



## IDENTIFYING DATA

### Consumption and cultural identity sociology

Subject	Consumption and cultural identity sociology			
Code	005G130V01904			
Study programme	Grado en Educación Social			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Optional	3rd	1st
Teaching language				
Department				
Coordinator				
Lecturers				
E-mail				
Web	<a href="http://webs.uvigo.es/etnicsexualidad">http://webs.uvigo.es/etnicsexualidad</a>			
General description	(*)Esta materia pretende acercar ao alumnado á realidade da sociedade do consumo actual e as identidades culturais presentes na cultura contemporánea, co fin de mostrar unha perspectiva que complemente a análise socioeducativa crítica da realidade social.			

## Skills

Code	
A1	That the students have showed to possess and comprise knowledges in an area of study that splits of the base of the general secondary education, and is used to find to a level that, although it supports in books of text advanced, includes also some appearances that involve pertinent knowledges of the avant-garde of his field of study.
A2	That the students know to apply his knowledges to his work or vocation of a professional form and possess the competitions that are used to show by means of the preparation and defence of arguments and the resolution of problems inside his area of study.
A3	That the students have the capacity to gather and interpret notable data (usually inside his area of study) to issue trials that include a reflection on notable subjects of social, scientific or ethical issues.
A4	That the students can transmit information, ideas, problems and solutions to a so much specialised public as no skilled.
A5	That the students have developed those skills of learning necessary to undertake back studies with a high degree of autonomy.
B1	Transmit, promote and develop the culture
B2	Generate social networks, contexts, processes and educational and social resources
B3	Take part like social mediator, cultural and educational
B4	Know, analyse and investigate the social and educational contexts
B5	Design, implement and evaluate socioeducational programs and projects
B6	Manage, direct, coordinate and organise socioeducational institutions and resources
C1	To critically integrate the theoretical, philosophical, historical, sociological, psychological, pedagogical, cultural, political and legal foundations underpinning the processes of socio-educational intervention.
C7	To master the appropriate methods and strategies of quantitative and qualitative research, and to be able to apply them to the relevant socio-educational contexts.
D1	Analysis and synthesis skills.
D3	Oral and written communication in one's mother tongue(s), being open to different linguistic codes, particularly the co-official languages of Galicia's Autonomous Community.
D8	Critical and self-critical skills.
D10	Recognition of and respect for diversity and multiculturalism.
D13	Independent-learning skills.
D15	Creativity.
D19	Commitment to professional identity, development and ethics.
D20	Striving for quality.

## Learning outcomes

Expected results from this subject	Training and Learning Results			
(*)1.*Conocer *los *supuestos *sociológicos That are in wool base of *los processes of educative intervention (1)*2.Analyse *y diagnose wool *realidad *compleja that *fundamenta he *desarrollo of processes *socioeducativos (4)*3.Schedule *y organize *proyectos *y *servicios *culturales (11)*4.*Diseñar, *desarrollar *y *evaluar programs *y *estrategias of intervention in him cultural field (13)*5.*Tener *capacidad For *potenciar wools relate *interpersonales, *desarrollar skills of communication *interpersonal, *solidaridad *y empathy (18)**Number that corresponds with wool specific competition of @el Degree	A1	B1	C1	D1
	A2	B2	C7	D3
	A3	B3		D8
	A4	B4		D10
	A5	B5		D13
		B6		D15
				D19
(*)2.Analyse *y diagnose wool *realidad *compleja that *fundamenta he *desarrollo of processes *socioeducativos (4)*	A1	B1	C7	
	A2	B2		
	A3	B3		
	A4	B4		
	A5	B5		
		B6		
(*)Poñer o estudante en contacto co rico pasado que fundamentou a construción do coñecemento científico en torno a sexualidade humana.				
(*)3.Schedule *y organize *proyectos *y *servicios *culturales (11)*	A1	B1	C1	D1
	A2	B2	C7	D10
	A3	B3		D13
	A4	B4		D15
	A5	B5		D20
		B6		
(*)4.*Diseñar, *desarrollar *y *evaluar programs *y *estrategias of intervention in him cultural field (13)*	A1	B1		D1
	A2	B2		D13
	A3	B3		D15
	A4	B4		
	A5	B5		
		B6		
(*)5.*Tener *capacidad For *potenciar wools relate *interpersonales, *desarrollar skills of communication *interpersonal, *solidaridad *y empathy (18)*	A1	B1	C1	D1
	A2	B2	C7	D15
	A3	B3		D19
	A4	B4		D20
	A5	B5		
		B6		

