

Course Title: **The World of Luxury Goods, Popular Trends, and Social Identities**

Course Code: **HIST771**

Descriptor Start Date: **01/01/2022**

POINTS: **15.00**

LEVEL: **7**

PREREQUISITE/S:

COREQUISITE/S:

RESTRICTION/S:

LEARNING HOURS

Hours may include lectures, tutorials, online forums, laboratories. Refer to your timetable and course information in Canvas for detailed information.

Total learning hours: 150

PRESCRIPTOR

This course advances the study of luxury as a cultural and historical entity. It critically explores the meaning of luxury within the framework of popular culture, in both Aotearoa New Zealand and globally. It provides a critical and historically-based understanding of luxury cultures in relation to popular trends. It builds upon theoretical debates and social issues surrounding how identities are created in connection to evolving notions of luxury over time. It critiques the creation of luxury narratives and brands including in popular media and tourism contexts and their importance as part of cultural and industrial trends. Through investigating luxury in multiple contexts, and with a specific focus on popular media and culture, it addresses notions connected to consumerism, gender, ethnicity, class, advertising, sustainability, storytelling, geo-politics, indigeneity, technology, socio-political and socio-economic stratification. Ultimately, via the study of luxury, this paper addresses important social debates about the world we live in: about how we see ourselves, and how we want to be seen by others.

LEARNING OUTCOMES

1. Identify and critically examine the evolving relationship between luxury and identity, in both Aotearoa New Zealand and globally
2. Critically evaluate and apply important critical theories focused on the analysis of luxury, both historically and culturally
3. Critique the relationship between luxury products and social identities, as connected to popular trends
4. Present work at the appropriate academic standard

Disclaimer: Course descriptors may be amended between teaching periods/semesters

CONTENT

- Critical approaches to luxury, as connected to popular trends and social identities
- Luxury as experience (including historical and cultural perspectives)
- Intersections of luxury, leisure and the everyday
- Luxury, storytelling, and brand iconographies
- Luxury and social media
- Luxury, gender, class, and ethnicity
- Luxury, tourism, and national identities
- Luxury food and wine (with a focus on Aotearoa)
- Luxury and indigenous tourism
- Luxury accommodation (including the contemporary idea of 'luxury lodges')
- Luxury and media-based tourism (from Disney World to Hobbiton and beyond)
- Luxury and collection practices (including rare items and rare merchandise)
- Representing luxury in fictional contexts (including literature and film)

LEARNING & TEACHING STRATEGIES

This course is delivered online. An appropriate range of strategies that may include online lectures, discussion boards, individual tutorials & multiple forms of online learning.

ASSESSMENT PLAN

Assessment Event	Weighting %	Learning Outcomes
Annotated Bibliography	45.00	1, 2, 4
Case Study	55.00	1-4

Grade Map

MAP1

A+ A A- Pass with Distinction
B+ B B- Pass with Merit
C+ C C- Pass
D Fail

Overall requirement/s to pass the course:

Students must attempt all assessments and attain an overall grade of at least 49.5% to pass this course.

LEARNING RESOURCES

Learning material will be provided to students via Canvas.

For further information, contact: Te Ara Poutama - Faculty of Maori and Indigenous Development

Principal Programme: **AK3704, Bachelor of Arts**

Related Programme/s: **AK3453**

Disclaimer: Course descriptors may be amended between teaching periods/semesters