

## **CONSUMER SERVICES AND SOCIETY (D1O22)**

Type: Obligatory

ECTS credits: 4

Year: First

Term: 2<sup>nd</sup>

Area of knowledge: Social Sciences

Lecturer/s: Josep Dardaña, Jorge Luis Marzo, Josep Carreras

Studies: Graduate in Design

Academic year: 2009-10

### **1. Presentation of the subject**

This course is in the Social Sciences and, thus, is an obligatory class. The primary general objective for the entire area is: To interrelate different branches of humanist knowledge – economics, architecture, sociology, history, anthropology, art- aimed at obtaining a cognitive map of the world in which we live. The Social Sciences area is also responsible for providing the theoretical foundations and social knowledge that leads to fitting design projects into a global and historical context. In parallel, its intention is to provide students with analytical and discursive tools so they can execute their design project tasks from critical and innovative stances.

Consumer Services and Society is taught in the second term of the first year. It aims to facilitate resources for interpreting contemporary society using the knowledge gained from different social science disciplines, particularly cultural and anthropological studies. The objective is to make design students understand the importance of the tools these disciplines offer for their professional development, leading to better comprehension of the social interaction processes that determine a good part of the research, production and market setting in which design is done.

### **2. Competences to obtain in the class**

#### 2.1. General competences

G1 Ability to analyse, summarise and justify their own postures with consistent arguments and defend them publically.

G5 Be able to communicate ideas and proposals in the economic, technological and sociocultural settings.

G13 Develop independent reasoning skills.

G14 Accept a wide range of differing viewpoints and be able to communicate their own opinions, while respecting others' opinions.

G15 Develop the capacity to interpret factors that lead to socioeconomic changes.

G16 Recognise diversity, multiculturalism and the fundamental rights of equal opportunities.

G20 Relate the theory and practice that characterises all projects.

G30 Practice sensitiveness and commitment to environmental issues.

## 2.2. Specific skills

E3 Identify and locate knowledge of the different areas of professional design practice.

E5 Know about the anthropological and sociological foundations in shaping culture.

E6 Relate the areas and limits of ethics and critique in design.

E22 Apply research working methodologies to scientific work.

E29 Critically evaluate relationships between users and products.

E43 Develop interest in exploring techniques, materials, computer technologies and new processes.

## 2.3. Specific competences for the course

- Master the symbolic interrelation between the product's material dimension and the social perception of consumption.
- Acquire analysis and synthesis skills in presentation dialogue.
- Incorporate critical reasoning skills.
- Recognise a fundamental research strategy in ethnographic method for understanding the social side of consumption.
- Learn to conceptualise consumption as a total social phenomenon.
- Perform research works.
- Work in a team.

### 3. Competences, contents, methodology and evaluation

#### 3.1. General competences (10%)

Competences	Contents	Methodology	Evaluation
G1 Be able to analyse, summarise and justify their own postures with consistent arguments and defend them publically	- Argue and persuade using their own opinions based on comparative data	- Observation and analysis of the environment - Reading, analysis and critiquing of texts - Analysis and critique of audiovisual recordings - Creation of a written research project - Group presentations	12.5% From: - Participation in activities done in the classroom - Public presentation of results of the fieldwork

Competences	Contents	Methodology	Evaluation
G5 Be able to communicate ideas and proposals in the economic, technological and sociocultural settings	- Proper use of vocabulary according to the subject	- Creation of monographic works - Documenting work using the Internet - Data analysis and summarisation - Group presentations	12.5% From: - Participation in activities done in the classroom - Public presentation of research results

Competences	Contents	Methodology	Evaluation
G13 Develop independent reasoning skills	- Argue decision taking	- Individual presentations - Group discussion of a topic	12.5% From: - Exam - Comments on periodic texts on the outlined documents

Competences	Contents	Methodology	Evaluation
G14 Accept a wide range of differing viewpoints and be able to communicate their own opinions, while respecting others' opinions	- Learn to listen and differentiate opposing debates	- Group discussion of a topic - Self-evaluation exercises - Group presentations	12.5% From: - Exam

