

Proposed Journey for HECOL 492 2001 May 5-16th (8 days)

Days 1-1.5 - Consumer Education as a Socialization Agent

What is a family, what are its structures and its functions?

What is a consumer?

Who are Canadian consumers (demographics)?

What do Canadians value?

What does socialization into the consumer role entail and how is it done?

What is consumer education?

Days 2.5-4 - Unmasking the Hidden World View/Prevailing Mind Set

What is a market economy?

What is globalization, leading to global market economy?

What is capitalism, a feature of this global market economy?

What is neoliberalism (mind set that is driving globalization)?

What is social Darwinism?

What is the role of transnational corporations (TNS s)?

What is the scientific world view, relativism and positivism?

Day 5 - Living in a consumer society

What is a consumer culture/society (we need it for capitalism to survive)?

How is it perpetuated?

materialism

commodification

What is the impact of living in a consumer society shaped by neoliberal mind set on:

individual inner peace and spirituality

human security/well-being

human potential

family well-being and quality of life

community cohesion

stress, depression, violence, abuse, debt, isolation, loneliness, addictions, suicides, overwork, worry, time poverty, lack of hope and faith

Days 6-8 - Creating a new world view and a new approach to consumer socialization

How can we see the world differently so as to mitigate the impact of living in a consumer society?

citizenship education

peace, security, justice and democracy

human responsibilities

alternative progress measurements

civil society (human, social and wisdom capital)

sustainable consumption/ethical consumerism

mindful markets/economies of care

capacity building

a global perspective

the Human Family

alternatives to globalization

How can we use this new world view to shape a new consumer socialization process?
What would consumer education look like if we prepared citizens first and consumers second?

Readings for HECOL 492 2001 May 5-16th (8 days)

Days 1-1.5 - Consumer Education as a Socialization Agent

Please read the following papers found at the course website <http://www.consultmcgregor.com>

- Article # 5. File name: *Social and consumer values*
Article # 14. File name: *Human, family and social development (ECO) article* also at <http://members.home.net/earth2000/McGregor.html>
Article # 15. File name: *Canadian consumer profiles*
Article # 16. File name: *Changing Canadian family demographics*
Article # 17. File name: *Status of Consumer Education in Canada* at http://www.opc.gouv.qc.ca/colloque_pdf/actes.listes.htm Or http://www.opc.gouv.qc.ca/Colloque_pdf/25McGregor.pdf
Article # File name: *Moschis consumer socialization*

Read - Bannister and Monsma's Consumer Education Concept Classification System - 1982
(Print this from the web site <http://www.emich.edu/public/coe/nice/classi.html> (43 pages)

Days 2.5-4 - Unmasking the Hidden World View/Prevailing Mind Set

NOTE Read Korten (2000) Part 1 and Korten (2000) Part 2 (pp. 19-208) for this Unit. Also check out the following sites which provide summaries of the book:

http://www.ratical.org/many_worlds/seeingPCW.html (25 pages)

and

http://www.ratical.org/many_worlds/capitalism.html (Paper by Korten, 1998, 21 pages)

Read <http://www.igc.org/trac/corner/glob/ips/top200.html> (The rise of Global Corporate Power by Sarah Anderson and John Cavanagh (1996)

Read <http://www.igc.org/trac/corner/glob/history/> (A Brief History of TNC's by Jed Greer and Kavaljit Singh (1995)

Read John Anderson and David Langille (Eds.). (1998). Exposing the facts of corporate rule. Toronto: Centre for Social Justice.

Patrick Clark (Ed.) (1999). Globalization: Who is in charge of our future? Vancouver: CoDevelopment Canada.

Please read the following papers found at the course website <http://www.consultmcgregor.com>

Article # 3. File name: *Globalization, neoliberalism, capitalism and social Darwinism*

Article # 4. File name: *Neoliberalism and health care*

Day 5 - Living in a consumer society

Please read the following papers found at the course website <http://www.consultmcgregor.com>

Article # 1. File name: *Spiritual well-being*

Article # 2. File name: *Human security, the human family and human potential*

Article # File name: *Features of a Consumer Society*

Days 6-8 - Creating a new world view and a new approach to consumer socialization

NOTE Read Korten 2000 Part Three and

<http://iisd1.iisd.ca/pcdf/corprule/agenda.htm> (5 page document by Korten on how to restore the economy so people and society come before profit and greed)

Also, check out the following sites which provide summaries of the book:

http://www.ratical.org/many_worlds/seeingpcw.html (25 pages) and

http://www.ratical.org/many_worlds/capitalism.html (Paper by David Korten, 1998, 21 pages)

<http://dieoff.com/page86.htm> (5 page document by Korten comparing conventional and alternative approaches to sustainability and human focused economies)

Read John Anderson and David Langille (Eds.). (1998). Exposing the facts of corporate rule. Toronto: Centre for Social Justice.

Please read the following papers found at the course website <http://www.consultmcgregor.com>

Article # 6. File name: *Global perspective in consumer studies*

Article # 7. File name: *Consumer and human rights and responsibilities*

Article # 8. File name: *Citizenship, global and consumer rights education*

Article # 9. File name: *Consumer and citizenship education*

Article # 10. File name: *Civil Society Overview*

Article # 11. File name: *Socializing consumers in a global marketplace*

Article # 12. File name: *GDP and Alternative Progress Measures*

Article # 13. File name: *Globally sensitive economic principles*

Article # File name: Kortens clock

Article # File name: Participatory consumerism concept_