



watching television (ca. 1957); studebaker advertisement (1956); bertling residence, 2312 princess anne street, greensboro (1954)

his|iar552 – history + theories of material culture syllabus – fall 2007 uncg departments of history + interior architecture

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description

This course introduces material culture as it has been defined and interpreted from the disciplines of history, design, anthropology, geography, art history, psychology, linguistics, archaeology, and museum studies. The course includes readings, discussions, analysis, and field visits.

learning objectives

Four learning objectives frame this course where students will:

1. Consider the history and theories of material culture from multidisciplinary perspectives
2. Evaluate material culture practices in museum exhibit design and education programs
3. Understand that objects are cultural artifacts that must be critically evaluated in historical context
4. Analyze a cultural artifact using several material culture approaches

required texts

Three books provide some scholars' voices for students to consider.

Attfield, Judy. *Wild Things: The Material Culture of Everyday Life*. Oxford: Berg, 2000.

Berger, Arthur A. *Reading Matter: Multidisciplinary Perspectives on Material Culture*. New Brunswick: Transactions Publishers, 1992

Marling, Karal Ann. *As Seen on TV: The Visual Culture of Everyday Life in the 1950s*. Cambridge: Harvard University Press, 1994.

Students are expected to undertake all readings as assigned within the course.

additional readings

To supplement the full texts above, portions of the following works will be available via blackboard:

Braden, Donna R., ed. *Old Collections, New Audiences: Decorative Arts and Visitor Experience for the 21st Century*. Dearborn: Henry Ford Museum, 2000.

Carney, George O., ed. *Fast Food, Stock Cars, and Rock 'n' Roll: Place and Space in American Pop Culture*. Lanham: Rowman and Littlefield, 1995.

Meikle, Jeffrey L. *Twentieth Century Limited: Industrial Design in America, 1925-1939*. Philadelphia: Temple University Press, 2001.

Slater, Don. *Consumer Culture and Modernity*. Cambridge: Blackwell Publishers, 1997.

evaluation

Students in the course, either graduate students or upper level undergraduates, must fully engage in the intellectual ferment of the topic and should provide exemplary leadership to one another in the consideration of our work for the semester. Accordingly, evaluation of student performance will be as follows:

discussions/participation	300 points
museum visit analysis	200 points
icons of design exercise	200 points
interpretation	300 points

All work completed in this course will meet the minimum requirements of the UNCG Honor Code. Your grade will be based on University guidelines; refer to the current UNCG *Undergraduate Bulletin* or the *UNCG Graduate Bulletin*, as applicable. Do keep in mind that that “excellent work” (receiving the grade “A”) requires independent thinking and that to receive this grade, you must bring qualities to your work “above and beyond” minimum expectations for the course.

Late work is not accepted for this course. If the work required exceeds the deadline date and time, the student will be given a grade of '0' for the project. No exceptions.

From your preferred e-mail account, send me a message, plucas@uncg.edu, by 24 August at 5pm indicating that you have read and understood this syllabus. Place 'his-iar 552' in the subject line. In sending this email, you confirm your commitment to the UNCG Honor Code.

This syllabus and the attached calendar are subject to change due to extenuating circumstances.

his|iar552 – history + theories of material culture calendar – fall 2007

[part one : history + theories]

thursdays, 9am-11:50am

- | | | |
|--------------|--|----------------------------------|
| 23 august | <i>semiotics, history, anthropology
psychoanalysis, marxism, sociology</i> | Berger, 7-84 |
| 30 august | <i>fashion + design</i> | Berger, 85-136
Attfield, 1-98 |
| 6 september | <i>continuity, change, containment</i> | Attfield, 99-176 |
| 13 september | <i>space, time, body</i> | Attfield, 177-265 |

[part two : application]

super thursdays, 9am-5pm



Gate City Exhibition; Jules Kirschenbaum, *Still Life with Landscape II* (1960); Blandwood Parlor; High Point Museum Permanent Exhibit

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|--------------|---|--------------|
| 20 september | <i>super thursday in greensboro</i>
weatherspoon : the liberated eye
greensboro historical museum : gate city
guilford college : friends historical collection
high point museum : permanent exhibit
blandwood house museum : house tour | Braden, 1-37 |
|--------------|---|--------------|



Woman, *Free Huey Rally* (Oakland, 1968); Smith Reynolds' 1930 S-56 Savoia Marchetti Airplane; Old Salem Streetscape, MESDA Gallery

- | | | |
|--------------|--|---------------|
| 27 september | <i>super thursday in winston</i>
reynolda house : wings of adventure, house tour
mesda : gallery tour
old salem : village experience
secca : black panther rank and file | Braden, 74-95 |
|--------------|--|---------------|



Transportation Museum; *Needlework Picture*, Mary King (1754); Cotton Fields to Skyscrapers Exhibit; *Rhythm + Roots* image

and a decompressor
his picture.

4 october *super thursday in charlotte* Carney, 227-248
 transportation museum (spencer) en route
 mint museum of art: an american vision
 museum of the new south : cotton fields to skyscrapers
 and rhythm + roots

[part three : consumerism] thursdays, 9am-11:50am

11 october *consumer culture* Slater, 8-32
 Meikle, 100-133

18 october *leisure, place, television* Marling, 1-163

25 october *mobility, food, affluence* Marling, 164-287

[part four : interpretations] thursday, 8-11am

13 december presentations of material culture analysis