

Summer Institute 2005 (July 13-20 -no classes on weekend)
GEDU 6154 05

Creating Peace in a Consumer Society

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*People do not usually associate the idea of being a consumer with creating peace.
These quotes inspired this Institute:*

In a consumer society, people are so indoctrinated into the logic of the market that they cannot “see” anything wrong with what they are doing. Because they do not critically challenge the market ideology, and what it means to live in a consumer society, they actually contribute to their own oppression (slaves of the market and capitalism) and the oppression of others who make the goods and of the natural ecosystem (McGregor, 2001).

Educators have to move from being comfortable or complacent about their role in a consumer society to being responsible and accountable for building a culture of peace (McGregor, 2004).

As tempting as it may be to conform to prevailing orthodoxies, resist them..... Question every assumption and every argument.....keep alive your precious power of independent, open-minded, critical inquiry(Richard Levin, 1994).

Institute objectives

This institute will explore what it means to live in a postmodern world as we try to build a culture of peace in a consumer society. We will explore the notions of consumerism as structural violence, consumer entitlement leading to immoral consumption, transformative learning, transdisciplinary practice, participatory consumerism, global citizenship and human responsibilities. Every attempt will be made to discuss these and other concepts in plain language. As a result of attending the Institute, co-learners will begin to think differently about their role as educators and citizens.

The institute comprises three units spread over six full days. We will look at the current context of consumption, the challenges of creating peace in this context and then new ways to conceive consumerism in a peaceful way.

Evaluation Scheme


To be developed in consultation with co-learners in the institute.


Readings

All co-learners are expected to have all of the readings done ahead of time. There are 16 articles. Eleven (11) are available at my website or at <http://www.kon.org> and five (5) are included with this course outline. Please bring the appropriate articles to class on the day the topic is scheduled for discussion. **To pace yourself, read one a week, starting now.**



UNIT ONE
CURRENT CONTEXT OF CONSUMERISM

July 13 morning	Postmodernism	<p>McGregor (in press). Postmodernism. Chapter in forthcoming book, <i>Transformative Practice</i>.</p> <p>McGregor (2004). <i>Consumerism and Peace: Using Postmodernist Thinking to Understand Consumerism from a Peace Perspective</i>. Keenan Memorial Lecture, St. Thomas Moore College.</p>
July 13 afternoon	Globalization	<p>McGregor (in press). Globalization: Top down and bottom up. Chapter in forthcoming book, <i>Transformative Practice</i>.</p> <p>See Research paper #3 on globalization, neoliberalism, capitalism, Darwinism at http://www.consultmcgregor.com</p>
July 14 morning	<p>Neoliberalism, capitalism and other 'isms'</p> 	<p>See Research paper #3 on globalization, neoliberalism, capitalism, Darwinism at http://www.consultmcgregor.com</p> <p>McGregor, Fisk and Doull (2002). Neoliberalism, microbes and a peace: A human ecological perspective. <i>Kappa Omicron Nu FORUM</i>, 14(1). http://www.kon.org/archives/forum/14-1/mcgregor.html</p> <p>McGregor (2001). Neoliberalism and Health. <i>International Journal of Consumer Studies</i> http://www.consultmcgregor.com/ Research Paper # 4)</p>
July 14 afternoon	A consumer culture	<p>McGregor (2001). Participatory consumerism. <i>Consumers Interest Annual</i>. Available at http://www.consultmcgregor.com/ Research papers 18 a and b.</p> <p>McGregor. (2003). Postmodernism, consumerism and a culture of peace. <i>Kappa Omicron Nu FORUM</i>, 13(2) http://www.kon.org/archives/forum/13-2/mcgregor.html</p>
<p>UNIT TWO CHALLENGES OF A CULTURE OF PEACE IN A CONSUMER SOCIETY</p>		
July 15 morning	Several kinds of peace	<p>McGregor. (2003). Postmodernism, consumerism and a culture of peace. <i>Kappa Omicron Nu FORUM</i>, 13(2) http://www.kon.org/archives/forum/13-2/mcgregor.html</p> <p>McGregor (2004). <i>Consumerism and Peace: Using Postmodernist Thinking to Understand Consumerism from a Peace Perspective</i>. Keenan Memorial Lecture, St. Thomas</p>

		Moore College.
	UNESCO culture of peace principles 	http://www3.unesco.org/ivcp/uk/uk_sommaire.htm (Information on the Decade) http://www3.unesco.org/ivcp/uk/uk_sum_cp.htm (Manifesto and principles)
July 15 afternoon	consumer entitlement and immoral consumption	McGregor (2003). Consumer entitlement, narcissism, and immoral consumption. <i>Kappa Omicron Nu Human Sciences Working Paper Series</i> http://www.kon.org/hswp/archive/mcgregor_1.htm .
	Consumerism as structural violence	McGregor (2003). Consumerism as a source of structural violence. <i>Kappa Omicron Nu Human Sciences Working Paper Series</i> http://www.kon.org/hswp/archive/consumerism.html
July 18 morning	Workshop - challenges to building a culture of peace in a consumer society	
UNIT THREE CONCEIVING CONSUMERISM IN A PEACEFUL WAY		
July 18 afternoon	Participatory consumerism	McGregor (2001). Participatory consumerism <i>Consumers Interest Annual</i> . Available at http://www.consultmcgregor.com/ Research papers 18 a and b.
July 19 morning	Moral development in consumers	McGregor (2005, under peer review). Developing consumers' moral consciousness. <i>International Journal of Consumer Studies</i> .
	Consumer accountability	McGregor (2005, in press). <i>Consumer accountability</i> . Chapter in forthcoming book, <i>Transformative practice</i> .
July 20 morning	Global citizenship	McGregor. (2002). Consumer citizenship: A pathway to sustainable development. Keynote at International Conference on Developing Consumer Citizenship, Hamar, Norway. Available at http://www.consultmcgregor.com Research paper # 22
	Human responsibilities	McGregor. (2003). Globalizing and humanizing consumer education: A new research agenda. <i>Journal of the Home Economics Institute of Australia</i> , 10 (1), 2-9. Available at http://www.consultmcgregor.com Research paper # 23

July 20 afternoon



Wrap up