



The 39th World
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REGULAR SESSION INFORMATION

Title of Session: Consumerism as a social phenomenon and the new forms of participation in global control trend

Name of Session Convener(s): Mehdi Abedi ; Pierluigi Musarò

University/Organization incl. City: Yerevan State University, Yerevan, Armenia ;
University of Bologna

E-mail: sam_abedi@yahoo.com

Comments: -

Session Abstract (up to 250 words): In the border of the new millenium, globalization took the dominant status in transformational processes around the world. After basic changes in the direction of international economic relations, globalization plays a significant role in other public spheres, nowadays mainly in the functioning of political and socio-cultural fields. In the course of international development progresses, social relationships become more and more conformed to globalization, which in its turn manifests the ground of the social system's global trends of functioning, particularly the basics of consumer society .

Developing countries tend to transform in accordance with international development trends, mainly trying to reach the same level of prosperity. In this direction, these countries, being put on routes of globalization, are under the impact of the social effects of the global market, such as consumerism, which becomes ultimately an obstacle in reaching the very level of prosperity. While developing countries have to provide high level of production in order to meet the basic needs of their population, consumerism has become the dominant pattern of social relations. The very point of the problem is the extreme contradiction between what should provide market economy and what the results of it in developing countries are. On one hand, market economy forces to be a next to new economic behavior, such as consumption behavior. On the other hand, as there are lots of lacks in local economic

processes, the reproduction of such patterns of behavior is no construction. Moreover, in the sphere of social perceptions, quality of life has been confused with that of quantity of life, and as a result, the process of consumption becomes irrational and conspicuous. On the individual level this upsets the balance of budget, and on the social one, it increases the rates of poverty.

General information

During each afternoon of the congress, there will be room for a large number of parallel regular sessions. Each session is 90 minutes long and consists of an oral presentation of 4 to 6 papers. Session conveners are expected to administer and chair their session at the 2009 IIS World Congress.

Starting in mid-December, calls for papers to participate in approved sessions will be posted on the website. Interested participants will contact the session convener (you) directly with an abstract no later than February 28, 2009. The session convener should take in all submissions and select the best 4 to 6 papers to be presented and forward this information, including e-mail addresses of accepted authors, to the IIS Secretariat no later than March 15, 2009.