University of Gdańsk

Subject card

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| Subject name and code | Sociology of Consumerism, PG_00176673 | | |
| Field of study | Sociology | | |
| Date of commencement of studies | October 2027 | Academic year of realisation of subject | 2028/2029 |
| Education level | Bachelor's studies | Subject group | Obligatory subject group in the field of study<br>Optional subject group<br>Subject group related to scientific research in the field of study |
| Mode of study | full-time studies | Mode of delivery | at the university |
| Year of study | 2 | Language of instruction | Polish |
| Semester of study | 4 | ECTS credits | 1.0 |
| Learning profile | academic | Assessment form | credit |
| Conducting unit | Division of the Sociology of Everyday Life -> Institute of Sociology -> Faculty of Social Sciences -> Rector | | |
| Name and surname of lecturer (lecturers) | Subject supervisor | dr Elżbieta Kolasińska | |
| | Teachers | | |

**Lesson types**

| Lesson type | Lecture | Tutorial | Laboratory | Project | Seminar | SUM |
|---|---|---|---|---|---|---|
| Number of study hours | 0.0 | 15.0 | 0.0 | 0.0 | 0.0 | 15 |

E-learning hours included: 0.0

**Learning activity and number of study hours**

| Learning activity | Participation in didactic classes included in study plan | Participation in consultation hours | Self-study | SUM |
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| Number of study hours | 15 | 0.0 | 10.0 | 25 |

**Subject objectives**

Familiarizing students with the main social and cultural processes that led to the emergence of the consumer society.
Presenting key characteristics of consumer culture/society.
Discussing the processes of supermarketization and commercialization across various domains of human life.

Learning outcomes

| Course outcome | Subject outcome | Method of verification |
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| [SOCL3_W03] The graduate knows and understands in an advanced way the relationships between the relationship between micro and macro social structures and institutions, on a national and international scale in the fields of private life, work, politics, civil society, etc | Knows and understands phenomena and processes in the area of consumption in the national and international arena | [SW1] oral statement/ conversation/discussion<br>[SW2] presentation/project/paper/ report |
| [SOCL3_W01] The graduate has advanced knowledge about the nature of social sciences, their place in the system of sciences and relations to other sciences and common knowledge, he/she can determine the specificity of sociology as a science in relation to its history, functions, subject and tasks, he/she can distinguish thematic areas of sociology common with other disciplines of social sciences and he/she knows different theoretical and methodological approaches in sociology | Has advanced knowledge of consumption. Knows theoretical and methodological approaches in relation to the sociology of consumption | [SW1] oral statement/ conversation/discussion<br>[SW2] presentation/project/paper/ report |
| [SOCL3_W02] The graduate has advanced knowledge about different types of social structures and institutions such as the state, nation, classes and social strata, ethnic group, local community, social group, family, political party, enterprise, she/he knows the differences in the functioning principles of social, public and commercial organisations | Has in- depeth knowledge about cosumption, its conditions and types. Knows different approaches to the consumer society. | [SW1] oral statement/ conversation/discussion<br>[SW2] presentation/project/paper/ report |
| [SOCL3_U04] The graduate is able to forecast social processes and phenomena on the basis of sociological knowledge using sociological research methods | Is able to use sociological knowledge and sociological research methods to forecast phenomena and processes in the area of consumption | [SU1] oral statement/conversation/ discussion<br>[SU2] presentation/project/paper/ report |
| [SOCL3_U05] The graduate is able to apply legal, professional and ethical norms and rules when solving a specific task in the field of sociology | Is able to apply legal, professional, and ethical standards when solving a task in the sociology of consumption | [SU1] oral statement/conversation/ discussion<br>[SU2] presentation/project/paper/ report |
| [SOCL3_U07] The graduate is able to analyse proposed solutions to a specific problem in sociology and decide on appropriate solutions | Is able to analyze consumption solutions and makes appropriate decisions. | [SU1] oral statement/conversation/ discussion<br>[SU2] presentation/project/paper/ report |
| [SOCL3_U12] The graduate is ready to lifelong learning | Is ready to expand knowledge of the sociology of consumption throughout life. | [SK1] oral statement/conversation/ discussion<br>[SK2] presentation/project/paper/ report |

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| Subject contents | - Topics of the lecture and seminar<br><br>- Classical sociology and the issue of consumption<br><br>- The origin and development of the consumer society<br><br>- The differences between industrial and consumer capitalism<br><br>- Shopping centers as public spaces<br><br>- Human identity in the age of consumerism<br><br>- Socialization in the environment of consumer culture products<br><br>- Gender differences in consumer behavior<br><br>- Consumer rights<br><br>- The consumer society according to Zygmunt Bauman<br><br>- "Multisensory event culture" to Tomasz Szlendak |
| Prerequisites and co-requisites | Effective selection of the Anthropology and Sociology of Culture specialization. |

Assessment methods and criteria

| Subject passing criteria | Passing threshold | Percentage of the final grade |
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| Prezentation | 50.0% | 60.0% |
| Activity | 50.0% | 30.0% |
| Presence | 90.0% | 10.0% |

Recommended reading

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| Basic literature | Bauman Z., Consuming Life, Polity Press, Cambridge, 2007<br><br>Kossakowski, Radosław. 2011. Uprzedmiotowione i obrandowane dzieci w kulturze towarów. Teraźniejszość Człowiek Edukacja nr 1.<br><br>Ritzer, George. Magiczny świat konsumpcji. Warszawa: MUZA, 2009, rozdział 3 - Teoria socjologiczna a nowe środki konsumpcji<br><br>Schor J. 1999. The overspent American. New York: Basic Books.<br><br>Szlendak T. 2008. Supermarketyzacja. Wrocław: UWr.<br><br>Szlendak T. 2010. Wielozmysłowa kultura iwentu. "Kultura Współczesna" nr 4. |
| Supplementary literature | - Aldridge A. Consumption, Polity Press, Cambridge, 2003<br><br>- Baudrillard J. 2005. Społeczeństwo konsumpcyjne. Warszawa: Sic!<br><br>-Giddens A. 2001. Nowoczesność i tożsamość. Ja i społeczeństwo w epoce późnej nowoczesności. Warszawa: PWN.<br><br>-Pietrowicz K., Szlendak T. (red.). 2007. Rozkoszna zaraza. O rządach mody i kulturze konsumpcji. Wrocław: UWr. |

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| | eResources addresses | |
| Example issues/ example questions/ tasks being completed | Consumption to Zygmunt Baumana<br><br>Conspicous consumption<br><br>Consumerism | |
| Work placement | Not applicable | |

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