# 朝陽科技大學 098學年度第2學期教學大綱
# Consumption and Life Style 消費文化與生活風格

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| 當期課號 | 7716 | Course Number | 7716 |
| 授課教師 | 林媛婉 | Instructor | LIN,YUEN WAN |
| 中文課名 | 消費文化與生活風格 | Course Name | Consumption and Life Style |
| 開課單位 | 工業設計系碩士在職專班一A | Department | |
| 修習別 | 選修 | Required/Elective | Elective |
| 學分數 | 3 | Credits | 3 |
| 課程目標 | 本課程以消費文化理論爲主, 探討台灣在消費與生活風格的演變以及相關的議題與文獻. 本課程以消費理論爲主要發展脈絡, 分爲四大部分; 一爲現代消費的出現; 二爲消費文化理論的建立; 三爲消費與品牌象徵; 四爲消費與慾望,認同. 目的在透過文獻閱讀與課堂的討論, 擴大同學對於人文層面的關心, 思考設計與社會的關係. | Objectives | This course focuses on consumption theories. It is mainly divided into four issues. First, the historical aspect of modern consumption. second, the establishment of consumption. third, consumption and brand. fourth, consumption, desire, and identity. |
| 教材 | 張君玫, 黃鵬仁譯, 1995, 消費,巨流出版社<br>張君玫譯, 2001, 文化消費與日常生活,巨流出版社<br>文化理論與通俗文化導論, 巨流出版社, John Storey (2001), Cultural theory and popular culture: An introduction.<br>文化產業, 遠流出版社<br>透明色的無印良品, 數位時代雙週,2002/06/01第36期<br>Naomi Klein, 2000, No Logo: No space, no choice, no job. London: Flamingo.<br>Naomi Klein, 2002, Fences and Windows: Dispatches from the front lines of the globalization debate. USA: St. Martin's Press.<br>Pierre, Bourdieu, 1984, Distinction: A social critique of the judgement of taste, Cambridge, MA: Harvard University Press.<br>Adorno, The Cultural industry: Selected essays on mass culture. London: Routledge.<br>Nigel Whiteley, (1993). Design for society. London: Reaktion Books.<br>Penny Sparke. (1986). An introduction to design and culture in the Twentieth century. Routledge. | Teaching Materials | 張君玫, 黃鵬仁譯, 1995, 消費,巨流出版社<br>張君玫譯, 2001, 文化消費與日常生活,巨流出版社<br>文化理論與通俗文化導論, 巨流出版社, John Storey (2001), Cultural theory and popular culture: An introduction.<br>文化產業, 遠流出版社<br>透明色的無印良品, 數位時代雙週,2002/06/01第36期<br>Naomi Klein, 2000, No Logo: No space, no choice, no job. London: Flamingo.<br>Naomi Klein, 2002, Fences and Windows: Dispatches from the front lines of the globalization debate. USA: St. Martin's Press.<br>Pierre, Bourdieu, 1984, Distinction: A social critique of the judgement of taste, Cambridge, MA: Harvard University Press.<br>Adorno, The Cultural industry: Selected essays on mass culture. London: Routledge.<br>Nigel Whiteley, (1993). Design for society. London: Reaktion Books.<br>Penny Sparke. (1986). An introduction to design and culture in the Twentieth century. Routledge. |
| 成績評量方式 | 1. 每組分配章節閱讀, 在課堂上報告閱讀心得及問題討論 30%<br>分組, 決定題目<br>單元議題與主持討論 挑選單元報告, 帶領討論, 並提供相關資料<br><br>2. 每人選擇四部分其中之一, 於每週/期中/ 期末繳交報告 70%<br>l 課堂參與 每週於課後以提問, 提供資料, 或答覆問題爲主<br>l 讀書心得報告 期末設計報告 | Grading | 1. mid-term report 30%<br>2. final paper 70% |
| 教師網頁 | | | |
| 教學內容 | 本課程以消費文化理論爲主, 探討台灣在消費與生活風格的演變以及相關的議題與文獻. 本課程以消費理論爲主要發展脈絡, 分爲四大部分; 一爲現代消費的出現; 二爲消費文化理論的建立; 三爲消費與品牌象徵; 四爲消費與慾望,認同. 目的在透過文獻閱讀與 | Syllabus | This course focuses on consumption theories. It is mainly divided into four issues. First, the historical aspect of modern consumption. second, the establishment of consumption. third, consumption and brand. fourth, consumption, desire, and identity. |

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| | 課堂的討論, 擴大同學對於人文層面的關心, 思考設計與社會的關係. | | |

尊重智慧財產權，請勿非法影印。