



SOCIOLOGY 100: INTRODUCTION TO SOCIOLOGY

OCTOBER 24, 2016



Welcome!

Index Cards

- **Full name**
 - *Phonetic/pronunciation tips*
- **How you would like to be called**
- **Pronouns in use (she/he/ze etc.)**
- **Major & classification**
- **Phone #**
- **Info I should know**

Getting To Know You ...

- Pair up and chat!

- Name

- Major

- Two Truths & a Lie

- Introduce your partner to class

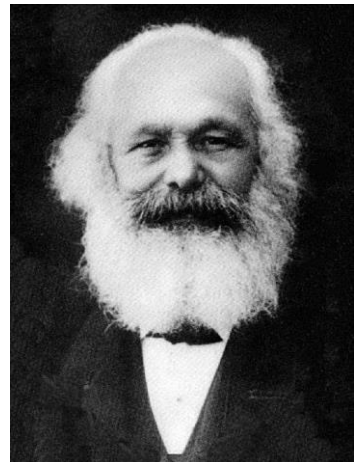
SYLLABUS & EXPECTATIONS

- Marian Online
- Email & Text
- Mark your calendars!
 - Quizzes – Reading & Preview Quizzes
 - Papers
 - Everyday Sociology postings

WHY SOCIOLOGY?

- Enlightenment, Reason, Scientific Revolution!
- Describing our Social World
- Explaining & Predicting our Social World
- From Feudalism → Capitalism – Big Shifts!

Everything that's
solid melts into
the air!



FEUDAL WORLD → MODERN WORLD (EURO-CENTRIC)

Ottoman Empire, 14th – 20th c

Atlantic Slave Trade, 17th – 19th c

British Colonial Rule in India,
18th – 20th c

Islamic Mathematics
7th – 17th c

Black Death, 1348

Galileo's gravitational work
late 16th-early 17th c

US Revolutionary War, 1775-1781

French Revolution, 1789

Worldwide colonialism

Middle Ages
5th c – 14th c

Feudalism
Chivalry

Crusades
Fall of Rome
Modern England
& France emerging
Intl. Trade expanding

Renaissance
14th c – 17th c

“Modern Times”
Printing revolution
--observation

“divine rights of
kings” waning
---diplomacy
Spanish Inquisition

Enlightenment
17th c – 18th c

Reason
Individualism
Science
Religious
Tolerance
Govts free of
Tyranny
emerging

Industrial Revolution
mid 18th c - 20th c

Rapid industrial growth

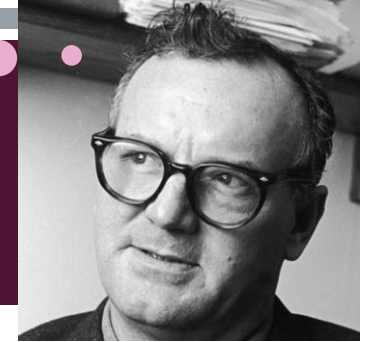
Steam engine!

Urban population
boom!

New manufacturing processes

SOCIOLOGICAL IMAGINATION

How are
biography &
history
connected?



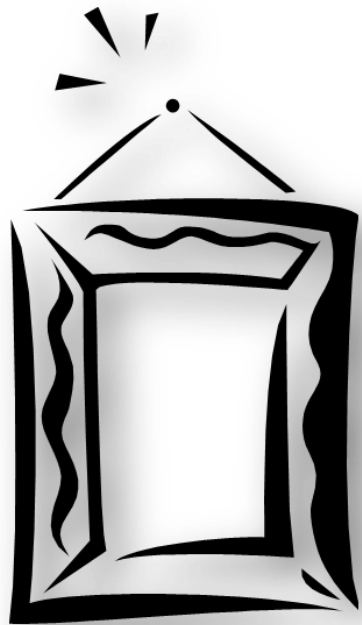
- Become a curious visitor in your own life!
- “Think yourself away” from usual explanations
- What is the social context of a Bulgarian village vs. Tokyo?
- Definition:
 - “a quality of the mind that allows us to understand the relationship between our individual circumstances and larger social forces” (12)



Micro-Analysis ←→ **Macro-Analysis**

Theoretical Frameworks

What is their role in sociology?

