

**Course: Major +2
Learning Through Consumer Culture**

Semester: II	Credits: 2	Subject Code: AMAJSOC223105	Lectures: 30
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Course Learning Outcomes:

At the end of this course, learners will be able to:

- CO1 - Illustrate major sociological debates around understanding social reality.
- CO2 - Demonstrate how our everyday life is socially constructed.
- CO3 - Develop multicultural and plural sensitivities.
- CO4 - Understand how global social systems impact the everyday life.

Unit 1: Food Cultures

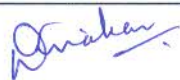


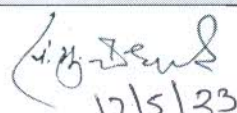
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- Why food is sociological
- Fast Food Blues: Working in Global Food Economy
- The cost of fast food: Mcdonaldization

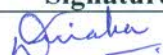
Unit 2: Shopping Cultures

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- Introduction: Why shopping matters
- History of shopping
- Shopping motivations and values, comparison and choice
- Is shopping a social problem?

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Faculty	Dr. Vaishali Joshi		
Faculty	Ms Manjita Kulkarni		
Subject Expert (Outside SPPU)	Prof. Sandip Choudhary		 17/5/23



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Alumni	Ms. Aditi Sarkar		<u>AJS</u> 17/5/23



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Chairperson (HoD)	Sociology	Prof. Vaishali Diwakar	<u>Diwakar</u>