



## IDENTIFYING DATA

### Sociology : Social Structure, consumption and lifestyle

Subject	Sociology : Social Structure, consumption and lifestyle			
Code	P04G190V01203			
Study programme	Grado en Publicidad y Relaciones 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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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.			

## Skills

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 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

<b>Contents</b>	
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 the birth of modern consumption. 2.2. Origin and bases of mass consumption. 2.3. The norm of mass consumption. 2.4. Crisis of the norm of consumption and production / consumption in recent decades.
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. The emergence of mass consumption. 5.2. From the crisis of the 70s until today.

<b>Planning</b>			
	Class hours	Hours outside the classroom	Total hours
Lecturing	25	20	45
Problem solving	25	20	45
Problem and/or exercise solving	0	50	50
Essay	0	10	10

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

<b>Methodologies</b>	
	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.
Problem solving	In the sessions of practices it will be tried to establish dynamics that orient the realisation of the work of group, and the personal work of texts and other materials that develop the contents of the matter.

<b>Personalized assistance</b>	
Methodologies	Description
Lecturing	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.

<b>Assessment</b>							
	Description	Qualification	Training and Learning Results				
Lecturing	In official calls to examination, resolving an exercise that combines questions type test and short answers on the material taught in the course.	60	A3	B2	C1	D1	
Problem and/or exercise solving	Performing continuous assessment exercises about the readings and audiovisual materials introduced in the lectures and seminars, at the end of each of the topics.	30	A3	B2	C1	D1	
Essay	Making in group a work that describes, analyzes, and reflects on the ways of advertising a product or service.	10	A3	B2	C1	D1	
				B3	C2	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 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 4 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 0.6 and would be added to 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.

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## Sources of information

### Basic Bibliography

- Alonso, L. E.; Fernández Rodríguez, C. J., **La vía semiperiférica hacia la sociedad de consumo: una interpretación sobre el modelo español.**, <http://dx.doi.org/10.22325/fes/res.2020.65>, 29 (3, supl. 1), 197-214, Revista Española de Sociología, 2020
- Alonso, L.E., **La era del consumo**, Siglo XXI, D.L. 2006
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- Baudrillard, J., **La sociedad de consumo: sus mitos, sus estructuras**, Siglo XXI, (D.L. 2009)
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- 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
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- Serrano, R., **La arquitectura del comercio y del consumo en la historia y en la ciudad contemporánea**, Valencia, 2012
- Vaskes, I., **La transestética de Baudrillard: simulacro y arte en la época de simulación total**, Nº 38, 197-219, Estudios filosóficos, Agosto 2008
- ### 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
- 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
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- 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
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- Veblen, T., **Teoría de la clase ociosa**, 2ª ed., Alianza Editorial, 2014

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## Recommendations

### Other comments

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

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## Contingency plan

### Description

=== SCHEDULED EXCEPTIONAL MEASURES ===

Due to the uncertain and unpredictable evolution of the sanitary alert caused by the COVID- 19, the University will trigger extraordinary measures when the authorities and the institution determine so. These measures attend security, health, and responsibility criteria and guarantee the teaching in a non entirely on-site environment. These already scheduled measures ensure, at the prescriptive moment, a more flexible and effective educational development when being known beforehand by students and readers through the teaching normalized and institutionalized tool DOCNET.

=== METHODOLOGY ADAPTATION ===

No modifications in the teaching methodology are expected, except the online provision of the theoretical contents.

Electronic mail and remote campus will provide students' online attention mechanisms (tutoring) during the scheduled time.

=== EVALUATION ADAPTATION ===

No modifications are scheduled in the evaluation methods, apart from the possibility that any of the evaluation tasks may be required to be off-site.

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