Highlands (1820-1920)" in Benjamin Orlove ed., The Allure of the Foreign: Imported Goods in Postcolonial Latin America (Michigan University Press, 1997), pp. 31-66.

2/10: Imports as Civilizing Goods

Benjamin Orlove and Arnold Bauer, "Chile in the Belle Epoque: Primitive Producers, Civilized Consumers," in Orlove ed., The Allure of the Foreign, pp. 113-149.

Week 5:

2/15: Women in Commerce

Pablo Lacoste, "Wine and Women: Grape Growers and *Pulperas* in Mendoza, 1561-1852," Hispanic American Historical Review 88:3 (2008): 361-391.

2/17: Household Economy

(RP) Marie Eileen Francois, "Collateral Living: Consumption, Anxious Liberals, and Daily Life, 1830-80," in A Culture of Everyday Credit: Housekeeping, Pawnbroking, and Governance in Mexico City, 1750-1920 (University of Nebraska Press, 2006), pp. 78-113.

CONSUMPTION IN THE EARLY TWENTIETH CENTURY

Week 6:

2/22: Consumption and the Search for Modernity

(RP) Steven Bunker, "'Consumers of Good Taste:' Marketing Modernity in Northern Mexico, 1890-1910," in Mexican Studies/Estudios Mexicanos 13:2 (1997): 227-269.

2/24: The First Department Stores

Jurgen Buchenau, "The Rise of the Casa Boker," in Tools of Progress: A German Merchant Family in Mexico City, 1865-Present (University of New Mexico Press, 2004), pp. 38-62.

Week 7:

3/1: Shopping and the Construction of Femininity

Adriana Bergero, "Palaces of Temptation," in Intersecting Tango: Cultural Geographies of Buenos Aires, 1900-1930 (University of Pittsburgh Press, 2008), pp. 183-194.

3/3: Consumption and Class Identity

(RP) Brian Owensby, "Keeping Up Appearances," in Intimate Ironies: Modernity and the Making of Middle-Class Lives in Brazil (Stanford University Press, 1999), pp. 100-129.

Week 8:

3/8: Advertising

(RP) Ricardo Salvatore, "Yankee Advertising in Buenos Aires: Reflections on Americanization," Interventions 7:2 (2005): 216-235.

3/10: Creating an Audience

Tamara Falicov, "Argentine Cinema and the Construction of National Popular Identity, 1930-1942," Studies in Latin American Popular Culture 17 (1998): 61-78.

Week 9: SPRING BREAK

THE EMERGENCE AND CONSOLIDATION OF MASS CONSUMPTION

Week 10:

3/22: State Intervention in the Marketplace

Eduardo Elena, "Peronist Consumer Politics and the Problem of Domesticating Markets in Argentina, 1943-1955," Hispanic American Historical Review 87:1 (2006): 111-149.

3/24: The Mobilization of Women Consumers

(RP) Natalia Milanese, "'The Guardian Angels of the Domestic Economy': Housewives' Responsible Consumption in Peronist Argentina," The Journal of Women's History 18: 3 (2006): 91-117.

Week 11:

3/29: American Business in Latin America

(RP) Julio Moreno, "In Search of Markets, Diplomacy, and Consumers: Sears as a Commercial Diplomat in Mexico," in Yankee Don't Go Home: Mexican Nationalism, American Business Culture, and the Shaping of Modern Mexico, 1920-1950 (University of North Carolina Press, 2003), pp. 172-206.

3/31: Conflicting Values: Materiality vs. Spirituality

Julio Moreno, "Industrial Capitalism, Antimodernism, and Consumer Culture in 1940s Mexico," in Yankee Don't Go Home, pp. 207-228.

Week 12:

4/5: Domestic Technology

Katharine French-Fuller, "Gendered Invisibility, Respectable Cleanliness: The Impact of the Washing Machine on Daily Living in Post-1950 Santiago, Chile," The Journal of Women's History 18: 4 (2006): 79-100.

4/7: The 1960s youth culture and the consumption of *rocanrol*

(RP) Eric Zolov, "Containing the Rock Gesture," in Refried Elvis: The Rise of the Mexican Counterculture (University of California Press, 1999), pp. 62-92.

Week 13:

4/12: Tourism I

Dennis Merrill, "The Safe Bet: Batista's Cuba," in Negotiating Paradise: U.S. Tourism and Empire in Twentieth-Century Latin America (University of North Carolina Press), pp. 103-140.

4/14: Tourism II

Dennis Merrill, "Paradise Lost: Castro's Cuba," in Negotiating Paradise, pp. 141-176.

GLOBAL CONSUMPTION FROM A HISTORICAL PERSPECTIVE

Week 14:

4/19: Commodity Chains. Case Study I: Bananas

(RP) John Soluri, "Banana Cultures: Linking the Production and Consumption of Export Bananas, 1800-1980," in Steve Striffler and Mark Moberg eds., Banana Wars: Power, Production, and History in the Americas (Duke University Press, 2003), pp. 48-79.

4/21: Commodity Chains. Case Study II: Coca and Cocaine

Paul Gootenberg, "Between Coca and Cocaine: A Century or More of U.S-Peruvian Drug Paradoxes, 1860-1980," Hispanic American Historical Review 83:1 (2003): 119-150.

Week 15:

4/26: Global Consumers and Global Goods

(RP) M. Cristina Alcalde, "Between Incas and Indians: Inca Kola and the Construction of a Peruvian Global Modernity," Journal of Consumer Culture 9:1 (2009): 31-54.

4/28: International Shopping

Maureen O'Dougherty, "International Bargain Shopping and the Making of Modernity," in Consumption Intensified: The Politics of Middle-Class Daily Life in Brazil (Duke University Press, 2002), pp. 111-131.

Week 16:

5/3: Wrap up. Final Essay Due at 5.00 p.m.