

Module Details	
Module Title	Sustainability and Consumption: Past, Present and Future
Module Code	SAC6024-B
Academic Year	2022/3
Credits	20
School	School of Social Sciences
FHEQ Level	FHEQ Level 6

Contact Hours	
Type	Hours
Lectures	22
Project Supervision	2
Directed Study	176

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 2

Module Aims
<p>This is a multidisciplinary module which draws on philosophical, psychological, and sociological theories to explain how consumption reflects and shapes our social and material worlds. It explores consumption practices through modernity and post-modernity and how these practices both limit and promote the expression of individual and collective identities. It assesses, critically, the impact of consumption on the material world as well as efforts to promote sustainability and renewability. Critical shifts in contemporary consumption - such as the rise of productive consumption, algorithmic advertising, and the acceleration of cultural production - are also examined. Students are encouraged to apply the theories taught on the course to their own experiences of consumption and identity formation and to engage, critically, with these phenomena.</p> <p>For example, students will explore the roots and historical development of a consumer society and reflect on how it shapes the social and material world(s). By analysing how consumption is used to distinguish personal identity, students will also consider the reciprocal nature of this process, which is becoming increasingly complex as consumption transitions to digital spaces.</p>

Outline Syllabus

- Modernity: examining the origins of the consumer society
- Postmodernity: changes in consumption and the role of 'messaging'
- Distinction: the role of consumption in the formation and expression of identity
- Fast Fashion: how consumption affects the material world
- Digital Shift: how the new media affect identity formation
- Algorithms: the impact of machine intelligences on taste and identity.

Learning Outcomes

Outcome Number	Description
LO 1	Understand and critically evaluate a range of theoretical frameworks associated with identity and consumption.
LO 2	Critically analyze how signs and symbols shape perceptions of social, personal, and cultural identities.
LO 3	Apply understanding to the complexity of 'messaging' and its role within consumption and identity formation.
LO 4	Use social-scientific theories to analyze contemporary shifts in consumption.
LO 5	Critically consider the environmental impact of consumer behaviour and future sustainability.
LO 6	Undertake academic research to create a clear and coherent argument in written and oral form.

Learning, Teaching and Assessment Strategy

Interactive lectures will combine theoretical concepts of identity and consumption and encourage self-reflection. For example, teaching will be delivered by short lectures, whole class discussion, group work and workshops. Student participation is key.

The assessments are: (1) an individual reflective journal and (2) asynchronous audio presentation with an accompanying poster. Assessment 1 is designed to promote self-reflexivity about the relationship between consumption and identity and the extent to which subjective experience can be framed within academic discourse (LO 1-6). Assessment 2 requires students to analyse real-life situations and requires students to critically consider and evaluate ethical and sustainable consumption (LO 1-6).

Mode of Assessment

Type	Method	Description	Weighting
Summative	Coursework - Written	A critical evaluation of an aspect of contemporary policing explored in the module Reflection Journal (1500-2000 words)	50%
Summative	Presentation	Presentation with accompanying Poster (10-15 Mins)	50%
Referral	Coursework - Written	Essay (3000 words)	100%

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.

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