

Chapter 16: Social Change

December 5, 2016

Social Movements

- Definition: Any social group with leadership, organization, and an ideological commitment to promote or resist social change

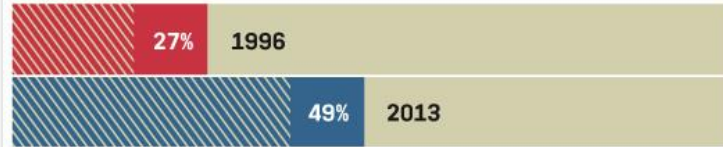
Social Change

How do we explain it?

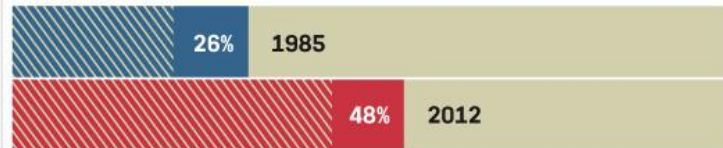
Perspective	Approach to Social Change	Case Study: The Environmental Movement
Structural Functionalism	Sometimes social change is necessary to maintain equilibrium and order in society.	Natural resources are necessary for the survival of society, so the growth of a social movement dedicated to the wise use and conservation of natural resources is functional for society.
Conflict Theory	Social change is the inevitable result of social inequality and conflict between groups over power and resources.	Environmental privileges (such as scenic natural vistas, clean water, and unpolluted air) are unequally distributed among groups in society. The environmental movement works to secure the rights of all citizens, rich and poor, to a clean, healthy, beautiful, and sustainable world.
Symbolic Interactionism	Social change involves changes in the meaning of things as well as changes in laws, culture, and social behavior.	The environmental movement works to safeguard animal species by having them declared "endangered" or "threatened." Redefining groups of animals in this way allows for their protection through endangered species laws rather than their decimation through hunting or habitat reduction.

Changing Social Attitudes in the United States

Same-Sex Marriage (Percentage who Favor)



Legalized Marijuana (Percentage who Support)



Black President (Percentage who Would Vote for)



Interracial Marriage (Percentage who Approve)



Female President (Percentage who Would Vote for)



SOURCE: Parlapiano 2013.

On Social Change

- What are the biggest social changes for someone like your grandparents?
- What about you or your generation?

Civil Rights Movement vs. Black Power



- Goal: Integration
- Civil disobedience for unjust laws
- Southern

- Goal: Economic justice, autonomy
- Self-pride
- Northern





Largest political rally for human rights in US history - 250,000 participants!

Bayard Rustin!!

March on Washington – 1963

Freedom Summer - 1964

Civil Rights Acts – 1964

Voting Rights Act - 1965



Civil Rights Legislation & Employment Discrimination

- Civil Rights Act of 1964 – [nice historical video here](https://www.youtube.com/watch?v=y7lrS0sLrVE)
 - Authorized federal action against segregation in public accommodations, facilities and employment
- Title VII of the Act addresses employment discrimination in two ways:
 1. Simple discrimination in hiring, firing, etc
 2. Classifying employees in ways that disadvantage protected categories

On the Voting Rights Act:

<https://www.youtube.com/watch?v=-AN4NZSROvs>



Social Change Activity

Fads, Fashions....What resonates with people?

- https://www.youtube.com/watch?v=ub_a2t0ZfTs

Globalization

- Definition: the increasing connections between economic, social, and political systems all over the globe
- How does it impact cultural imperialism and cultural leveling? (see pg. 486)
- <https://www.youtube.com/watch?v=5SnR-e0S6lc>

Modernism vs. Post-Modernism

- Objective reality
- Progress!
- Benefits of science
- Humans have ability to control their destiny, to direct changes

Skeptical re: idea of linear progress, etc.

Science & technology

Only subjective reality

Multiplicity of peoples, histories, paths to future

