



Sociology of Consumption

Spring 2026

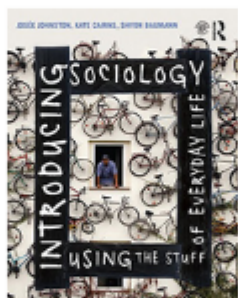
CRN 15818, SYP 3420

Wed, Fri, 12:30 - 1:50

Prof. Robert Caputi



"We live in a world where brands, products, and marketing pitches powerfully shape our sense of self, as well as our ideas about life possibilities, other people's identities, and the larger social world" (From the textbook "Introducing Sociology Using Stuff of Everyday Life" by Johnson, Cairns and Baumann, 2017)



This course examines life in consumer society, also referred to by scholars as late capitalism, postmodern society or the society of the spectacle. We will investigate both labor and leisure in the current U.S. and beyond through topics such as clothes, toys, food and dining, coffee (shops) and beer (gardens) music, tourism, weddings, spectator sports, celebrities and influencers, as well as other new and improved goods, services and experiences.

If you have any questions or want to see the syllabus, e-mail rcaputi@fau.edu

CONSUME

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Synonyms: Use, deplete, spend, devour, expend, use up, eat, drink, buy, experience

Hmm...