

Module Details	
Module Title	The Sociology of Consumption, Taste and Identity
Module Code	SAC6017-B
Academic Year	2021/2
Credits	20
School	School of Social Sciences
FHEQ Level	FHEQ Level 6

Contact Hours	
Type	Hours
Lectures	12
Seminars	12
Directed Study	178

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1

Module Aims
1. to provide students with a grounding into sociological study of and interconnections between consumption, taste and identity. 2. to enable students to develop their own sociological practice in relation to banal and spectacular forms of culture and consumption. 3. To develop the ability to analyse and critique sociological phenomena in theoretical and real world/applied domains.

Outline Syllabus
Consumption and taste as sociological concepts. Identity and consumption, in particular, gender, ethnicity and class. Reading objects as signifiers of identity; mass media and its impacts. As part of the teaching and learning approach, students are encouraged to explore their own experiences and identities in relation to the module themes.

Learning Outcomes	
Outcome Number	Description
01	Critically evaluate the links between consumption, taste and identity.
02	Critically evaluate examples of real world consumption using appropriate sociological concepts and theory.
03	Analyse the relationships between identity (individual and/or group) and consumer objects.
04	Communicate effectively using reflective writing and demonstrate how it can feed into sociological learning and practice.

Learning, Teaching and Assessment Strategy
Teaching is delivered through interactive lectures which will include knowledge small group working is facilitated through complementary weekly seminars. Students will also be required to undertake study and preparation for teaching sessions. Teaching is enhanced through the use of multimedia and the University's VLE. Students will complete two coursework type assessments in order to meet the learning outcomes: 1. a reflective (guided/template assisted) journal in which they explore the module themes with what they encounter and experience in their lives (LOs 1-4) and 2. an essay (LOs 1-3). Students will also explore the development of their learning and thinking around the subject matter through reporting on the progress of their reflective journal which may include sharing diary/journal entries or presenting their ideas.

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Coursework	Template-based reflective journal (2000 words)	50%
Summative	Coursework	Essay (2000 words)	50%
Formative	Presentation	Individual short presentation, oral report or reading	N/A

Reading List
To access the reading list for this module, please visit https://bradford.rl.talis.com/index.html

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.