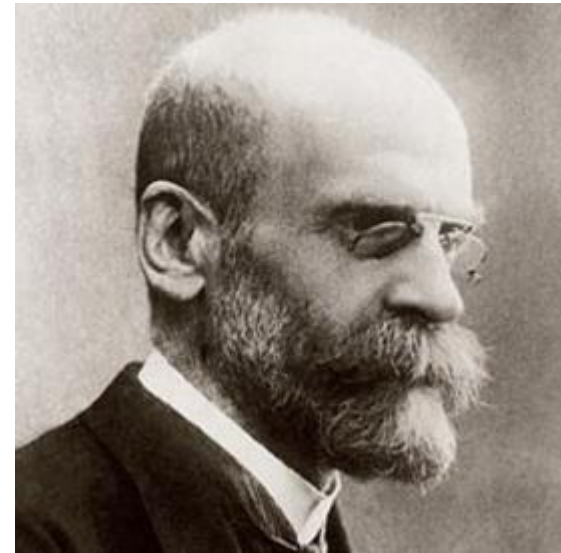
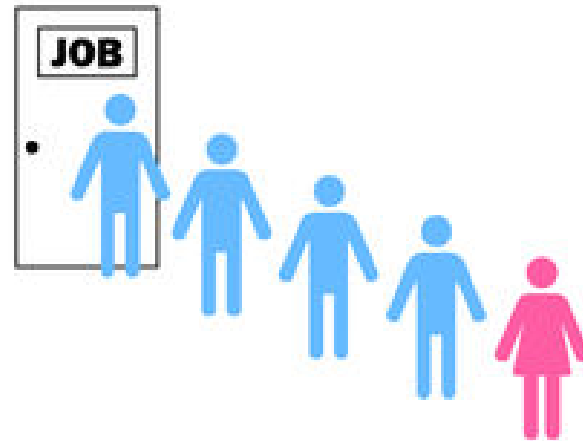


What frameworks were discussed in Chapter One?

FUNCTIONALISM OR ORDER THEORY

- Society is like an organism
- We all play different roles
- By having same values, we can work together

- Inequality plays a role, too



Émile Durkheim

1858-1917

TWO BASIC TYPES OF SOLIDARITY

Mechanical Solidarity

- typified by feelings of *likeness*
- It is rooted in everyone doing/feeling the same thing
- characteristic of small, traditional societies

Organic Solidarity

- Each person is interdependent with others
 - Forming a complex web of cooperative associations.
- Everyone is different and we all play unique roles
- Characteristic of modern societies

RITES & BELIEFS

RITES

- “the rules of conduct which prescribe how a man should comport himself in the presence of these sacred objects” (From *The Elementary Forms of Religious Life*)



ritual

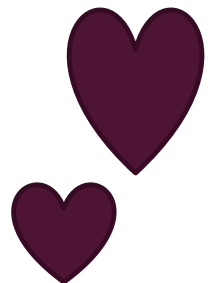
RELIGIOUS BELIEFS

- “the representations which express the nature of sacred things & the relations they sustain” (From *The Elementary Forms of Religious Life*)

