

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

Code	34429
Name	Sociological analysis of consumption
Cycle	Grade
ECTS Credits	6.0
Academic year	2021 - 2022

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
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- 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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- Bauman, S.:
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- Bourdieu, P.:
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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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- Polanyi, K.: La gran transformación. Madrid, La Piqueta, 1989.
- Ritzer, G.:
 - (1996) La MacDonalización de la sociedad. Madrid, Ariel.
 - (2000) El encanto de un mundo desencantado. Revolución en los medios de consumo. Barcelona, Ariel.
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- Veblen, Th.: Teoría de la clase ociosa. México, FCE, 1971.
- 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

FICHA DE ADDENDA DE LA GUÍA DOCENTE 1r quadrimestre 4 CURSO 2020-21	
Nombre de asignatura	Análisis Sociológico del Consumo
Titulación	Grado de Sociología

1. CONTINGUTS/CONTENIDOS/CONTENTS



Contents of the original teaching guide will be maintained.

2. VOLUM DE TREBALL I PLANIFICACIÓ TEMPORAL DE LA DOCÈNCIA

The activities and volume of work of the original teaching guide will be maintained. The planning of sessions will be specified at the beginning of the semester

The course will consist of face to face sessions, as well as practical activities and collective tutorials established in the original teaching guides. Individual tutorials will be preferably individuals.

Regarding affected or vulnerable students, methodology will be adapted to the following activities non face-to-face (select): individual works, individual projects, study of specific bibliography or tutorials through videoconference.

If sanitary situation imposes on-line classes, all sessions will be substituted for (select): materials in virtual classroom, synchronous videoconferencing, registered presentations or recording classes. Practical activities will guarantee the interaction with students by videoconference, forum or chat in virtual classroom. Teaching team will communicate these adaptations through virtual classroom.

3. METODOLOGIA DOCENT/METODOLOGÍA DOCENTE/TEACHING METHODOLOGY

The course will consist of face to face sessions, as well as practical activities and collective tutorials established in the original teaching guides. Individual tutorials will be preferably individuals.

Regarding affected or vulnerable students, methodology will be adapted to the following activities non face-to-face (select): individual works, individual projects, study of specific bibliography or tutorials through videoconference.

If sanitary situation imposes on-line classes, all sessions will be substituted for (select): materials in virtual classroom, synchronous videoconferencing, registered presentations or recording classes. Practical activities will guarantee the interaction with students by videoconference, forum or chat in virtual classroom. Teaching team will communicate these adaptations through virtual classroom.

4. AVALUACIÓ/EVALUACIÓN/EVALUATION

The criteria of the teaching guide and the Specifications Document will be maintained regarding the estimation of each type of activity.

For vulnerable or affected students, group activities qualification will be considered in individual activities.

In case that the sanitary situation impose that the final proof should be developed on-line, an evaluation by the following triple combination modality will be done: 1) individual written exercise by opened development exam in a virtual classroom synchronous task; 2) individual written synchronous proof by means of practical case in virtual classroom.



5. BIBLIOGRAFIA/BIBLIOGRAFÍA/BIBLIOGRAPHY

The bibliography of the guide will be maintained. If the sanitary situation imposes shutdown of libraries, materials of support will be facilitated through virtual classroom.