

**COURSE DATA****DATA SUBJECT**

Code: 34429
Name: Sociological analysis of consumption
Cycle: Undergraduate Studies
ECTS Credits: 6
Academic year: 2025-26

STUDY (S)

Degree	Center	Acad. year	Period
1310 - Degree in Sociology	Facultat de Ciències Socials	4	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1310 - Degree in Sociology	Sociological analysis of consumption	ELECTIVES

COORDINATION

XAMBO OLMOS RAFAEL VICENT

SUMMARY

Through a critical analysis of the historical process of the formation of mass consumption, we will study the theories and empirical approaches to the study and analysis of consumption. We will focus on the process that begins with Spain's entry into contemporary consumption patterns and examine the structural and subjective aspects that help to understand this phenomenon.

PREVIOUS KNOWLEDGE**RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE**

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

A good command of quantitative and qualitative social research techniques is advisable in order to apply them to the analysis of consumption. Likewise, for a proper understanding of the theoretical debates in this field, it is highly recommended to have successfully completed the course *Contemporary Social Theory*.



COMPETENCES / LEARNING OUTCOMES

-

Students must be able to apply their knowledge to their work or vocation in a professional manner and have acquired the competences required for the preparation and defence of arguments and for problem solving in their field of study.

Students must be able to communicate information, ideas, problems and solutions to both expert and lay audiences.

Students must have acquired knowledge and understanding in a specific field of study, on the basis of general secondary education and at a level that includes mainly knowledge drawn from advanced textbooks, but also some cutting-edge knowledge in their field of study.

Students must have developed the learning skills needed to undertake further study with a high degree of autonomy.

Students must have the ability to gather and interpret relevant data (usually in their field of study) to make judgements that take relevant social, scientific or ethical issues into consideration.

DESCRIPTION OF CONTENTS

1. The consumer society in Spain.

Changes in consumption patterns over the past decades.

2. The mass consumer society.

Post-Fordism: industrial reconversion and fragmentation. Decline of social policies and increased labor vulnerability.

Description and analysis of new consumables and new forms of shopping. The gender of consumption.

Self-referential advertising: the constructed consumer.

3. Dimensions and evolution of consumption according to economic theory.

Interaction between political, economic, and cultural factors in shaping consumption patterns.

4. Subjective dimensions of consumption.

The fetishism of commodities. Desire and self-repression toward the product. Crowds and individuals in the age of social networks. Expressive styles: identity and difference. The margins of consumer society: exclusion or rebellion. Moralized consumption.

5. Consumption and social classes.

Distinctive competitiveness in capitalist consumer societies. Space, position, and social situation. The distinctive logic and the consumption of signs.

Ecological limits of consumption: sustainability in the world-economy.



6. From matter to info-cognitive flow.

Algorithmic prediction of desire. The tendency toward unlimited supply. Post-scarcity hyperstition.

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theoretical and practical classes	60,00
Total hours	60,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	5,00
Individual or group project	25,00
Independent study and work	25,00
Preparation of lessons	15,00
Preparation for assessment activities	10,00
Resolution of case studies	10,00
Total hours	90,00

TEACHING METHODOLOGY

- a) Sessions exhibition by the teacher for each of the agenda items. These sessions will focus on explaining the concepts, dimensions, interdependencies and key analytical evidence that / students have to learn to manage
- b) reading short texts to read and work in the classroom, they have to introduce a controversial or problematic aspect in relation to each of the agenda items
- c) discussion sessions and group analysis from audiovisual materials, such as film or documentary, which aim to raise new questions about the contents of the course syllabus
- d) Completion of teamwork or individual assignment. Specific guidelines for the completion of the work specified in the virtual classroom and explained in detail in class. This work will be the subject of guidance, monitoring and supervision by the teacher.
- e) Attendance and active conferences that are organized as complementary activities throughout the semester participation.

EVALUATION

Course evaluation system:

- 1.- Monitoring of practical work carried out during the course, both individual and group-based, including



attendance at lectures and other activities. **40% of the final grade.**

2.- Final written exam. **60% of the final grade.**

In order to pass the course, it is essential to obtain a **minimum score of 5** (out of 10) on the final exam.

REFERENCES

Arribas Macho, J. M. (Coord.). (2013). *Sociología del consumo e investigación de mercados: Una guía didáctica*. UNED.

Alonso, L. E., & Conde, F. (1994). *Historia del consumo en España*. Debate.

Featherstone, M. (2000). *Cultura de consumo y postmodernismo*. Amorrortu.

Alonso, L. E. (2005). *La era del consumo*. Siglo XXI.

Baudrillard, J. (1969). *El sistema de los objetos*. Siglo XXI.

Baudrillard, J. (1974). *La sociedad de consumo*. Plaza & Janés.

Baudrillard, J. (1996). *El crimen perfecto*. Anagrama.

Baudrillard, J. (2000). *El intercambio imposible*. Cátedra.

Bauman, Z. (2000). *Trabajo, consumismo y nuevos pobres*. Gedisa.

Bauman, Z. (2002). *Modernidad líquida*. FCE.

Bauman, Z. (2005). *Amor líquido*. FCE.

Bauman, Z. (2007). *Vida de consumo*. FCE.

Benjamin, W. (1973). *La obra de arte en la época de su reproductibilidad técnica*. Taurus.

Boltanski, L., & Chiapello, E. (2002). *El nuevo espíritu del capitalismo*. Akal.

Borrás, V. (1998). *El consumo: Un análisis sociológico*. Cedecs.

Bourdieu, P. (1991). *La distinción: Criterios y bases sociales del gusto*. Taurus.

Bourdieu, P. (1997). *Razones prácticas*. Anagrama.

Debord, G. (1990). *Comentarios sobre la sociedad del espectáculo*. Anagrama.

Debord, G. (2006). *El planeta enfermo*. Anagrama.

Harvey, D. (2007). *Breve historia del neoliberalismo*. Akal.



Ibáñez, J. (1994). *Por una sociología de la vida cotidiana*. Siglo XXI.

Lipovetsky, G. (1990). *El imperio de lo efímero*. Anagrama.

Lipovetsky, G. (2007). *La felicidad paradójica*. Anagrama.

Lipovetsky, G., & Roux, E. (2004). *El lujo eterno*. Anagrama.

Macpherson, C. B. (2005). *La teoría política del individualismo posesivo*. Trotta.

Maffesoli, M. (1990). *El tiempo de las tribus*. Paidós.

Maffesoli, M. (2001). *El instante eterno*. Paidós.

Polanyi, K. (1989). *La gran transformación*. La Piqueta.

Ritzer, G. (1996). *La McDonalización de la sociedad*. Ariel.

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

Schor, J. B. (2006). *Nacidos para comprar: Los nuevos consumidores infantiles*. Paidós.

Veblen, T. (1971). *Teoría de la clase ociosa*. FCE.

Watzlawick, P., Beavin, J. H., & Jackson, D. D. (1986). *Teoría de la comunicación humana*. Herder.

Weber, M. (1988). *La ética protestante y el espíritu del capitalismo*. Península.

Universidad Complutense de Madrid. (s. f.). *Textos del curso de la Universitat Complutense "Praxi de la Sociologia del consum i de la comunicació"*. Recuperado de <http://www.ucm.es/info/praxis1/textos.htm>

Ortí, A. (s. f.). *Esquemas didácticos*. Recuperado de <http://www.ucm.es/info/praxis1/document.htm>

Política y sociedad. (1994). *Política y sociedad*, (16), mayo-agosto.

Política y sociedad. (2002). *Política y sociedad*, 39(2).