Competences	Contents	Methodology	Evaluation
G15 Develop the capacity to interpret factors that lead to socioeconomic changes	- Compare socioeconomic processes	- Observation and analysis of the environment - Reading, analysis and critiquing of texts - Case study analysis and critique - Creation of a written research project	12.5% From: - Comments on periodic texts on the outlined documents - Exam

Competences	Contents	Methodology	Evaluation
G16 Recognise diversity, multiculturalism and the fundamental rights of equal opportunities	- Listen to and integrate changes	- Group discussion of a topic - Role-playing exercise	12.5% From: - Participation in activities done in the classroom

Competences	Contents	Methodology	Evaluation
G20 Relate the theory and practice that characterises all projects	- Combine theory and practice	- Observation and analysis of the environment - Reading, analysis and critiquing of texts - Case study analysis and critique - Creation of a written research project	12.5% From: - Comments on periodic texts on the outlined case studies - Exam

Competences	Contents	Methodology	Evaluation
G30 Practice sensitiveness and commitment to environmental issues	- Integrate respect for the environment	- Observation and analysis of the environment - Case study analysis and critique - Creation of a written research project	12.5% From: - Exam

### 3.2. Specific competences (30%)

Competences	Contents	Methodology	Evaluation
E3 Identify and locate knowledge of the different areas of professional design practice	- Master representation and market strategies	- Critical analysis of design projects - Creation of a written research project	15% From: - Exam

Competences	Contents	Methodology	Evaluation
E5 Know about the anthropological and sociological foundations in shaping culture	- Differentiate the individual and group levels of culture	- Observation and analysis of the environment - Reading, analysis and critiquing of texts - Analysis and critique of audiovisual documents - Creation of a written research project	20% From: - Monitoring and public presentation of fieldwork - Exam

Competences	Contents	Methodology	Evaluation
E6 Relate the areas and limits of ethics and critique in design	- Break down <i>aesthetics</i> and <i>ethical</i> angles of the design discipline	- Critical analysis of design projects - Creation of a written research project	15% From: - Public presentation of results of the research work

Competences	Contents	Methodology	Evaluation
E22 Apply research working methodologies to scientific work	- Coherence between theory and methodology in analysing cases	<ul style="list-style-type: none"> <li>- Observation and analysis of the environment</li> <li>- Reading, analysis and critiquing of texts</li> <li>- Analysis and critique of audiovisual documents</li> <li>- Creation of a written research project</li> <li>- Group presentations</li> </ul>	15% From: - Monitoring the research work - Exam

Competences	Contents	Methodology	Evaluation
E29 Critically evaluate relationships between users and products	- Apply scientific analysis methodologies to social phenomena	<ul style="list-style-type: none"> <li>- Observation of the environment</li> <li>- Creation of monographic works</li> <li>- Bibliography and archive documentation assignment</li> <li>- Data analysis and summarisation</li> <li>- Study of users</li> </ul>	20% From: - Summary and public presentation of monographs - Exam

Competences	Contents	Methodology	Evaluation
E43 Develop interest in exploring techniques, materials, computer technologies and new processes	- Training in self-learning	<ul style="list-style-type: none"> <li>- Use of new technologies</li> <li>- Group discussion applying interdisciplinarity</li> </ul>	15% From: - Presence of techniques, computer technologies and new processes in assignments

### 3.3. Specific competences for the course (60%)

Competences	Contents	Methodology	Evaluation
- Acquire analysis and synthesis skills in presentation dialogue	<ul style="list-style-type: none"> <li>- Acquire research methods and tools</li> <li>- Master representation and classification strategies</li> </ul>	<ul style="list-style-type: none"> <li>- Reading, analysis and critiquing of specialised texts</li> <li>- Analysis and critique of audiovisual documents</li> <li>- Group case study discussion</li> <li>- Creation of a written research project</li> </ul>	10% From: - Public presentation of results of the fieldwork - Exam

