University of Gdańsk

Subject card

Subject name and code	Sociology of Consumerism, PG_00176662		
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 Optional subject group 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	15.0	0.0	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
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
[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 knovledge of consumption. Knows theoretical and methodological approaches in relation to the sociology of consumption	[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 advanced knovledge about the positive and negative role of consumption.	[SW2] presentation/project/paper/ report
[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 the relationships between structures and institutions in the area of consumption on a national and international scale	[SW2] 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 task in the sociology of consumption	[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 live	[SK2] presentation/project/paper/ report

Subject contents

Topics of the lecture and seminar

- Classical sociology and the issue of consumption
- The origin and development of the consumer society
- The differences between industrial and consumer capitalism
- Shopping centers as public spaces
- Human identity in the age of consumerism
- Socialization in the environment of consumer culture products
- Gender differences in consumer behavior
- Consumer rights
- The consumer society according to Zygmunt Bauman
- "Multisensory event culture" to Tomasz Szlendak

<table>
<tr><td>Prerequisites and co-requisites</td><td>Effective selection of the Anthropology and Sociology of Culture specialization.

In order to pass the lecture, the student must first pass the classes.</td></tr>
<tr><td>Assessment methods and criteria</td><td>
<table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>Research project</td><td>51.0%</td><td>100.0%</td></tr>
</table>
</td></tr>
<tr><td>Recommended reading</td><td>
<table>
<tr><td>Basic literature</td><td>Bauman Z., Consuming Life, Polity Press, Cambridge, 2007

Kossakowski, Radosław. 2011. Uprzedmiotowione i obrandowane dzieci w kulturze towarów. Teraźniejszość Człowiek Edukacja nr 1.

Ritzer, George. Magiczny świat konsumpcji. Warszawa: MUZA 2009, rozdział 3 - Teoria socjologiczna a nowe środki konsumpcji

Schor J. 1999. The overspent American. New York: Basic Books.

Szlendak T. 2008. Supermarketyzacja. Wrocław: UWr.

Szlendak T. 2010. Wielozmysłowa kultura iwentu. "Kultura Współczesna" nr 4.</td></tr>
<tr><td>Supplementary literature</td><td>-Aldridge A. Consumption, Polity Press, Cambridge, 2003

--Baudrillard J. 2005. Społeczeństwo konsumpcyjne. Warszawa: Sic!

-Giddens A. 2001. Nowoczesność i tożsamość. Ja i społeczeństwo w epoce późnej nowoczesności. Warszawa: PWN.

-Pietrowicz K., Szlendak T. (red.). 2007. Rozkoszna zaraza. O rządach mody i kulturze konsumpcji. Wrocław: UWr.</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
</table>
</td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td>Consumption to Zygmunt Baumana

Conspicous consumption

Consumerism</td></tr>
<tr><td>Work placement</td><td>Not applicable</td></tr>
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