

Social Structure and Consumer Sociology

Code: 103131
 ECTS Credits: 6

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

Contact

Name: Josep Verdaguer Lozano
 Email: josep.verdaguer@uab.cat

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

- Describe the main consumption and lifestyle trends of modern societies in Western markets.
- Introduce changes in the methods and processes of the field of knowledge to provide innovative responses to the needs and demands of society.
- Rigorously apply scientific thinking.
- Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems within their area of study.
- Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
- Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
- Students must have and understand knowledge of an area of study built on the basis of general secondary education, and while it relies on some advanced textbooks it also includes some aspects coming from the forefront of its field of study.

- Take account of social, economic and environmental impacts when operating within one's own area of knowledge.
- Take sex- or gender-based inequalities into consideration when operating within one's own area of knowledge.

Learning Outcomes

1. Analyse a situation and identify its points for improvement.
2. Analyse the indicators of sustainability of academic and professional activities in the areas of knowledge, integrating social, economic and environmental dimensions.
3. Analyse the sex- or gender-based inequalities and the gender biases present in one's own area of knowledge.
4. Consider how gender stereotypes and roles impinge on the exercise of the profession.
5. Critically analyse the principles, values and procedures that govern the exercise of the profession.
6. Demonstrate knowledge of tools for studying the media consumption habits of given audiences.
7. Explain the explicit or implicit code of practice of one's own area of knowledge.
8. Identify situations in which a change or improvement is needed.
9. Identify the principal forms of sex- or gender-based inequality and discrimination present in society.
10. Identify the social, economic and environmental implications of academic and professional activities within one's own area of knowledge.
11. Propose new methods or well-founded alternative solutions.
12. Propose viable projects and actions to boost social, economic and environmental benefits.
13. Propose ways to evaluate projects and actions for improving sustainability.
14. Rigorously apply scientific thinking.
15. Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems within their area of study.
16. Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
17. Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
18. Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
19. Students must have and understand knowledge of an area of study built on the basis of general secondary education, and while it relies on some advanced textbooks it also includes some aspects coming from the forefront of its field of study.
20. Weigh up the impact of any long- or short-term difficulty, harm or discrimination that could be caused to certain persons or groups by the actions or projects.

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.

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

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Lessons, seminars, task orientation.	52.5	2.1	14, 6
Type: Supervised			
Individual meetings or in small groups to resolve doubts and prepare and follow up study, small researches and class exhibitions.	7.5	0.3	14, 6
Type: Autonomous			
Reading and study. Small researches. Elaboration of evidences.	82.5	3.3	14, 6

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 17,5% 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 22,5% 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 40% of the final grade.

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

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. To avoid plagiarism, see <https://www.uab.cat/doc/GuiaCitesiPlagiEstudiants>
- In accordance with article 117.2 of the UAB Academic Regulations, the assessment of repeat students may consist of a single synthesis test. Repeating students who want to take advantage of this opportunity should contact the teacher at the beginning of the course.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exhibition and delivery of evidences.	60%	3.75	0.15	5, 2, 3, 1, 14, 6, 7, 10, 9, 8, 13, 11, 12, 19, 18, 17, 15, 16, 4, 20
Reasoned written exam	40%	3.75	0.15	5, 14, 6, 10, 19, 18, 17

Bibliography

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

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Software

No specific software is required.