Competences	Contents	Methodology	Evaluation
- Master the symbolic interrelation between the product's material dimension and the social perception of consumption	- Understand the structure of symbolic meanings between the material side of the product and the social perception of consumption	<ul style="list-style-type: none"> <li>- Observation and analysis of the environment</li> <li>- Reading, analysis and critiquing of specialised texts</li> <li>- Analysis and critique of audiovisual documents</li> <li>- Group case study discussion</li> <li>- Creation of a written research project</li> </ul>	20% From: <ul style="list-style-type: none"> <li>- Exam</li> <li>- Comments on periodic texts on the outlined documents</li> </ul>

Competences	Contents	Methodology	Evaluation
- Incorporate critical reasoning skills	- Differentiate and apply different historic methods	<ul style="list-style-type: none"> <li>- Reading, analysis and critiquing of specialised texts</li> <li>- Analysis and critique of audiovisual documents</li> <li>- Group case study discussion</li> <li>- Creation of a written research project</li> </ul>	10% From: <ul style="list-style-type: none"> <li>- Exam</li> <li>- Comments on periodic texts on the outlined documents</li> </ul>

Competences	Contents	Methodology	Evaluation
- Recognise a fundamental research strategy in ethnographic method for understanding the social side of consumption	- Practice ethnographies in groups and in different spaces	<ul style="list-style-type: none"> <li>- Observation and analysis of the environment</li> <li>- Reading, analysis and critiquing of specialised texts</li> <li>- Analysis and critique of audiovisual documents</li> <li>- Group case study discussion</li> <li>- Creation of a written research project</li> </ul>	20% From: <ul style="list-style-type: none"> <li>- Public presentation of results of the fieldwork</li> </ul>

Competences	Contents	Methodology	Evaluation
- Learn to conceptualise consumption as a total social phenomenon	- Detect social, political, economic and cultural angles of consumption	<ul style="list-style-type: none"> <li>- Observation and analysis of the environment</li> <li>- Reading, analysis and critiquing of specialised texts</li> <li>- Analysis and critique of audiovisual documents</li> <li>- Group case study discussion</li> <li>- Creation of a written research project</li> </ul>	20% From: - Exam

Competences	Contents	Methodology	Evaluation
- Perform research works	- Document ethnography in a user case and related services	<ul style="list-style-type: none"> <li>- Observation and analysis of the environment</li> <li>- Use of new technologies</li> <li>- Mapping of services and user groups</li> <li>- Creation of a written research project</li> <li>- Concise and structured presentation of results</li> </ul>	10% From: - Public presentation of results of the fieldwork

Competences	Contents	Methodology	Evaluation
- Work in a team	- Master the communicational environment of work groups	<ul style="list-style-type: none"> <li>- Distribution of tasks in teamwork</li> <li>- Role-playing exercise</li> <li>- Group presentations</li> </ul>	10% From: - Participation in activities done in the classroom - Public presentation of results of the fieldwork



#### 4. Methodology

Class methodology is based on lecture classes that consist of the presentation of the topics and the formulation of questions with an open format. Students must demonstrate their interest via active participation in classes.

Learning activities are also employed via text commentaries, analysis of social events, analysis of visual documents and group fieldwork.

##### 4.1. Schedule

###### Week 1

	Hours	Classroom activities	Activities outside the class	Evaluation activities		
				Nature	Type	%
Lectures	1.5	M1. Class introduction:	Study Readings Field work	Obligatory		
	1.5	M2. Social practices: human relations				

###### Week 2

	Hours	Classroom activities	Homework	Evaluation activities		
				Nature	Type	%
Lectures	1.5	M3. Cultural paradigms	Study Readings Field work	Obligatory		5
Seminar	1.5	S1. Seminar: Screening of <i>La isla de las flores</i> (1989) by Jorge Furtado				
Supervised study	1.5	Criteria for executing fieldwork				

###### Week 3

	Hours	Classroom activities	Homework	Evaluation activities		
				Nature	Type	%
Lectures	1.5	M4. Cultural relativism	Study Readings Field work	Obligatory		10
Seminar	1.5	S2. Seminar: Screening of <i>Rashômon</i> (1950) by Akira Kurosawa				
Supervised study	1.5	Selection of objects for study in the fieldwork				

