



IDENTIFYING DATA

Sociology : Social Structure, consumption and lifestyle

Subject	Sociology : Social Structure, consumption and lifestyle			
Code	P04G190V01203			
Study programme	(*)Grao en Publicidade e Relacións Públicas			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Basic education	1st	2nd
Teaching language	Spanish Galician			
Department				
Coordinator	Lage Picos, Jesús Adolfo			
Lecturers	Lage Picos, Jesús Adolfo			
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Web	http://http://webs.uvigo.es/webdep11/index.php/gl.html			
General description	Subjet matter of Sociology: Social Structure, Consumption and Lifestyles aims to study and analyze the processes emergency and consolidation of current consumer societies. The approach adopted is to examine jointly the historical development of the systems of production and consumption. So, approximates to understanding of technological innovations, organizational, cultural, politics, or of lifestyles, as well as the systems of hierarchy and social inequalities.			

Competencies

Code				
A3	(*)Que os estudantes teñan a capacidade de reunir e interpretar datos relevantes (normalmente dentro da súa área de estudo) para emitir xuízos que inclúan unha reflexión sobre temas relevantes de índole social, científica ou ética.			
B2	(*)Competencia interpretativa da comunicación: capacidade de analizar os elementos da comunicación e xerar os coñecementos nesta disciplina.			
B3	(*)Competencia interpretativa do entorno: capacidade para interpretar, analizar e interpretar o entorno económico, político, socio-cultural, tecnolóxico e comunicativo			
C1				
C2				
D1				
D3				
D4				

Learning outcomes

Expected results from this subject	Training and Learning Results		
Identify and comprise differences, inequalities, distinctions and social identities.	A3	B3	
Interpret the valuation social and symbolic processes in everyday life.	A3	B3	D1
Recognize the shapes and expressive speeches of communication.		B2	C2
Identify and explain the theories of interpretation of social stratification and consumption.			C1 C2
Recognize codes and meanings of communication and its relationship with the social positions.		B2	C1
Compare messages and interests to argue opinions.	A3	B2	D1
Deduct the moral content of the messages.		B3	D1
Assume responsibilities shared and social commitment.			D1 D3
Show interest and motivation by the socio-cultural realities.		B3	C1 C2 D1
Capacity to manage the time, with skill to organize tasks			D4

Contents	
Topic	
Theme 1: Purpose and concepts of social structure, consumption and lifestyles.	1.1. Sociological perspective of consumption 1.2. Structure, inequality and stratification 1.3. Consumption 1.4. Lifestyles
Theme 2: Historical references of the social construction of consumption	2.1. Pre-industrial consumption and birth of modern consumption 2.2. Origin and foundations of mass consumption 2.3. The standard of mass consumption 2.4. Crisis of regulation model of production/consumption and lifestyle 2.5. Social fragmentation, individualization and new inequalities
Theme 3: The consumption interpretations I	3.1. Economic approach of consumption and its limits 3.2. Structural approach
Theme 4: The consumption interpretations II	4.1. The culture of consumption 4.2. Production and consumption
Theme 5: Referents of consumption in Spain	5.1. Elite consumption 5.2. The emergence of mass consumption 5.3. From 70s to today

Planning			
	Class hours	Hours outside the classroom	Total hours
Master Session	28	0	28
Troubleshooting and / or exercises	13	39	52
Short answer tests	1	52	53
Jobs and projects	1	16	17
*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.			

Methodologies	
	Description
Master Session	The teacher introduces and explains the concepts and contents of each unit, informing of texts and resources who allows to follow the presentations and deepen the subject.
Troubleshooting and / or exercises	Practice sessions seek to establish dynamics work to guide the performing of group work and individual work of texts or other materials who develop the course content.

Personalized attention	
Methodologies	Description
Master Session	Answer to questions and concerns that may arise throughout the semester on the contents exposed in the theoretical work of texts or other materials, solving exercises, or work in group.
Troubleshooting and / or exercises	Answer to questions and concerns that may arise throughout the semester on the contents exposed in the theoretical work of texts or other materials, solving exercises, or work in group.
Tests	Description
Jobs and projects	Answer to questions and concerns that may arise throughout the semester on the contents exposed in the theoretical work of texts or other materials, solving exercises, or work in group.

Assessment							
	Description	Qualification	Training and Learning Results				
Troubleshooting and / or exercises	Performing continuous assessment control tests on readings or audiovisual materials introduced in the lectures.	30	A3	B2	C1	D1	D4
Short answer tests	In official examination calls, there will answer an exercise that combines multiple choice questions and short answers about the contents studied in the four-month.	60	A3	B2	C1	D1	D4
Jobs and projects	Elaboration a work in group on a topic introduced by professor, it will have to expose publicly.	10	A3	B2 B3	C1	D1 D3	D4

Other comments on the Evaluation

One must achieve a minimum of 4 in the proof of the official exams of the course to make the sum of the rest of the grades obtained. In case of failure to do continuous evaluation, and doing the examination of official summon, the maximum mark that can be achieved in the matter is a pass (between 5 and 6.9 out of 10).

Sources of information

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LIPOVESTKY, G-ROUX, E, **EL LUJO ETERNO**, 2004,

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VARGAS LLOSA, Mario, **La civilización del espectáculo**, 2012,

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WEBER, M, **LA ÉTICA PROTESTANTE Y EL ESPÍRITU DEL CAPITALISMO**, 1998,

Recommendations

Other comments

Carry out the recommended reading or tracking of other materials to facilitate the understanding of the subject matter, participation in class, and content assessment.
