

Title of course: **Forever young? Forever fit? Body in consumer culture**

Lecturer: dr Adam Buczkowski

Teaching language: English

Course description: During seminar we will discuss presentations of the body in the consumer culture in context of the contemporary social and psychological processes. 1. Wachs Faye Linda, Dworkin Shari L. - Body panic gender, health, and the selling of fitness - 2009 2. Helga Dittmar - Consumer Culture, Identity and Well-Being. The Search for the 'Good Life' and the 'Body Perfect' - 2008 3. Sue Scott - Body Matters. Essays on the Sociology of the Body - 2005 4. Hastings Donnan, Fiona Magowan - The Anthropology of Sex - 2010 5. Lesleigh J. Owen - Monstrous Freedom: Charting Fat Ambivalence [in] Fat Studies An Interdisciplinary Journal of Body Weight and Society - 2014

Assessment (ZO): Participation in seminar, presentation