###### Week 4

	Hours	Classroom activities	Homework	Evaluation activities		
				Nature	Type	%
Lectures	1.5	M5. Urban anthropology	Study Readings Field work	Obligatory		
	1.5	M6. The city: symbolic scenario				

**Week 5**

	Hours	Classroom activities	Homework	Evaluation activities		
				Nature	Type	%
Lectures	1.5	M7. Social movements	Study Readings Field work	Obligatory		15
Seminar	1.5	S3. Seminar: Screening of <i>Las Hurdes, tierra sin pan</i> (1933) by Luís Buñuel				
Supervised study	1.5	Presentation of status of fieldwork				

**Week 6**

	Hours	Classroom activities	Homework	Evaluation activities		
				Nature	Type	%
Lectures	1.5	M8. Global world / local world	Study Readings Field work	Obligatory		5
Seminar	1.5	S4. Seminar: Screening of <i>Darwin's Nightmare</i> (2004) by Hubert Sauper				
Supervised study	1.5	Field work				

**Week 7**

	Hours	Classroom activities	Homework	Evaluation activities		
				Nature	Type	%
Lectures	1.5	M9. Consumption and users	Study Readings Field work	Obligatory		
	1.5	M10: Services: a created need?				

**Week 8**

	Hours	Classroom activities	Homework	Evaluation activities		
				Nature	Type	%
Lectures	1.5	M11. Applied anthropology	Study Readings Field work	Obligatory		5
Seminar	1.5	S5. Seminar: <i>Los espigadores y la espigadora</i> (2000) by Agnès Varda				
Supervised study	1.5	Field work				

**Week 9**

	Hours	Classroom activities	Homework	Evaluation activities		
				Nature	Type	%
Lectures	1.5	M12. interdisciplinarity	Study Readings Field work	Obligatory		5
Seminar	1.5	S6. Seminar: Screening of <i>Les maîtres fous</i> (1955) by Jean Rouch				
Supervised study	1.5	Field work				

**Week 10**

	Hours	Classroom activities	Homework	Evaluation activities		
				Nature	Type	%
Lectures	1.5	M13. Anthropology and design	Study Readings Field work	Obligatory		15
	1.5	M14. Complementarities				
Supervised study	1	Public presentations and conclusions of the fieldwork				

**5. Evaluation**

Educational activities are distributed between class activities and homework.

In class (40%):

- Lecture classes: 50%
  - Exploration of cases.
  - Analysis of specialised discourses.
  - Theoretical explanations.
- Supervised study: 25%
  - Personal tutoring for self-learning.

Outside the classroom (60%):

- Group documentation assignment.
- Individual documentation assignment.
- Personal study.

Evaluation is based on three obligatory core areas:

- Participation in activities done in the classroom 20%
- Exams 40%
- Group fieldwork 40%

The qualification given for each of the three sections is defined in the attached table. A minimum score of 4 must be obtained in each section to then average it with the other scores. Students that fail any of the sections with a score below 4 will have to partially or totally repeat in accordance with the general curriculum.

Of all the outlined activities, individual and group reports, as well as presentations, will be done for the seminars and supervised study. As a whole, in addition to participation at all seminars, they will have an evaluation weight of 20%.

The final exam will have a weight of 40%. The skill of interrelating and specifying all contents taught will be valued, both in and out of the classroom. Depending on the class dynamic, either an in-class test or an essay to turn in will be required.

Personal and/or group essays will be directly related to the contents of the seminars and will have different timelines (weekly, biweekly, etc.) depending on the subjects in question. Some of these assignments will be presented weekly in class and will have an evaluation weight of 40%.

The evaluation of all tasks executed will be done according to criteria of:

- Degree of integration and inter-disciplinary work of the team.
- Degree of discussion and personal criticism faced with the subject of the work and its contextualisation in the present day.
- Quality of the report: order, tidiness, precision and exactitude.
- Attainment of general, specific and subject-specific competences.

At the second examination sitting, students will have to do the final exam and present all the partial works assigned during the course. The final score will be the weighted task of all evaluated tasks. The class is passed with a score greater than or equal to 5 points.