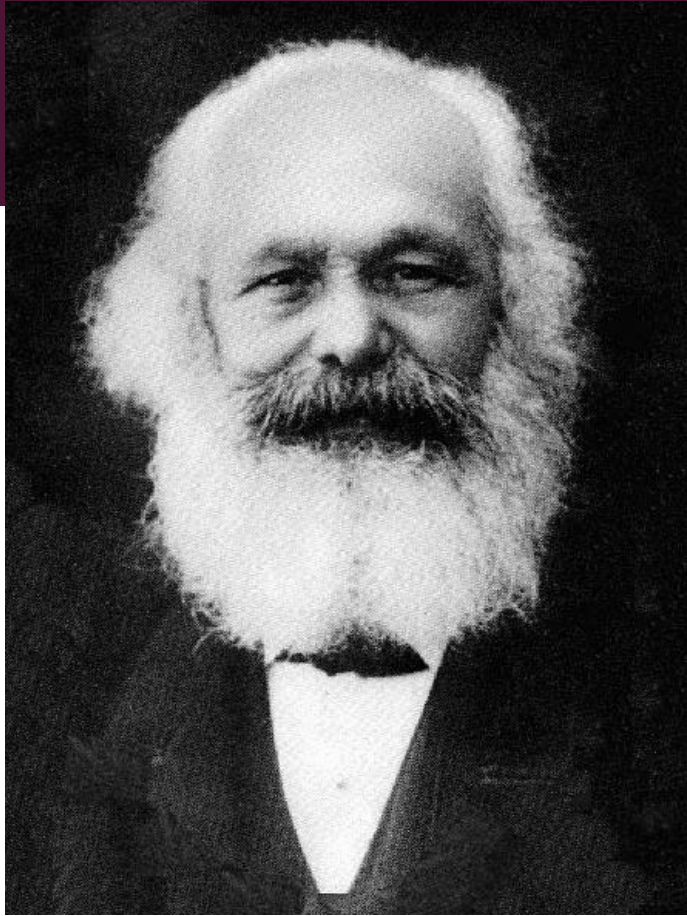


symbol

Eternal
Love!



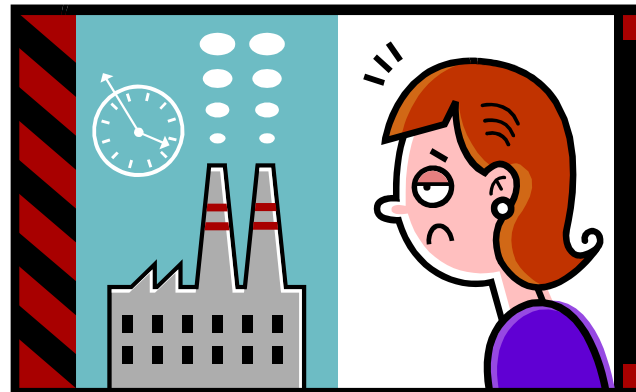
CONFLICT THEORY



Karl Marx

1818-1883

- Battle for resources and power
- Owners of capital (bourgeoisie) vs. workers (proletariat)
- Inequality serves the rich



ALIENATION

FROM SELF

FROM WORK

FROM PRODUCT

FROM OTHERS

FROM NATURE



CLASS CONSCIOUSNESS VS. FALSE CONSCIOUSNESS

- Recognize social inequality → revolutionary action!
- When the oppressed fail to realize the ruling class's interests are being served



