

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

Teaching groups languages

You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject. Please note that this information is provisional until 30 November 2023.

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

Ordinary evaluation (continuous)

The subject consists of the following evaluation activities:

- a) 1 conceptual map. 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/GuiaCitesiPlagiEstudiant>

Single assessment

Consult the conditions for single assessment. [Examination-based assessment - Universitat Autònoma de Barcelona - UAB Barcelona](#)

- 1) Original review of all compulsory and optional readings, done in relation to the subject. Individual. Value 30% of the final grade. Reviews must be submitted the day of written test. To be evaluated, it is necessary to have attended classes regularly (75%)
- 2) Research work. Individual. 30% of the final grade. The work must be delivered on the day of the written test.
- 3) A reasoned written test. Minimum grade 4. Individual. Value 40% of the final grade.

Teacher will provide instructions related to practices and evaluations.

Other issues:

- Revaluation: 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. All activities that have not been approved may be reevaluated except 1) if it has not been weighted due to lack of attendance at class sessions.
- The student who performs any irregularity (copy, plagiarism, impersonation,...) that may lead to a significant variation in the grade of an evaluation act, will be graded with 0 this act of evaluation. In case of several irregularities, the final grade of the subject will be 0. In order not to fall into plagiarism, consult <https://www.uab.cat/doc/GuiaCitesiPlagiEstudiants>

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

Bibliography

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

- ALDRIDGE, A., Consumption, Oxford: Polity Press. 2003.
- APPADURAI, A. La vida social de las cosas. Mèxic: Grijalbo, 1991.
- BARTHES, R. El Sistema de la moda y otros escritos. Barcelona: Paidós, 2003
- BATAILLE, G., et al. La parte maldita. Buenos Aires, Las Cuarenta, 2009.
- BAUDRILLARD, J. Crítica de la economía política del signo. México, Siglo XXI, 2005
- BAUDRILLARD, J. La génesis ideológica de las necesidades. Barcelona: Anagrama, 1976
- BAUDRILLARD, J. La sociedad de consumo: Sus mitos, sus estructuras. Barcelona: Plaza & Janés, 1974
- BAUDRILLARD, J. El sistema de los objetos. Madrid: Siglo XXI, 1999.
- BAUDRILLARD, J. El Intercambio simbólico y la muerte. Caracas : Monte Avila, 1993
- BAUMAN, Z. . "De la ética del trabajo a la estética del consumo a Bauman, Z., Trabajo, consumismo y nuevos pobres. Barcelona: Gedisa, 2000. <https://elibro.net/es/lc/uab/titulos/44351>
- BAUMAN, Z. Vida de Consumo, Madrid: Fondo de Cultura Económica, 2007
<https://elibro.net/es/lc/uab/titulos/109484>
- BELL, D. Las contradicciones culturales del capitalismo. Madrid: Alianza, 1982.
- BERGER, P. Invitació a la sociologia, Barcelona: Herder, 2016.
- BLUM, V. L. Flesh Wounds: The Culture of Cosmetic Surgery, University of California Press, 2005
- BLUMER, H. Fashion: From Class Differentiation to Collective Selection, a Sociological Quarterly 10, pp. 275-291
- BOCOCK,R., El consumo. Madrid: Talasa, 1995
- BOURDIEU, P. , "Notas provisionales sobre la percepción social del cuerpo" a Alvarez Uria, F. i Varela, J. Materiales de sociología crítica. Madrid: La Piqueta, 1986
- BOURDIEU, P. La distinción: Criterios y bases sociales del gusto. Madrid: Taurus, 1998.
- BOURDIEU, P. La dominación masculina. Barcelona: Anagrama, 2000.
- CAMPBELL, C. "The Sociology of Consumption." a Acknowledging Consumption, D. Miller(editor), Londres: Routledge, 1995 <https://ebookcentral.proquest.com/lib/UAB/detail.action?docID=3060371>
- CAMPBELL, C. The Romantic Ethic and the Spirit of Modern Consumerism. Oxford: Basil Blackwell, 1987
<https://link-springer-com.are.uab.cat/book/10.1007%2F978-3-319-79066-4>
- CARDÚS, S. (Ed.). (2014). La mirada del sociòleg: què és, què fa, què diu la sociologia?. Editorial UOC.
<https://elibro.net/es/lc/uab/titulos/114061>
- CHANEY, D., Estilos de vida .Madrid : Talasa Ediciones, S.L.
- CONTRERAS, J. Alimentación y cultura. Necesidades, gustos y costumbres. Barcelona: Universitat de Barcelona ,1995.
- CONTRERAS, J. Antropología de la alimentación. Madrid : Ediciones de la Universidad Complutense de Madrid , 1992
- CORRIGAN, P. The sociology of consumption : an introduction. London ; Thousand Oaks, Calif., Sage Publications, 1997

