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## MODULE DESCRIPTOR

### Module Title

Sociology Of Consumer Culture

|           |                |             |        |
|-----------|----------------|-------------|--------|
| Reference | SS3043         | Version     | 7      |
| Created   | September 2019 | SCQF Level  | SCQF 9 |
| Approved  | July 2007      | SCQF Points | 15     |
| Amended   | October 2019   | ECTS Points | 7.5    |

### Aims of Module

The aims of the module are to provide students with requisite knowledge of a range of different sociological perspectives on the origins and development of consumption as a significant area of social life and to equip students with a critical understanding of the contribution of sociological approaches in addressing specific consumption practices.

### Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Discuss the significance of consumption as an area of sociological concern.
- 2 Conceptualise the social and historical context of consumption practices.
- 3 Apply sociological concepts and perspectives to a range of contemporary consumption practices.

### Indicative Module Content

The history of consumption in the West. Conspicuous consumption and status. Class, inequality and omnivorous consumption practices. Consumer capitalism. Culture, relationships and meaning. Consumer identities. Advertising and social media. Fairtrade and ethical consumption. Consumer credit and debt.

### Module Delivery

Participation in this module is based around lectures, seminars and online discussion forums. It requires students to engage with lecture material, complete recommended readings, engage with assigned articles or chapters for discussion in seminars and to prepare for, and undertake, online forum questions and tasks. Throughout the module, students will work both individually and in small groups.

**Indicative Student Workload**

|   | Full Time | Part Time |
|---|-----------|-----------|
| Contact Hours   | 24        | N/A       |
| Non-Contact Hours   | 126       | N/A       |
| Placement/Work-Based Learning Experience [Notional] Hours             | N/A       | N/A       |
| TOTAL   | 150       | N/A       |
| Actual Placement hours for professional, statutory or regulatory body |           |           |

**ASSESSMENT PLAN**

If a major/minor model is used and box is ticked, % weightings below are indicative only.

**Component 1**

|              |   |            |     |                    |   |
|--------------|---|------------|-----|--------------------|---|
| Type:        | Coursework  | Weighting: | 25% | Outcomes Assessed: | 1 |
| Description: | Component 1 will be assessed by coursework - online portfolio |            |     |                    |   |

**Component 2**

|              |  |            |     |                    |      |
|--------------|--|------------|-----|--------------------|------|
| Type:        | Coursework   | Weighting: | 75% | Outcomes Assessed: | 2, 3 |
| Description: | Component 2 will be assessed by coursework - essay |            |     |                    |      |

**MODULE PERFORMANCE DESCRIPTOR****Explanatory Text**

Component 1 (refer to x axis on top of grid) contributes 25% to the module total. Component 2 (refer to y axis on left side of grid) contributes 75% to the module total.

|             |   | Coursework:  |   |   |   |   |   |    |
|-------------|---|--|---|---|---|---|---|----|
|             |   | A  | B | C | D | E | F | NS |
| Coursework: | A | A  | A | B | B | B | E |    |
|             | B | B  | B | B | C | C | E |    |
|             | C | B  | C | C | C | D | E |    |
|             | D | C  | C | D | D | D | E |    |
|             | E | D  | D | D | E | E | E |    |
|             | F | E  | E | E | E | F | F |    |
| NS          |   | Non-submission of work by published deadline or non-attendance for examination |   |   |   |   |   |    |

**Module Requirements**

|                          |   |
|--------------------------|---|
| Prerequisites for Module | None, in addition to SCQF 9 entry requirements or equivalent. |
| Corequisites for module  | None.   |
| Precluded Modules        | None.   |

**INDICATIVE BIBLIOGRAPHY**

- 1 LURY, C., 2011. *Consumer Culture*. 2nd ed. Cambridge: Polity Press.
- 2 MATHUR, N., Ed. 2014. *Consumer Culture, Modernity and Identity*. London: Sage.
- 3 ARNOULD, E. J., & THOMPSON, C.J. (Eds.). 2018. *Consumer culture theory*. London: Sage.
- 4 SASSATELLI, R., 2007. *Consumer Culture: History, Theory and Politics*. London: Sage
- 5 WARDE, A. 2015. The sociology of consumption: Its recent development. *Annual review of sociology*, 41, 117-134.