no
revolutionary
action

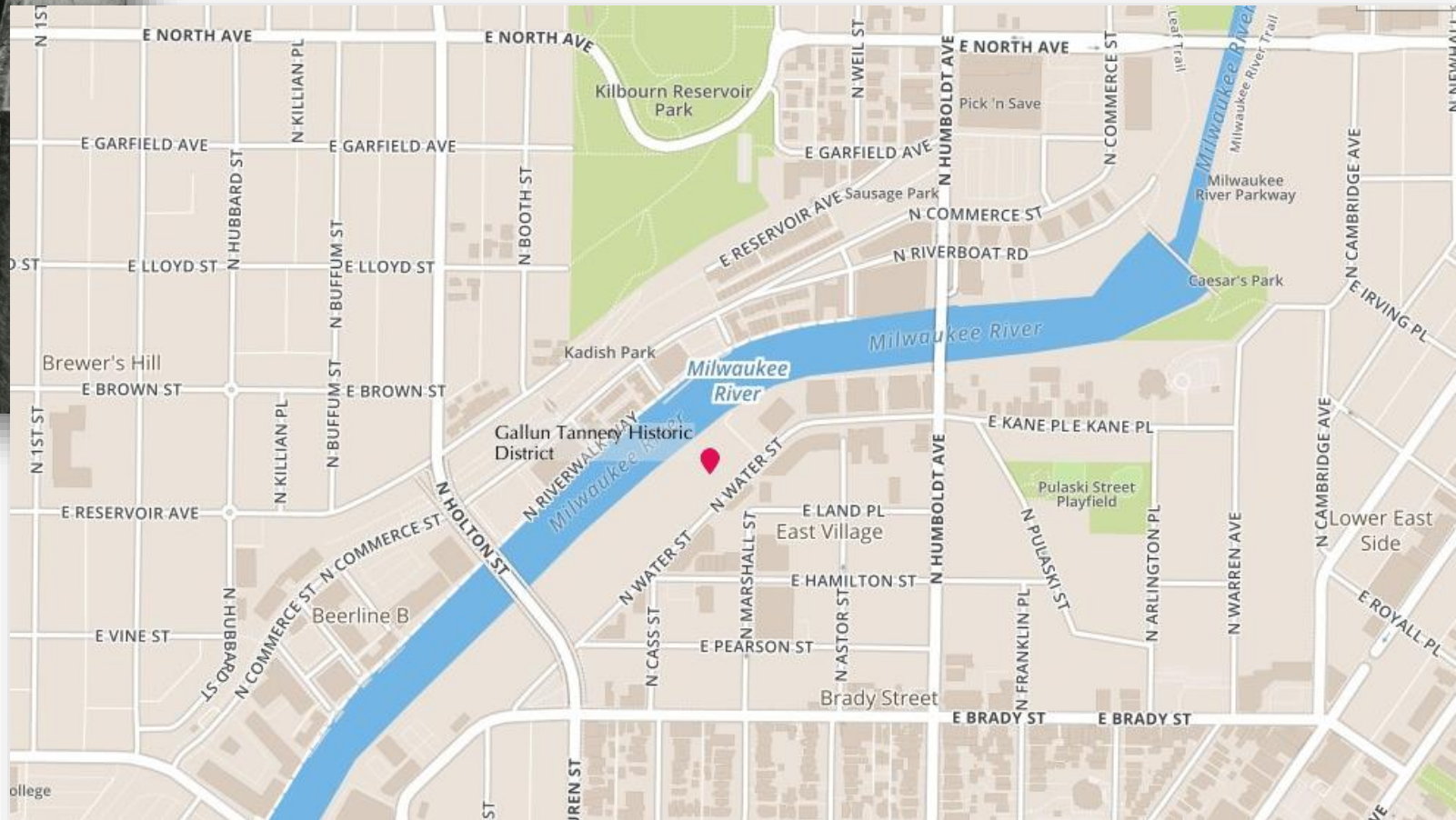


DO MARX'S CRITIQUES STILL APPLY?

Magnolia Cotton Mills (MS)



TANNERIES IN HISTORIC MILWAUKEE



Milwaukee Telegram
Nov. 6, 1921

HOW TWO GERMAN BOYS STARTED MILWAUKEE'S TANNERIES

The 10th article in the "What Really Makes Milwaukee Famous" series appearing exclusively in THE WEEKLY MILWAUKEE TELEGRAM, deals with the city's most prolific industry, the tannery, and their ancestors, the boot and shoe manufacturers. A later article will tell of the glove, trunk and industrial leather makers.

By CLIP F. WOODS.

A HUNDRED years ago two young men who had learned the tanning trade in Wurttemberg, Germany, began to look with longing eyes toward America, the land of promise.

A few years later this youthful pair, who bore the names of Guido Pfister and Fred Vogel, arrived in this country and making their way to Milwaukee, established a tannery and leather business which was destined to be the largest single corporation of the kind in the world.

Others followed the young pioneers in establishing tanneries in the sturdy northwest city, some being the skilled employees of the first

institution, others coming from the Rhine, where tanning had developed another branch of the business, that of shoe making.

STARTED IN 1848.

From the small tannery started by Fred Vogel on the banks of the Menomonee river in 1848, Milwaukee's leather industries have grown until today 70,000 hides upon thousands of hides are tanned in a hundred different shops and factories for the raw skins which are later to adorn the feet and hands and backs of millions, and which supply manufacturers with their raw leather for many products.

Milwaukee tanneries export finished leather to all countries of the world. During the war the United States controlled 75 per cent of the world's raw leather business and Milwaukee alone had a large share of the trade.

Last year the value of leather products manufactured in Milwaukee was \$104,680,168. The capital

■ "Tannery Row" on Milwaukee's East Side

WHERE DID THE TANNERIES GO?

What about tanneries today?

Where does your leather come from?

