

- van Dijck, Jose. “**Engineering Sociality in a Culture of Connectivity**,” in *The Culture of Connectivity: A Critical History of Social Media*.

Week 10: Mini-conference

- Student presentations on their project

Week 11: Final Paper Due

Bibliography

Week 2

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- Serazio, Michael. “Buying into the Cool Sell,” in *Your Ad Here: The Cool Sell of Guerrilla Marketing*. New York: NYU Press, 2013. 1-29.
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- Lury, Celia. “Material Culture and Consumer Culture,” in *Consumer Culture*. Cambridge, UK: Polity Press, 2011. 10-51.
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Week 3

- Marx, Karl. “The Fetishism of the Commodity and Its Secret,” in *The Consumer Society Reader*. New York, The New Press: 2000. 331-342.
- Arvidsson, Adam. “Brands: A critical perspective.” *Journal of Consumer Culture* 5.2 (2005): 235-258.
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