

DEPARTMENT OF SOCIOLOGY
COURSE SYLLABUS

Course Details						
Code	SOZ 066			Academic Year		Semester
Title	Consumer Society			T	A	L
				3	0	6
Language	Turkish					
Level	Undergraduate	X	Graduate		Postgraduate	
Department / Program	Sociology					
Forms of Teaching and Learning	Face to Face					
Course Type	Compulsory		Elective		X	
Objectives	This course aims to inform students about the social origins of consumption.					
Content	The main theorists of the sociology of consumption will be discussed.					
Prerequisites	-					
Coordinator	-					
Lecturer(s)	-					
Assistant(s)	-					
Work Placement	None					
Recommended or Required Reading						
Books / Lecture Notes	Jean Baudrillard. (2000) Tüketim Toplumu. İstanbul: Ayrıntı Yayınları. Jean Baudrillard. (2010) Simülakrlar ve Simülasyon. Ankara: Doğu-Batı. Theodor W. Adorno. (2007) Kültür Endüstrisi Kültür Yönetimi. İstanbul: İletişim. Georg Simmel. (2015) Bireysellik ve Kültür: Seçme Yazılar. İstanbul: Metis Yayıncılık.					
Other Sources	Guy Debord. (2017) Gösteri Toplumu. İstanbul: Ayrıntı Yayınları. George Ritzer. (2006) Die McDonaldisierung der Gesellschaft. München: UVK Verlag. Zygmunt Bauman. (2009) Leben als Konsum (1. Aufl.). Hamburg: Hamburger Edition. Jürgen Habermas. (1970b) Arbeit, Freizeit, Konsum, frühe Aufsätze. Gravenhage: Pirate Edition.					
Additional Course Material						
Documents	-					
Assignments	-					
Exams	-					
Course Composition						

DEPARTMENT OF SOCIOLOGY
COURSE SYLLABUS

Mathematics und Basic Sciences		%
Engineering		%
Engineering Design		%
Social Sciences		%100
Educational Sciences		%
Natural Sciences		%
Health Sciences		%
Expert Knowledge		%

Assessment

Activity	Count	Percentage (%)
Midterm Exam	1	40
Quiz		
Assignments	1	20
Attendance		
Recitations		
Projects		
Final Exam	1	40
Total	3	100

ECTS Points and Workload

Activity	Count	Duration	Workload (Hours)
Lectures	13	3	39
Self-Study	13	8	104
Assignments	1	13	13
Presentation / Seminar Preparation			
Midterm Exam	1	3	3
Recitations			
Laboratory			
Projects			
Final Exam	1	3	3
		Total Workload	162
		ECTS Points (Total Workload / Hours)	6

Learning Outcomes

01	Students can assess the approaches of consumer sociology.
02	Students can use the conceptual framework of consumer sociology.
03	Students can analyze the social and economic foundations of today's consumer society.
04	Students can evaluate the consumption practices of societies with their cultural background.

DEPARTMENT OF SOCIOLOGY
COURSE SYLLABUS

Weekly Content

1	Introduction
2	Historical origins of consumption
3	Consumption criticism in Adorno and Benjamin
4	Simmel and Fashion
5	Jean Baudrillard and consumer society theory
6	Jean Baudrillard - simulacrum and simulations
7	Spectacle society
8	Midterm
9	Consumption practices in Turkey
10	Media and consumption
11	Lifestyle and consumption
12	City and consumption
13	Veblen and luxury consumption
14	Review
15	Exam

Contribution of Learning Outcomes to Program Objectives (1-5)

	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12
1	5	4	4		5	5	3	4	3	4	4	
2	5	4			5	5		4	2			
3	4				5	5	4	5	4	4	4	
4	4	3	3		5	5		5	4	4	4	

Contribution Level 1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High
<https://obs.tau.edu.tr/oibs/bologna/progLearnoutcomes.aspx?lang=tr&curSunit=6048>

Compiled by: Res. Asst. Muhammed Ekinci

Date of Compilation: 10.01.2024