## **6. Sources of information and teaching resources**

Teaching material for the class will be handed out to students when needed. This material will consist of theory notes, collection of problems, exercise outlines and research work outlines.

### Teaching material:

BERGER, JOHN. *Por qué miramos a los animales*. Barcelona: Crítica, 1985.

AUGÉ, MARC. *Hacia una antropología de los mundos contemporáneos*. Barcelona: Gedisa, 2001.

MARTÍN JUEZ, FERNANDO. *Contribuciones para una antropología del diseño*. Barcelona: Gedisa Editorial, 2002.

ROSSI, INO; O'HIGGINS, EDWARD. *Teorías de la cultura y métodos antropológicos*. Barcelona: Editorial Anagrama, 1981.

The following bibliographical material will be used in the class:

Bibliography:

- Block 1

- AGUIRRE, ÁNGEL [ed]. *Diccionario temático de Antropología*. Barcelona: PPU, 1988.
- BESTARD, JOAN; CONTRERAS, JESÚS. *Bárbaros, paganos, salvajes y primitivos*. Barcelona: Barcanova Editorial, 1987.
- CARDÍN, ALBERTO. *Tientos Etnológicos*. Madrid: Jucar Universidad, 1988.
- CARDÍN, ALBERTO. *Lo próximo y lo ajeno*. Barcelona: Icaria Editorial, 1990.
- CARO BAROJA, JULIO. *Los fundamentos del pensamiento antropológico moderno*. Madrid: CSIC, 1985.
- HARRIS, MARVIN. *El desarrollo de la teoría antropológica*. Madrid: Editorial Siglo Veintiuno, 1993.
- LLOBERA, JOSEP R. *La identidad de la antropología*. Barcelona: Editorial Anagrama, 1990.

- Block 2

- AUGÉ, MARC. *Los "no lugares", Espacios del anonimato*. Barcelona: Gedisa Editorial, 1998.
- AUGÉ, MARC. *Hacia una antropología de los mundos contemporáneos*. Barcelona: Gedisa Editorial, 1995.
- BAUDRILLARD, JEAN. *El otro por sí mismo*. Barcelona: Editorial Anagrama, 1988.
- CLIFFORD, JAMES. *Dilemas de la cultura*. Barcelona: Gedisa Editorial, 1995.
- DEBORD, GUY. *La sociedad del espectáculo*. Barcelona: Editorial Pre-textos, 2003.
- DELGADO, MANUEL. *El animal público*. Barcelona: Editorial Anagrama, 1999.
- SENNET, RICHARD. *El declive del hombre público*. Barcelona: Ediciones Península, 2002.

- Block 3

- INIESTA GONZALEZ, MONTSERRAT. *Els gabinets del món. Antropologia, museus i museologies*. Lleida: Pagès Editors, 1994.

- Block 4

- BOURDIEU, PIERRE. *Creencia artística y bienes simbólicos*. Buenos Aires: Aurelia Rivera Grupo Editorial, 2003.
- BOURRIAUD, NICOLAS. *Postproducción*. Buenos Aires: Adriana Hidalgo Editora, 2004.
- FOSTER, HAL. *El retorno de lo real*. Madrid: Editorial Akal, 2001.
- FOSTER, HAL. *Diseño y delito*. Madrid: Editorial Akal, 2004.
- FLUSSER, VILÉM. *Filosofía del diseño*. Madrid: Editorial Síntesis, 2002.

- GEERTZ, CLIFFORD. *El antropólogo como autor*. Barcelona: Ediciones Paidós, 1989.
- GIMPEL, JEAN. *El artista, la religión del arte y la economía capitalista*. Barcelona: Gedisa Editorial, 1991.
- GRAU REBOLLO, JORDI. *Antropología audiovisual*. Barcelona: Edicions Bellaterra, 2002.
- MÉNDEZ LOURDES. *Antropología de la producción artística*. Madrid: Editorial Síntesis, 1995.
- DA. *Modos de hacer. Arte crítico, esfera pública y acción directa*. Universidad de Salamanca Ediciones, 2001.
- DA. *El tiempo sagrado: La mitificación del arte contemporáneo*. Instituto Valenciano de la Juventud, 1991.