

Degree	Type	Year
Sociology	OT	4

Contact

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Teaching groups languages

You can view this information at the [end](#) of this document.

Prerequisites

There is not

Objectives and Contextualisation

1. Knowledge and visualization of the characteristics of the consumer society in Spain and Catalonia.
2. Understand the theoretical contributions of consumer behavior
3. Analyze the relationships between class, gender, life cycle and consumption
4. Understand the limits of the current consumption model: Sustainability
5. Contextualize, the alternative theoretical perspectives.

Competences

- Analysing the problems arising from the implementation of public policies and conflict situations by recognising the complexity of the social phenomena and political decisions affecting democracy, human rights, social justice and sustainable development.
- Applying the concepts and approaches of the sociological theory, specially the explanations of social inequalities between classes, between genders and between ethnic groups, to the implementation of public policies and to the resolution of conflict situations.
- Assessing the contributions of sociological approaches to the study of culture, education, interaction between society and environment, social policy, and work.
- Demonstrating a comprehension of the approaches of the sociological theory in its different aspects, interpretations and historical context.
- Describing social phenomena in a theoretically relevant way, bearing in mind the complexity of the involved factors, its causes and its effects.

- Developing critical thinking and reasoning and communicating them effectively both in your own and other languages.
- Generating innovative and competitive proposals in research and professional activity.
- Students must be capable of assessing the quality of their own work.
- Students must be capable of managing their own time, planning their own study, managing the relationship with their tutor or adviser, as well as setting and meeting deadlines for a work project.

Learning Outcomes

1. Defining the interaction society-environment from these approaches.
2. Defining the sociological concepts that interpret the interaction between society and the environment.
3. Developing critical thinking and reasoning and communicating them effectively both in your own and other languages.
4. Distinguishing the vision of society that these actors take for granted.
5. Expressing the epistemological assumptions that led to this interaction.
6. Generating innovative and competitive proposals in research and professional activity.
7. Relating the concepts methods and techniques of environmental sociology with general theoretical and methodological debates.
8. Relating them with the debates about order, social change and capitalism.
9. Relating these concepts and visions with the theoretical and methodological debates about society and environment.
10. Students must be capable of assessing the quality of their own work.
11. Students must be capable of managing their own time, planning their own study, managing the relationship with their tutor or adviser, as well as setting and meeting deadlines for a work project.
12. Using their analysis to reflect the social and environmental reality of Spain and Catalonia.

Content

- I. Introduction to consumption from a sociological perspective: consumption as a "total social phenomenon".
- II. General theory of the consumer society: genesis and structure of consumer societies.
 1. The formation of the consumer capitalist market and archetypal consumer models.
 - 1.1. The background of the consumer society.
 - 1.2. Neoclassical economic theory of demand and basic concepts of consumption analysis.
 - 1.3. The real structure of the market and creation of the consumption norm: oligopolization and transformation in the demand / consumption process.
- III. The consumer society in Catalonia and Spain.
 1. Process of historical configuration and development of the consumer society: phases and models of consumption.
 2. The role of brand / product images and advertising in consumer models.
- IV. Theoretical paradigms for the social investigation of consumption and advertising communication.
 1. Criticism of the economic theory of demand: the social construction of needs.
 2. Behaviorism and consumption: the brand / product as a signal.
 3. Psychoanalysis and consumption: the brand / product as a symbol, and desire.
 4. Genetic-structural theory: consumption as a social symbol.
 5. Cultural studies and consumption: consumption as a material culture.
 6. Structural linguistics and semiology of consumption: the brand / product as sign and signifier.
 7. Postmodern theories of consumption: the identity construction through consumption.
- V. Current debates in the sociology of consumption.
 1. The axes of structuring consumption and the context of economic crisis: class, gender and life cycle.
 2. Cultural consumption and the "omnivorousness" debate.
 3. Sustainable consumption trends.
 4. Emotions in consumption.
- VI. Investigating consumption: review of statistical sources on consumption and the use of social research techniques for the analysis of consumption.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Master Lessons	42	1.68	
Type: Supervised			
Tutoring students	3	0.12	
Type: Autonomous			
Reading articles, team work, presentation in seminars, papers	105	4.2	

The sessions will combine a) theoretical presentations of a theoretical nature and b) text discussion seminars.

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.

Assessment

Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Individual written test/essay	50%	0	0	10, 2, 1, 3, 4, 5, 6, 11, 9, 7, 8, 12
Research project	30%	0	0	10, 2, 1, 3, 4, 5, 6, 11, 9, 7, 8, 12
Short works linked to practical activities	20%	0	0	10, 2, 3, 4, 11, 12

Students must submit the following evidence:

1) Individual written test. At the beginning of the course, guidelines for carrying out a written test on the topics covered during the course will be provided. It will be a test to be completed at the end of the course. The test will critically address, and review the literature, some of the classic and/or current debates in the sociology of consumption and the issue of environmental sustainability.

2) Group work: students must carry out -in groups- a brief empirical research on a phenomenon or object/brand of consumption. The work will be submitted at the end of the course. At the beginning of the course, the teacher will provide specific guidelines for the work, giving a choice between some options: challenge-based work, conventional work.

3) Short assignments/presentations linked to practical class activities: students must submit the practical activities linked to the discussion of texts on consumption and advertising that will be provided during the course.

Assessable activities that do not exceed the minimum of a 5 will have to be repeated to pass the subject. Students who request it will be attended to individually in the office or virtually, in order to provide the relevant explanations for the correction of the tests and guide possible recovery.

Definition of non-assessable: The student who has not completed all the assessment evidence will be qualified as "non-assessable"

Plagiarism in any assessment test will lead to the immediate suspension of the test in question. In the event of a second irregularity, the subject will be suspended.

Single assessment: students who wish to enroll must notify the teacher during the first 2 weeks of the course that they wish to enroll in the single assessment.

This assessment system will consist of two assessment activities: a) a final test on the course syllabus; b) carrying out an individual research project on one of the topics developed during the course, having agreed on the topic with the teacher. In this case, the weight of each activity will be 60% the written test and 40% the work on the final grade.

Use of artificial intelligence (AI): Model 1 - Prohibited use: "In this subject, the use of Artificial Intelligence (AI) technologies is not allowed in any of its phases. Any work that includes fragments generated with AI will be considered a lack of academic honesty and may lead to a partial or total penalty in the grade of the activity, or serious sanctions in cases."

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Software

None in particular.

Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject.

Name	Group	Language	Semester	Turn
(PAUL) Classroom practices	51	Catalan	second semester	afternoon
(TE) Theory	51	Catalan	second semester	afternoon