

Subject card

Subject name and code	Sociology of Consumerism, PG_00176673						
Field of study	Sociology						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2027/2028		
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 Kolasieńska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	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_U12] The graduate is ready to lifelong learning	Is ready to expand knowledge of the sociology of consumption throughout life.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[SOCL3_U07] The graduate is able to analyse proposed solutions to a specific problem in sociology and decide on appropriate solutions	Is able to analyze consumption solutions and makes appropriate decisions.	[SU1] oral statement/conversation/discussion [SU2] 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 a task in the sociology of consumption	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[SOCL3_U04] The graduate is able to forecast social processes and phenomena on the basis of sociological knowledge using sociological research methods	Is able to use sociological knowledge and sociological research methods to forecast phenomena and processes in the area of consumption	[SU1] oral statement/conversation/discussion [SU2] 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 in- depth knowledge about consumption, its conditions and types. Knows different approaches to the consumer society.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[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 knowledge of consumption. Knows theoretical and methodological approaches in relation to the sociology of consumption	[SW1] oral statement/conversation/discussion [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 phenomena and processes in the area of consumption in the national and international arena	[SW1] oral statement/conversation/discussion [SW2] 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		
Prerequisites and co-requisites	Effective selection of the Anthropology and Sociology of Culture specialization.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Presence	90.0%	10.0%
	Activity	50.0%	30.0%
	Prezentation	50.0%	60.0%
Recommended reading	Basic literature	Bauman Z., Consuming Life, Polity Press, Cambridge, 2007 Kossakowski, Radosław. 2011. Uprzedmiotowane 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.	
	Supplementary literature	- 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.	

	eResources addresses	
Example issues/ example questions/ tasks being completed	Consumption to Zygmunt Bauman Conspicuous consumption Consumerism	
Work placement	Not applicable	

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