

**COURSE DATA****Data Subject**

Code	34429
Name	Sociological analysis of consumption
Cycle	Grade
ECTS Credits	6.0
Academic year	2019 - 2020

Study (s)

Degree	Center	Acad. year	Period
1310 - Degree in Sociology	Faculty of Social Sciences	4	First term

Subject-matter

Degree	Subject-matter	Character
1310 - Degree in Sociology	21 - Sociological analysis of consumption	Optional

Coordination

Name	Department
XAMBO OLMOS, RAFAEL VICENT	330 - Sociology and Social Anthropology

SUMMARY

After a critical analysis of the economic theories of consumption, proceed to the description of the historical process of formation of mass consumption. Then we will deal with the formation of neo-capitalist market and the crisis of mass consumption. With the revision of the theoretical paradigms in marketing research and social research techniques that apply, we will complete this course.

PREVIOUS KNOWLEDGE**Relationship to other subjects of the same degree**

There are no specified enrollment restrictions with other subjects of the curriculum.



Other requirements

Es conveniente el dominio de las técnicas cuantitativas y cualitativas de investigación social para poder aplicarlas al análisis del consumo. Así mismo, para una buena comprensión de los debates teóricos en este campo es muy recomendable haber cursado con éxito la asignatura Teoría social contemporánea

OUTCOMES

1310 - Degree in Sociology

- Students must have acquired knowledge and understanding in a specific field of study, on the basis of general secondary education and at a level that includes mainly knowledge drawn from advanced textbooks, but also some cutting-edge knowledge in their field of study.
- Students must be able to apply their knowledge to their work or vocation in a professional manner and have acquired the competences required for the preparation and defence of arguments and for problem solving in their field of study.
- Students must have the ability to gather and interpret relevant data (usually in their field of study) to make judgements that take relevant social, scientific or ethical issues into consideration.
- Students must be able to communicate information, ideas, problems and solutions to both expert and lay audiences.
- Students must have developed the learning skills needed to undertake further study with a high degree of autonomy.

LEARNING OUTCOMES

After completing successfully the sociological subject Analysis of the Consumption / the student will:

- To understand the phenomenon of mass consumption and its transformations from a multifaceted perspective that includes individual, group and social. And also, from another perspective, the cultural, economic and socio-historical.
- Analyze consumption processes with the tools of sociology.
- Develop market research.
- Interpret quantitative and qualitative data resulting from research in the field.

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Theoretical and practical classes	60,00	100
Attendance at events and external activities	5,00	0
Development of group work	20,00	0
Development of individual work	5,00	0
Study and independent work	10,00	0
Readings supplementary material	15,00	0
Preparation of evaluation activities	10,00	0
Preparation of practical classes and problem	15,00	0
Resolution of case studies	10,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

- a) Sessions exhibition by the teacher for each of the agenda items. These sessions will focus on explaining the concepts, dimensions, interdependencies and key analytical evidence that / students have to learn to manage
- b) reading short texts to read and work in the classroom, they have to introduce a controversial or problematic aspect in relation to each of the agenda items
- c) discussion sessions and group analysis from audiovisual materials, such as film or documentary, which aim to raise new questions about the contents of the course syllabus
- d) Completion of teamwork. Specific guidelines for the completion of the work specified in the virtual classroom and explained in detail in class. This work will be the subject of guidance, monitoring and supervision by the teacher.
- e) Attendance and active conferences that are organized as complementary activities throughout the semester participation.

EVALUATION

Evaluation system for the course:

- 1 -. Monitoring of practices undertaken during the course both individual and group, also including attendance at lectures and other activities. 40 percent of the final grade.
 - 2 - Final Written exam. 60 percent of the final grade.
- To pass the course prerequisite will get a minimum 5 in the final exam.



REFERENCES

Basic

- Arribas Macho, J. M. (coord.) Sociología del consumo e investigación de mercados. Una guía didáctica, UNED, Madrid, 2013
- Alonso, L.E. y Conde, F.: Historia del consumo en España. Debate, Madrid, 1994.
- Featherstone, M.: Cultura de consumo y postmodernismo. Amorrortu, Buenos Aires, 2000.

Additional

- Política y sociedad nº 16. Mayo-Agosto 1994.
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- Alonso, L.E.: La era del consumo. Madrid, SigloXXI, 2005.
- Baudrillard, J.:
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 - (1974) La sociedad de consumo. Barcelona, Plaza & Janés.
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- Bauman, S.:
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 - (1990) El imperio de lo efímero. Barcelona, Anagrama.
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 - (1990) El tiempo de las tribus. Barcelona, Paidós.
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- Ritzer, G.:
 - (1996) La MacDonalización de la sociedad. Madrid, Ariel.
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- Watzlawick, P.; Beavin, J.H. y Jackson, D.D.: Teoría de la comunicación humana. Barcelona, Herder, 1986.
- Weber, M.: La ética protestante y el espíritu del capitalismo. Barcelona, Península, 1988.
- Textos del curs de la Universitat Complutense 'Praxi de la Sociologia del consum i de la comunicació':
<http://www.ucm.es/info/praxis1/textos.htm>;
Ortí, A.: Esquemas didácticos: <http://www.ucm.es/info/praxis1/document.htm>

ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

English version is not available