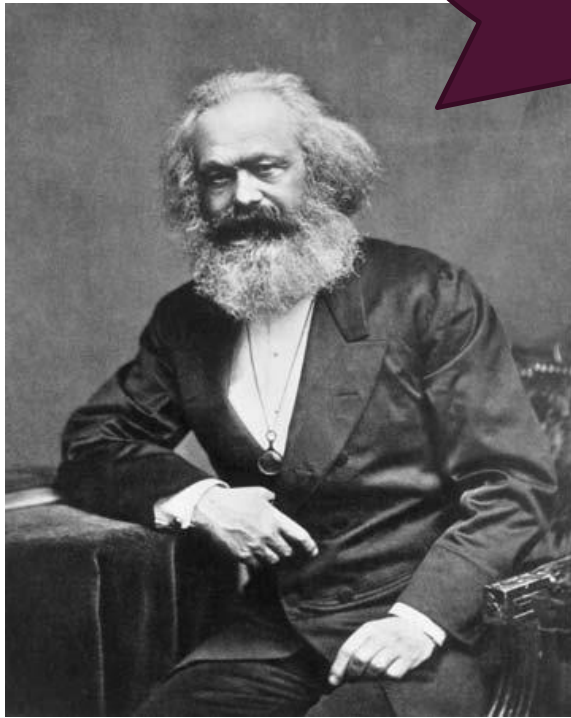
Toxic Tanneries

<https://news.vice.com/video/toxic-tanneries-poisoning-workers-in-bangladesh>

HOW DO WE EXPLAIN THE RISE OF CAPITALISM?

No! It's shifting ideas and values

Material changes and economic superstructure, clearly!



Karl Marx

“A man does not ‘by nature’ wish to earn more and more money, but to simply live as he is accustomed to live ...”



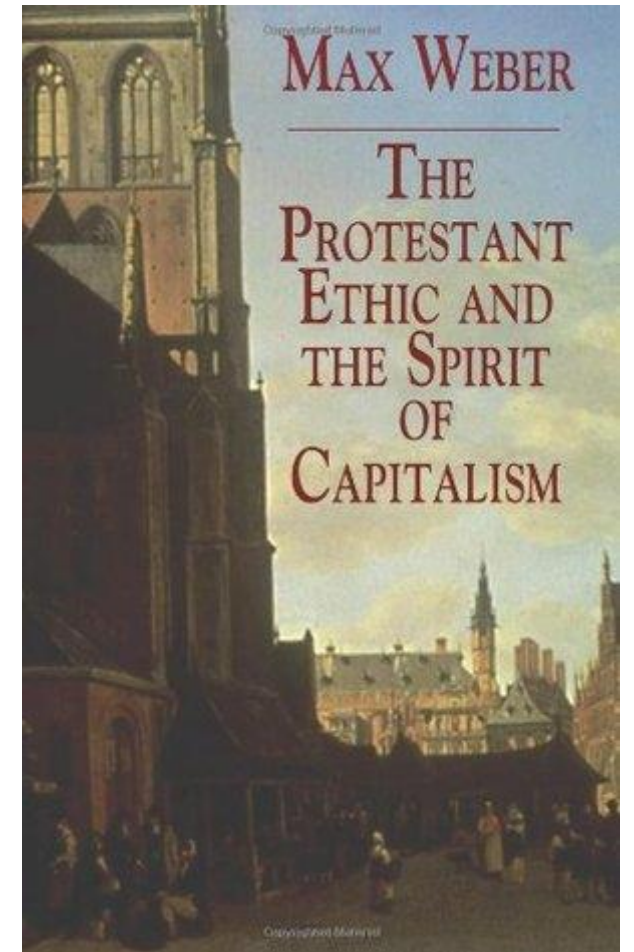
Max Weber

THE CALLING

“This order is now bound to the . . . conditions of machine production”

