

SOCIAL SCIENCE
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Malakhov A.O. Recognition through consumption: analysis of communicative forms of consumption behavior

The article is devoted to analysis of communication in consumption. The problem is not new for sociology. There are many scientific approaches that consider consumption not only as a process of needs satisfaction but also as a wide practice of meaning creation and deliver to other people special code of standing. The author of this article takes attempt to find new phenomenon in this process. The author considers different communication levels and strategies in consumption which can show identity and uniqueness. Three main levels are analyzed. Status consumption is aimed to show status in social structure. Style of consumption is connected with showing of individual attitudes and dispositions. And finally groups of consumptions combine people who have the same code of identity in consumption. The author pays special attention to such practice as performance communication in consumption.

Key words: consumption, communication of consumption, consumer society, performance communication, style of consumption, «status» consumption, groups of consumption.

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