



## 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	Sociology, Political & Administration Sciences and Philosophy			
Coordinator	Lage Picos, Jesús Adolfo			
Lecturers	Lage Picos, Jesús Adolfo			
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General description	The subject of Sociology: Social Structure, Consumption and Lifestyles aims to introduce into the processes of emergency and consolidation of current consumer societies. The approach adopted examine jointly the historical development of the systems of production and consumption. Thus, understanding the technological innovations, organizational, cultural, political, and lifestyles, runs parallel to examination of stratification systems and social inequality.			

## Competencies

Code	
A3	That the students have the capacity to collect information and interpret relevant data (usually inside their area of study) to issue judgements which include a reflection on relevant subjects of social, scientific or ethical nature.
B2	Interpretative competence of the communication: ability to analyze the elements of the communication and generate the knowledges in this discipline.
B3	Interpretative competence of the environment: ability to analyze and interpret the economic, political, socio-cultural, technological and communicative environment.
C1	Knowledge of the historical evolution of the advertising communication and of the public relations, as well as of the industrial aspects, socio-political and aesthetic that influence on their elements, forms and processes.
C2	Socio-cultural competences: Knowledge of the socio-psychological processes that affect to the development of the communication in general, the specific of the advertising communication and those related to public relations.
D1	Interpretative competences of the communication: ability to recognize ethical implications in professional decisions.
D3	Collaborative competences: ability of adaptation to the objectives and organizational values and of teamwork.
D4	Managerial competences: ability to administer the time, with skill to the organization of tasks.

## 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 define the processes of a project.			
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 D1  
C2

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
Lecturing	30	30	60
Seminars	14	28	42
Short answer tests	4	28	32
Essay	2	14	16

\*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

### Methodologies

	Description
Lecturing	The teacher introduces and expounds the concepts and contents of each one of the subjects, informing of the procedures, texts, or other materials, that allow to follow the exhibitions and deepen in the matter.
Seminars	Classes in which analyse, comment and value, the contents of the materials entered by the teacher and previously worked by the student, with which instruct in the understanding in the processes of institutionalisation of the hierarchical social and the inequalities, the systems of production and consumption, and the identification of the lifestyles. In these seminars it will do exhibition of the work of group that the student body will have to realise.

### Personalized attention

Methodologies	Description
Lecturing	Answer to questions and concerns that may arise throughout the four-month period.
Seminars	Answer to questions and concerns that may arise throughout the four-month period.
Tests	Description
Essay	Answer to questions and concerns that may arise throughout the four-month period.

### Assessment

	Description	Qualification	Training and Learning Results			
Lecturing	Performing continuous assessment exercises about the readings and audiovisual materials introduced in the lectures and seminars, at the end of each of the topics.	40	A3	B2 B3	C1 C2	D1
Short answer tests	In official calls to examination, resolving an exercise that combines questions type test and short answers on the material taught in the course.	50	A3	B2 B3	C1 C2	D1

Essay	Making in group a work that describes, analyzes, and reflects on the ways of advertising a product or service.	10	A3	B2 B3	C1 C2	D1 D3 D4
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### Other comments on the Evaluation

One must achieve a minimum of 4 in the proof of the official exams of the course to make a sum with the rest of the grades obtained.

In case to not following of 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).

In consideration of the students with pending subject but with prior knowledge of the contents, the possibility of realizing a portfolio of recensions whose quality can suppose up to 3 points is contemplated. In this way, the qualification of the examination of the official call which it is mandatory to do, it would be weighted by 0.7 and would be added the grade achieved in the portfolio. Students interested in accept this modality of evaluation will have to communicate personally to the teacher who will indicate the texts on which the portfolio will be made.

### Sources of information

#### Basic Bibliography

Alonso, L.E., **La era del consumo**, Siglo XXI, D.L. 2006

Alonso, L.E., **El estructuralismo genético y los estilos de vida: consumo, distinción y capital simbólico en la obra de Pierre Bourdieu**, PURESOC, 2003

Baudrillard, J., **La sociedad de consumo: sus mitos, sus estructuras**, Siglo XXI, (D.L. 2009)

Borràs, V., **El consumo, un análisis sociológico: la estructuración del consumo y los grupos sociales en la Región Metropolitana de Barcelona**, Cedecs, 1998

Chaney, D., **Estilos de vida.**, Talasa, 2003

Marinas, J.M., **Investigar la cultura del consumo**, Síntesis, 2012

Polanyi, K., **La gran transformación. Crítica del liberalismo económico**, Quipu Editorial, 2007

Requena, M.; Radl, J.; Salazar, I., **Estratificación social**, McGraw-Hill, D.L. 2013

Rubio, J., **El consumo como configurador de identidades juveniles: una perspectiva sociohistórica y psicoanalítica**, Tesis doctoral inédita, Univ. Complutense, Facultad de Filosofía, 2007

Sassatelli, R., **Consumo, cultura y sociedad**, Amorrortu, 2012

Serrano, R., **La arquitectura del comercio y del consumo en la historia y en la ciudad contemporánea**, Valencia, 2012

#### Complementary Bibliography

Alonso, L.E., **Los Discursos del presente : un análisis de los imaginarios sociales contemporáneos**, Siglo XXI, 2013

Bauman, Z., **Mundo de consumo: ética del individuo en la aldea global**, Paidós, 2009

Bauman, Z., **Vida de consumo**, Fondo de Cultura Económica, 2007

Bocock, R., **El consumo**, Talasa, 1995

Borràs, V., **Las desigualdades del consumo a través del género**, Revista Española de Sociología (RES), 8, 2007: 139-156

Bourdieu, P., **La distinción: criterios y bases sociales del gusto**, Taurus, D.L. 2006

Durán, J.F., **Del mundo del consumo al consumo-mundo. Lipovestky y las paradojas del consumismo individualista y democrático**, Nómadas, Revista Crítica de Ciencias Sociales y Ju, 2011

Ewen, S., **Ingenieros en la sombra: biografía de una idea**, Pensar la Publicidad, I (2), 2007: 77-98

Frank, Th., **La conquista de lo cool: el negocio de la contracultura y el nacimiento del consumismo moderno**, Alpha Decay, 1998

Greif, Mark, **¿Qué fue 'lo hipster'? Una investigación sociológica**, 1ª ed., Alpha Decay, 2011

Lipovestky, G., **El Lujo eterno: de la era de lo sagrado al tiempo de las marcas**, Anagrama, 2014

Lipovestky, G., **Los tiempos hipermodernos**, Anagrama, D.L. 2008

Lipovestky, G., **La felicidad paradójica: ensayo sobre la sociedad de hiperconsumo**, Anagrama, 2010

Martel, F., **Cultura "mainstream": cómo nacen los fenómenos de masas**, Taurus, 2011

Ritzer, G., **El encanto en un mundo desencantado: revolución en los medios de consumo**, Ariel, 2000

Simmel, G., **Filosofía de la moda**, Editorial Casimiro, 2014

Simmel, G., **El individuo y la libertad: Ensayos de crítica de la cultura**, Península, 1986

Veblen, T., **Teoría de la clase ociosa**, 2ª ed., Alianza Editorial, 2014

### Recommendations

#### Other comments

Perform the recommended readings to facilitate understanding of the course, involvement on classes, and the assessment of content.