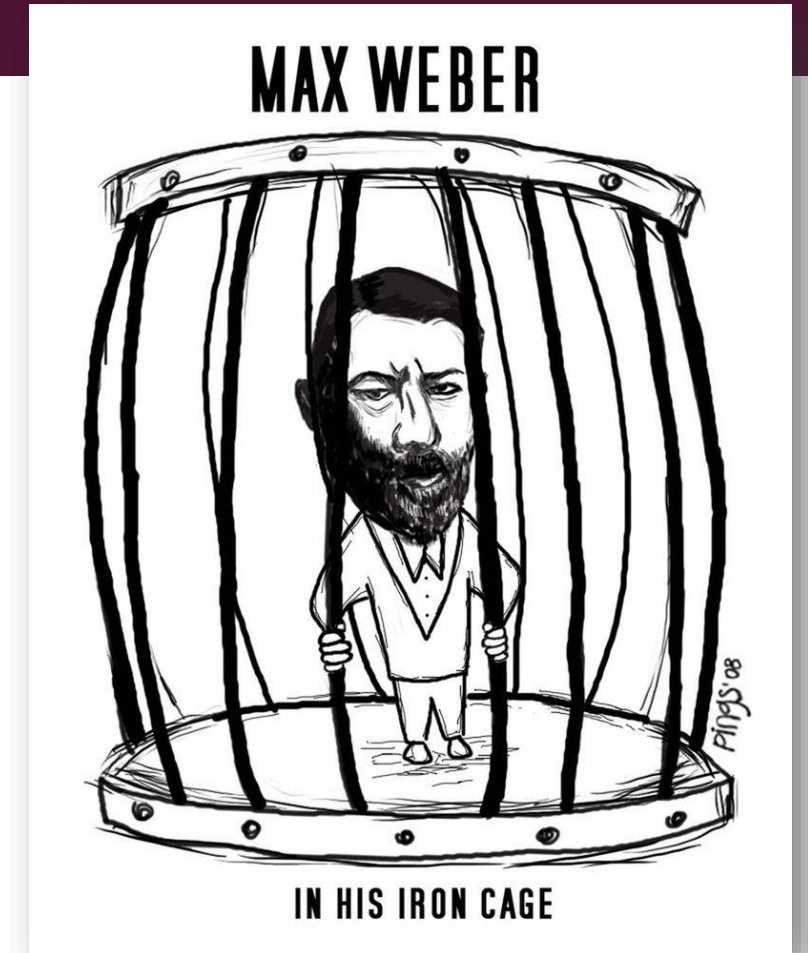
- The idea that each individual has a calling or “life-task” has its roots in a religious quest for salvation.

“The Puritan wanted to work in a calling; we are forced to do so.”



THE IRON CAGE

- Rationalization disenchantments Western society and creating an “iron cage” from which the individual is left with little power to escape.
- <https://www.youtube.com/watch?v=ICppFQ6Tabw>





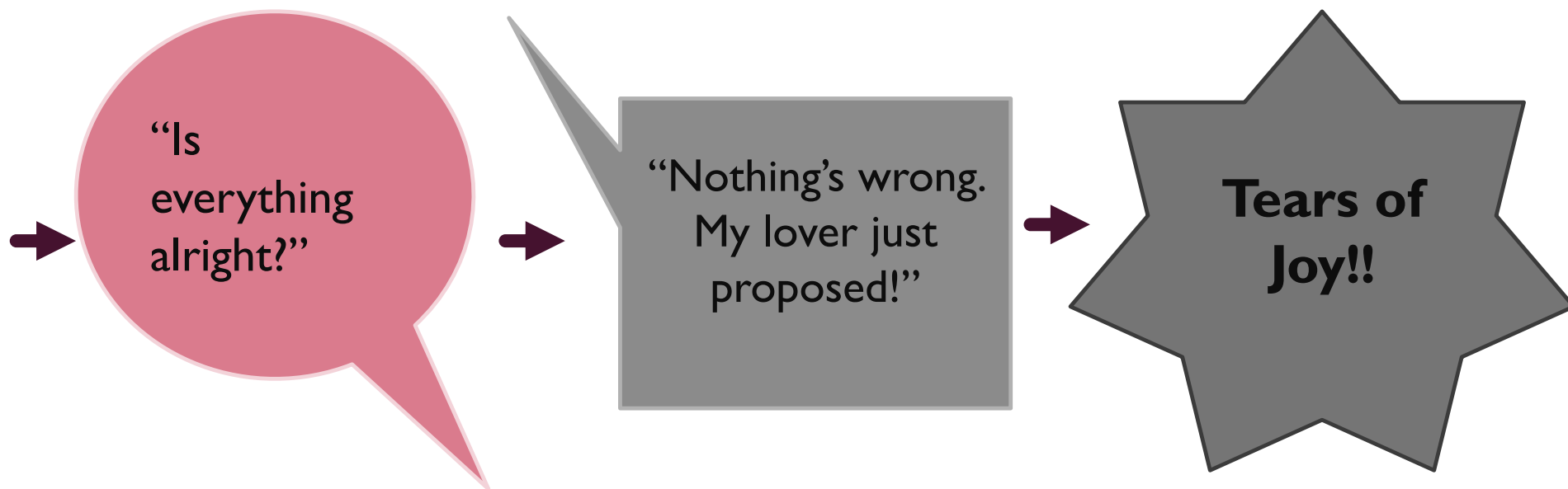
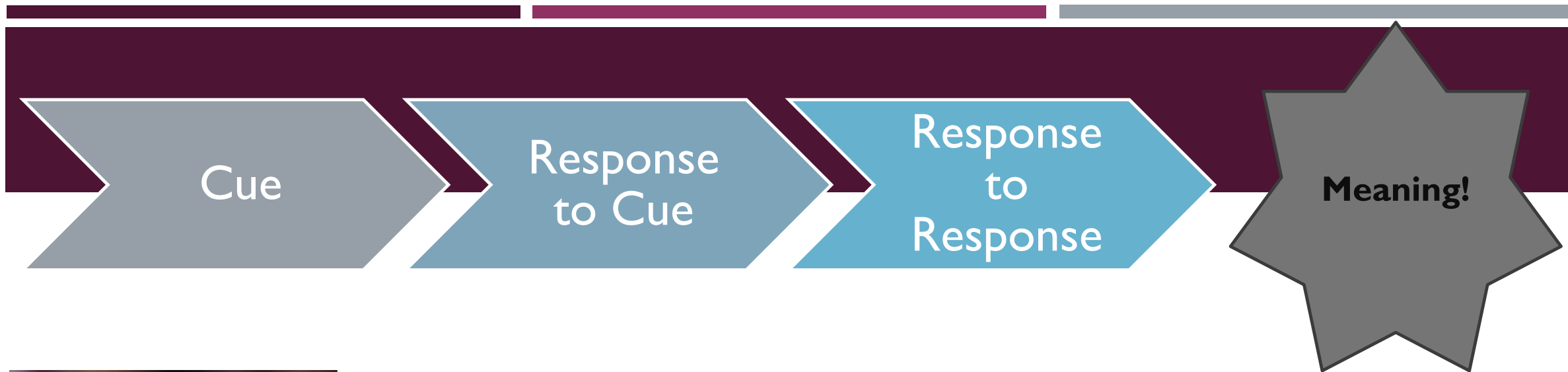
BREAK!



