

Sociology of Consumption: 3. Parallel group (semester course)

Semester hours per week:	2.0
Teaching language:	English
Responsible:	Univ.-Prof. Dr. Mark Lutter
Max. Participants for booking procedure:	40
Minimum number of participants for the event to take place:	5
StudiLöwe search number:	SOZ733012

Rhythm	Course day	Time	Dates of cancellation	Start date - End date	Adults Participants	Performing lecturer	Room
weekly	Fri	12 p.m. - 2 p.m.	29.12.2023 05.01.2024	20.10.2023 - 02.02.2024	30	Mr. Yevhen Voronin	S.13.26

Course content

This seminar covers sociological perspectives of consumption as a field of economic sociology following main theoretical and empirical contributions. The first sessions cover the basics of economic sociology. After that, we focus on the question "Why we consume what we consume and why we do this in the manner we do this". Can our consumption mark and even reproduce social stratification and other differences of various kinds? How is consumption changing in the modern world? In the social context, consumption means much more than a simple use and exchange value of products. Discussion of the topics is based on quantitative empirical studies and theoretical concepts students present in class.

Topics:

- We are all consumers
- Basics of the economic sociology
- General theories of consumption and the consumer
- Consumption and Economic Inequality: Conspicuous Consumption and Theory of the Leisure Class by Veblen (1899)
- Baudrillard's (1970) Consumer Society: signs, collections and simulations
- Consumption and Cultural Capital: Bourdieu's Theory of Distinctions and symbolic exclusion (1986), Habitus and Homology Argument
- Peterson's Omnivore-Univore Thesis (1992), the concept of cultural omnivorousness
- The Market of Uncertainty: Economics of Singularities
- Consumption and Social Relations: Miller's (1998) Theory of Shopping and How Cultural Tastes Shape Personal Networks
- Globalization and Localization: Producing the Global Consumer. Sociological approaches to prices.
- Linking Production and Consumption: Ethical Consumption and Consumer Citizenship
- Emotions and Coffee Consumption: Commercialization of Casual Conversation