

Sociology of consumption and corporate culture

Lezione 1:

We're all consumers in a consumer society: objects matter in everyday sphere and in every society we'll see.

Every culture has specific objects that support and reflect the history and permit it to go through the boundaries of the time.

Consumer society: consumerism

There are a lot of differences between our society and society that preceded it

We want to stress the fact that people who live in our society have a ill about collecting things and they give a sort of power to stuff they are surrounded by. People have a passion for material things.

Why people are so fond of things?

Even societies different from our western society can be characterized, even if in part, as materialistic and acquisitive.

According to Max Weber 1923: **consumer society is a type of society which "the satisfaction of daily needs" is realized through the capitalistic mode.**

One of the difference between our society and the ancient one is that everything is bought on the market while in the ancient one they created what they needed by themselves thanks to nature.

During the course we will see the main changes of consumerism throughout the period of time. Every period is characterized by a spirit of the time, which is made up by political, cultural and

The **world of consumption** is constituted of dedicated places: you don't buy things there because you need but because promotion makes you desire stuff. Also places like Disneyland are dedicated places that offer you an experience which is very important. This is another important characteristic of the modern society.

Here come up the important role of advertising and also the promotional system: it makes things desired and fashionable to buy, it makes them becoming a trend.

The two spheres of consumption and production are separated: products are produced, sold and consumed in different places often really far from each other.

There are another sphere which is called the sphere of exchange, it is characterized by monetary economy .

Georg Simmel 1907: money's infiltration into every aspect of social exchange. In the western modern society was developed a monetary system everyday more electronic which permit an easier exchange of money and goods. Money has a power: you can do and buy what you want thank to it.

Commercial promotion of goods

In the modern society, commercial promotion, in particular advertising, helps us in order to understand the real use of these products, and it become central for making products known by the potential consumers.

Subsistence economy: production consumption and exchange

- Not separated sphere
- Not unified by exchange and commercialization
- Sacred/profane cultural dichotomy

Advertising helps objects to be known and to teach us how to use them.

Sociology Of Consumption

RJ Alexander



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