# Sociology of Consumption

## Prof. Carla Lunghi

COURSE AIMS AND INTENDED LEARNING OUTCOMES

The course aims to provide students with:

* knowledge to observe and interpret today's society and organisational realities;
* knowledge to understand the complexity of the cultural dynamics of consumer action;
* theoretical and practical skills for interacting in complex cultural contexts such as organisational realities, in order to perform their professional psychological tasks with greater awareness.

The course will focus on the most significant concepts, research and issues of consumer action in the contemporary sociological debate.

Intended learning outcomes:

1. *knowledge and understanding* of the contents presented and of the specific characteristics of the sociology of consumption in its complexity;
2. *the ability to apply knowledge and understanding* by identifying the cultural and social aspects of consumer action with particular attention to the phenomenon of critical consumption and collaborative consumption;
3. *the ability to analyse* in detail responsible consumption in the textile-clothing sector;
4. *the ability to understand* the different dimensions of the sharing economy;
5. *the acquisition of communication skills* *and a specific vocabulary* that integrates psychological, legal and sociological knowledge; to this end, we will work to perfect students' personal presentation skills using the working group approach.

COURSE CONTENT

The following topics will be addressed:

* The distinctive characteristics of the sociology of consumption
* Consumer goods as an information system
* Consumer goods and social policy
* critical consumption: characteristics and peculiarities
* critical consumption in the textile-clothing sector
* the sharing economy in Italy

READING LIST

Study of the materials uploaded on Blackboard (slides used in lectures)

M. Douglas and B. Isherwood, *Il mondo della cose,* Il Mulino, Bologna, 2013.

M. Micheletti, *Critical shopping. Consumi individuali e azioni collettive*, FrancoAngeli, Milan, 2010 (the text is fully uploaded on Blackboard) (pp. 17-107).

One text to be chosen from among:

C. Lunghi, *Creative evasioni. Manifatture di moda in carcere,* Franco Angeli, Milan, 2012.

L. Bovone and C. Lunghi, *Italia creativa. Condivisione, Sostenibilità, Innovazione,* Donzelli, Rome, 2020.

TEACHING METHOD

Classes will take the form of frontal lectures, testimonials and guided practical work.

During lectures, use will be made of explanatory slides. All material will be available on Blackboard.

ASSESSMENT METHOD AND CRITERIA

An oral exam.

Students will be assessed on their level of knowledge, their re-elaboration skills, and their ability to draw critical connections between the programme topics.

The following aspects will be subject to specific assessment during the oral interviews:

* the specific vocabulary used;
* the logical presentation of the topics;
* the correctness of conceptual connections;
* the ability to critically rework the topics.

The final assessment will be the sum of the marks obtained in the oral tests covering the two Modules, each of which will be assessed according to the following marking ranges:

0-5: low level of knowledge and/or poor ability to re-elaborate and critically connect the course topics.

6-10: fair level of knowledge and adequate ability to re-elaborate and critically link the course topics.

11-15: excellent knowledge and ability to re-elaborate and critically connect the course topics.

NOTES AND PREREQUISITES

There are no prerequisites for attending the course. However, a degree of interest and intellectual curiosity regarding the study of society, social relations and cultural and organisational dynamics is assumed.

Students are advised to regularly consult the Blackboard platform (which each student must update with their usual e-mail address) for notices and updates.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=Eng or on the Faculty notice board.