## Contents

Topic	
(*)*BLOQUEI: *INTRODUCCIÓN. *Introducción *al *desarrollo Historic of wool *sociedad of consumption. *Sociedad Industrial. State of *Bienestar. Societies of consumption advanced.	(*)*INTRODUCCIÓN. *Introducción *al *desarrollo Historic of wool *sociedad of consumption. *Sociedad Industrial. State of *Bienestar. Societies of consumption advanced.
(*)*BLOCK II: *CONCEPTS: Culture, *sociedad *y globalization. Social class, *ideología *y consumption. *Necesidad *y *deseo. Collective identities *y *etnicidad. *Multiculturalidad, *derechos human *y *ciudadanía.	(*)*CONCEPTS: Culture, *sociedad *y globalization. Social class, *ideología *y consumption. *Necesidad *y *deseo. Collective identities *y *etnicidad. *Multiculturalidad, *derechos human *y *ciudadanía.
(*)*BLOCK *III: *CONTEXTS: He process of *construcción of @el Spanish capitalism. He consume, a symbolic mechanism of []distinction[]. Lifestyles *y *estructura social.	(*)*CONTEXTS: He process of *construcción of @el Spanish capitalism. He consume, a symbolic mechanism of []distinction[]. Lifestyles *y *estructura social.
(*)*BLOCK *IV: *TIPOLOGÍAS: Theory of wools *ideologías. *Capitral Cultural. *Construcción Of wools identities *culturales: high culture, culture of masses, popular culture, folklore, virtual culture. Hybrid cultures. Frocks of consumption	(*)*TIPOLOGÍAS: Theory of wools *ideologías. *Capitral Cultural. *Construcción Of wools identities *culturales: high culture, culture of masses, popular culture, folklore, virtual culture. Hybrid cultures. Frocks of consumption

## Planning

	Class hours	Hours outside the classroom	Total hours
Mentored work	2	15	17
Debate	15	42	57
Presentation	3	4	7
Lecturing	22	44	66
Essay	3	0	3

\*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
Mentored work	The students will develop exercises or projects in the classroom under the guidelines and supervision of the teacher. It can be linked to its development with autonomous activities of the student.
Debate	Open talk between a group of students. It can focus on a topic of the contents of the subject, on the analysis of a case, on the result of a project, exercise or problem previously developed in a master session ...
Presentation	Presentation by the students before the teacher and / or a group of students of a topic on the contents of the subject or of the results of a work, exercise, project; It can be carried out individually or in a group.
Lecturing	Presentation by the teacher of the contents on the subject under study, theoretical bases and / or guidelines of a work, exercise or project to be developed by the student.

### Personalized assistance

Methodologies	Description
Lecturing	Presentation of the contents by the teacher
Mentored work	Send Tutored work Reading of texts, comments and practical activities authorized by the teacher in the classroom
Debate	Send Debate Presentation, discussion and oral comments on the topics discussed in the classroom
Presentation	Send Presentation Presentation of empirical works, books and comments on texts in a group or individual way, by the students before their classmates and the teacher
Tests	Description
Essay	Preparation of a group and / or individual work of an empirical nature, authorized and guided by the teacher

### Assessment

	Description	Qualification	Training and Learning Results
Mentored work	Continuous evaluation of work and activities carried out in the classroom, through the delivery of the work or by observing the participation in the classroom	45	A1 B1 C1 D1 A2 B2 C7 D3 A3 B3 D8 A4 B4 D10 A5 B5 D13 B6 D15 D19 D20
Debate	Debates and discussion organized in the classroom around the topics covered during the course	5	A1 B1 C1 D1 A2 B2 C7 D3 A3 B3 D8 A4 B4 D10 A5 B5 D13 B6 D15 D19 D20
Presentation	Presentation, in the classroom and in front of the classmates, of the research work, and the comments on the texts of the five scientific documents that are going to be worked on in the classroom. The systematization of the information, the clarity of the exposition, the use of ICTs and the didactic capacity to transmit content will be valued	10	A1 B1 C1 D1 A2 B2 C7 D3 A3 B3 D8 A4 B4 D10 A5 B5 D13 B6 D15 D19 D20
Essay	Carrying out two exercises: (1) Preparation of a research project related to the subject on an advertising campaign and the sociological profile of its target (target audience) and (2) Carrying out five text comments (author's data, context of the work, summary, main ideas and personal critical comment) on scientific materials that will be worked on in the classroom throughout the semester. In both cases, a printed work will have to be submitted and delivered on the exam date.	40	A1 B1 C1 D1 A2 B2 C7 D3 A3 B3 D8 A4 B4 D10 A5 B5 D13 B6 D15 D19 D20

### Other comments on the Evaluation

The official dates of the exams can be consulted on the Faculty website in the space "exam dates".

If the subject is not passed, the competences not acquired will be evaluated in the July call.

Non-face-to-face students must take the exam on the official exam date through a written test of open questions on the subject matter.

Students who access the second call must choose to take a written test of open questions about the subject, or choose to make a presentation on a topic related to the subject, which will be delivered on the day of the exam.

"The parts of the subject passed on the 1st opportunity, will not be evaluated on the 2nd, being considered, therefore, as approved in that academic year."

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### Sources of information

#### Basic Bibliography

Alonso, L. E. y Conde, F., **Historia del consumo en España: una**, 1ª, Debate, 1994

Arribas, L. (coord); De Lucas Mantilla, A.; Mañas Ramíres, B. Ortí Mata, M., **Sociología del consumo e investigación de mercados:una guía didáctica**, 1ª, UNED, 2013

Braudillard, Jean, **La sociedad del consumo**, Siglo XXI, 2012

Bauman, Zigmunt, **Vida de Consumo**, Fondo de Cultura Económica, 2007

Bourdieu, Pierre, **La distinción: criterios y bases sociales del gusto**, Taurus, 2006

Esping-Andersen, G, **Fundamentos sociales de las economías postindustriales**, Ariel, 2000

#### Complementary Bibliography

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### Recommendations

#### Subjects that it is recommended to have taken before

Anthropology: Social and cultural anthropology/O05G130V01201

Sociology: Sociology of education/O05G130V01302

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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.