- DE CERTEAU, M, La Invención de lo cotidiano, Universidad Iberoamericana,1996
- DOUGLAS, M. Estilos de pensar. Barcelona: Gedisa, 1998.
- DOUGLAS, M. & ISHERWOOD, B. El Mundo de los bienes : hacia una antropología del consumo. México, D.F.: Grijalbo, 1990.
- DUNN, Robert G. Identifying Consumption : Subjects and Objects in Consumer Society, Temple University Press, 2008. <https://ebookcentral.proquest.com/lib/UAB/detail.action?docID=407558>
- EDWARDS, T., Contradictions of consumption: concepts, practices and politics in consumer society. Open University Press,2000
- ERNER, G., Sociología de las tendencias, Barcelona: Editorial Gustavo Gili, 2010
<https://elibro.net/es/ereader/uab/45583?page=1>
- ENTWISTLE, J. El cuerpo y la moda, Barcelona: Paidós, 2002
- FALK, P. The consuming body. Londres: Sage, 1994
<https://ebookcentral-proquest-com.are.uab.cat/lib/UAB/detail.action?docID=1024053#>
- FALK, P. and CAMPBELL, C. The shopping experience. Londres: Sage, 1997.
<https://ebookcentral.proquest.com/lib/UAB/detail.action?docID=1001336>
- FEATHERSTONE, M. Cultura de consumo y posmodernismo. Buenos Aires : Amorrortu, 2000
- FOUCAULT, M. Historia de la sexualidad . Mèxic: Siglo XXI. . 1978-1987
- FRASER, M., GRECO, M. The Body: A Reader, London, Routledge, 2004.
- GALBRAITH, J. K. La cultura de la satisfacción. Barcelona: Ariel, 1992.
- GALBRAITH, J. K . La sociedad opulenta. Barcelona: Ariel, 1969.
- GERMOV, J., WILLIAMS, L. (eds.), A Sociology of Food and Nutrition: The Social Appetite, OUP Australia, 2004.
- GAME, Ann, et al. Sociología apasionada. Universitat Oberta de Catalunya, 2015. Digitalia,
<https://www-digitaliapublishing-com.are.uab.cat/a/37969>
- GIDDENS, A. Modernidad e identidad del yo. Barcelona: Península, 1995.
- GRIGNON, C. y PASSERON, J.C., Lo culto y lo popular: Miserabilismoy Populismo en Sociología y Literatura. Madrid: La Piqueta,1992
- HARRIS, M., Bueno para comer. Enigmas de alimentación y cultura. Madrid: Alianza Editorial S.A,1998.
- HEBDIGE, D. Subcultura : el significado del estilo. Barcelona: Paidós Ibérica, S.A., 2004.
- HERPIN, N. i D. VERGER, Consommation et modes de vie en France,une approche Économique et sociologique sur un demi-siècle, París: Découverte,2008
- HERPIN, N., Sociologie de la consommation, París: La Découverte,2010
- HILTON, M., "The Legacy of Luxury. Moralities of consumption since the 18th century" a Journal of Consumer Culture Vol 4: 101-123
- HINE, T., ¡Me lo Llevo! Una Historia del Shopping, Barcelona: Lumen. 2002
- HOCHSCHILD, A.R., La Mercantilización de la vida íntima: Apuntes de la Casa y el Trabajo, Madrid: Katz 2008

HORKHEIMER, M. y ADORNO, T.W., *Dialéctica de la Ilustración*. Madrid: Trotta, 1994. HORNE, J., *Sport in consumer culture*, Palgrave Macmillan, 2006.

INSTITUTO NACIONAL DE CONSUMO. *Las tendencias del consumo y del consumidor en el siglo XXI*. Madrid: Ministerio de Sanidad y Consumo/Instituto Nacional de Consumo, 2001.

JAMESON, F., "El posmodernismo y la sociedad de consumo" a Jameson, F. *El giro cultural. Escritos seleccionados sobre el posmodernismo: 1983-1998*. Buenos Aires: Ediciones Manantial, 1998

KLEIN, N., *NoLogo: El Poder de las Marcas*, Barcelona, Paidós, 2001

LEE, M. J., *The consumer society reader*. Oxford: Blackwell Publishers Inc, 2000 LIPOVETSKY, G., *El crepúsculo del deber*. Barcelona: Anagrama, 1994.

LIPOVETSKY, G., *El imperio de lo efímero: La moda y su destino en las sociedades modernas*. Barcelona: Anagrama, 1990.

LIPOVETSKY, G. *La era del vacío: Ensayos sobre el individualismo contemporáneo*. Barcelona: Anagrama, 1989.

