

Social Structure and Consumer Sociology

Code: 103131
ECTS Credits: 6

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	FB	1	1

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

Contact

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Use of Languages

Principal working language: catalan (cat)
Some groups entirely in English: No
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: No

Prerequisites

Introductory subject. There are no prerequisites.

Objectives and Contextualisation

Consumption is a fundamental cultural and economic practice. Students cannot confine themselves to understand it as the result of individual needs, desires and decisions, nor as the exclusive consequence of the intervention of powerful offer instances to demand. In this module we propose studying the use of goods in the context of society as a social interaction system and a social structure.

Our goal is to introduce a series of sociological theories and concepts in order to facilitate an approximation to the social dimension of consumption, and to initiate some ways to approach reality of contemporary consumption empirically, in order to see these conceptual apparatuses shown as theories of consumption practices.

Competences

- Demonstrate a critical and self-critical capacity.
- Describe the main consumption and lifestyle trends of modern societies in Western markets.
- Rigorously apply scientific thinking.

Learning Outcomes

1. Demonstrate a critical and self-critical capacity.
2. Demonstrate knowledge of tools for studying the media consumption habits of given audiences.
3. Rigorously apply scientific thinking.

Content

1. The place from which we will look at the consumption: the sociological perspective.
2. Social and historical specificity of consumption.
3. Overview of some of the fundamental sociological inputs for the study of consumption.
4. The consumption of merchandises.
5. The consumption of signs and symbols.
6. Consumption and the search for identity.
7. Consumption and social position.

The calendar detailed with the content of the different sessions will be presented on the day of presentation of the subject. It will be uploaded to the Virtual Campus, where students will also be able to access the detailed description of the exercises and practices, the various teaching materials, and any necessary information for the proper follow-up of the subject.

Online adaptations if necessary (Covid-19)

Methodology

- a. Conferences
- b. Seminars
- c. Practical exercises in the classroom.
- d. Individual meetings and small groups.
- e. Reading texts and working with audiovisual material.
- f. Individual and team work

Online adaptations if necessary (Covid-19)

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Lessons, seminars, task orientation.	45	1.8	3, 1, 2
Type: Supervised			
Individual meetings or in small groups to resolve doubts and prepare and follow up study, small researches and class exhibitions.	3	0.12	3, 1, 2
Type: Autonomous			
Reading and study. Small researches. Elaboration of evidences.	94	3.76	3, 1, 2

Assessment

The subject consists of the following evaluation activities:

- a) 2 conceptual maps. Individual. Value 10% of the final grade. To be evaluated, you must have attended classes regularly (75%).
- b) 2 conceptual maps. Group. Value 10% of the final grade. To be evaluated, you must have attended the classes regularly (75%).
- c) Small empirical research and presentation in classroom. The presentation must be submitted. Group. Value 20% of the final grade. To be evaluated, you must have attended the classes regularly (75%).
- d) Research that will be required to submit the report and make its exhibition. Group. Value 25% of the final grade.

e) A reasoned written exam. In order to make the average it will be necessary a grade equal or superior than 4. Individual. Value 35% of the final grade.

Teacher will provide during the course all instructions regarding practices and evaluation of evidences.

Online adaptations if necessary (Covid-19)

Other considerations:

- The student will be entitled to the revaluation of the subject if he or she has been evaluated of the set of activities the weight of which equals a minimum of 2/3 of the total grade of the subject. To have access to revaluation, the previous grades average should be minimum 3,5. The activities that are excluded from the revaluation process are b), c) and d).
- The student who performs any irregularity (copy, plagiarism, identity theft...) that can lead to a significant variation of the qualification of an evaluation act, will be qualified with 0 this act of evaluation. In case there are several irregularities, the final grade of the subject will be 0.
- Online adaptations if necessary (Covid-19)

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exhibition and delivery of evidences.	65%	4	0.16	3, 1, 2
Reasoned written exam	35%	4	0.16	3, 1, 2

Bibliography

Bibliography

Texts to be worked on in each subsection subject and specific bibliography for the practices will be facilitated in the classroom.

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