LURY, C. *Consumer culture*. Cambridge: Polity Press, 2001.

LURY, C. *Brands : The Logos of the Global Economy*, Taylor & Francis Group, 2004
<https://ebookcentral.proquest.com/lib/UAB/detail.action?docID=182219>

MCCRACKEN, G. D. *Culture and Consumption, New Approaches to the Symbolic Character of Consumer Goods and Activities*, Indiana University Press, 1990

MAFFESOLI, M. *El tiempo de las tribus*. Barcelona: ICARIA, 1990.

MARCUSE, H. *L'home unidimensional*. Barcelona: Edicions 62.

MARX, K., *Manuscrits econòmico-filosòfics*. Barcelona : Edicions 62, 1991

MAUSS, M., "Ensayo sobre los dones. Motivo y forma del cambio en las sociedades primitivas" a Mauss, M. *Sociología y Antropología*. Madrid: Tecnos, 1991.

MIGUÉLEZ, F. et al. *Desigualtat i canvi. L'estructura social contemporània*. Barcelona, Proa-UAB, 1997

MILLER, D., (editor) *Acknowledging Consumption*. Routledge, 1995.
<https://ebookcentral.proquest.com/lib/UAB/detail.action?docID=3060371>

MILLER, D., *Ir de compras*. Siglo XXI Editores. 1999.

MILLER, D., (Ed.) *Home Possession: Material culture behind closed doors*. Oxford: Berg, 2001

MILLER, D., *The Comfort of Things*. Cambridge: Polity, 2008

MILLER, D., *Stuff*. Cambridge: Polity, 2010

MILLER, D., *Consumption and its Consequences*. Cambridge: Polity, 2012.

PINÇON, M., & M. *Dans les beaux quartiers*, Paris, Seuil, 1989.

POLANYI, K., *La gran transformació*, Madrid, Ediciones la Piqueta, 1997

POULAIN, J. (2019). *Sociologías de la alimentación: los comensales y el espacio social alimentario*. Editorial UOC. <https://elibro.net/es/lc/uab/titulos/106129>

RIESMAN, d. Et altr. *La muchedumbre solitaria*, Barcelona: Paidós, 1981

RITZER, G., El encanto de un mundo desencantado. Revolución en los medios de consumo. Barcelona: Ariel, 2000.

RITZER, G., La McDonalización de la sociedad: Un análisis de la racionalización en la vida cotidiana. Barcelona: Ariel, 1999.

RITZER, G. Explorations in the sociology of consumption : fast food, credit cards and casinos. London ; Thousand Oaks, Calif., SAGE, 2001 <https://ebookcentral.proquest.com/lib/UAB/detail.action?docID=254783>

SASSATELLI, R., Consumo, cultura y sociedad, Amorrortu Editores, 2012.

SASSATELLI, R., Italians and Food, Cham: Palgrave Macmillan, 2019
<https://link-springer-com.are.uab.cat/book/10.1007%2F978-3-030-15681-7#about>

SCHOR, J., B. Holt, B. Douglas (Eds.), The Consumer Society. Nova York: The New Press, 2000

SIMMEL, G. . "Las grandes urbes y la vida del espíritu" a El individuo y la libertad. Ensayos de crítica de la Cultura. Barcelona: Península, 1986.

SIMMEL, G. . Filosofía del dinero. Madrid: Instituto de Estudios Políticos, 1977.

SIMMEL, G. ."La moda". a Simmel, G. Sobre la aventura. Ensayos filosóficos. Barcelona: Península, 1989.

SLATER, D. Consumer Culture and Modernity. Cambridge: Polity Press, 1997.

STILLERMAN, J. The sociology of consumption : a global approach. Malden, MA, Polity Press, 2015

THOMPSON, E.P. Costumbres en común, Barcelona: Crítica, 1995

TURNER, B.S . El cuerpo y la sociedad. Exploraciones en teoría social. México: FCE, 1989.

WARDE, Alan, Consumption. A Sociological Analysis, Londres: Palgrave Macmillan, 2017
<https://link-springer-com.are.uab.cat/book/10.1057/978-1-137-55682-0#toc>

VEBLEN, T. Teoría de la clase ociosa. México: FCE, 1974 <https://elibro.net/es/lc/uab/titulos/72032>

WEBER, M. L'Ètica protestant i l'esperit del capitalisme. Barcelona : Edicions 62, 1984.

WILSON, T. M., Drinking Cultures, Alcohol and Identity, Berg,2005.

ZELIZER, V., Pricing the Priceless Child. The Changing Social Value of Children, Princeton University Press,1994.

Software

Any word processor, spreadsheet, and slideshow program. Software for the elaboration of conceptual maps.