SYMBOLIC INTERACTIONISM

- Focus of analysis is small-scale interpersonal relationships.
- Individuals are not passively tossed by the winds of Society
- People are seen as active constructors of their own conduct who interpret, evaluate, define, and plot their own action

(From Giddens' Central Problems on Social Theory)



MEAD & SYMBOLIC INTERACTIONISM

- Play Stage
- Games
- The Generalized Other

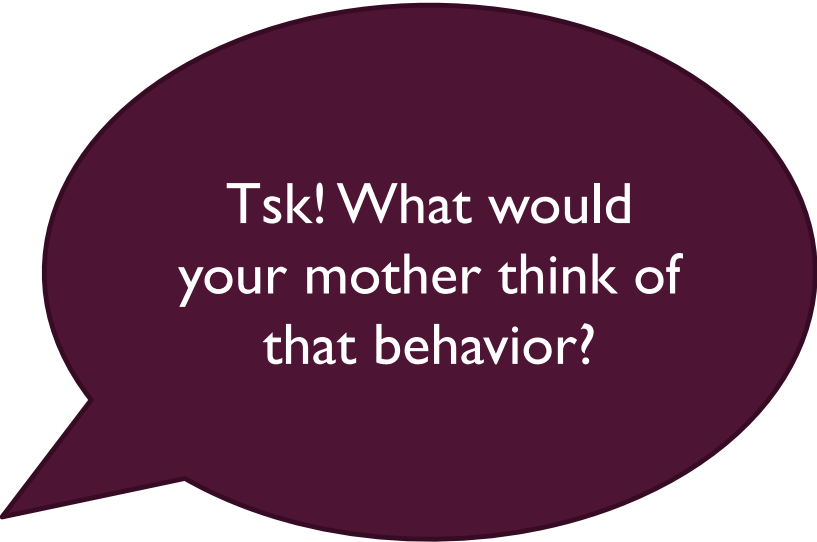


THE GENERALIZED OTHER

This is where
society or
community show
their influence

- “It is in the form of the generalized other that the social process influences the behavior of the individuals involved in it . . . that the community exercises control over the conduct of its individual members”

(From *Mind, Self & Society*)



Tsk! What would
your mother think of
that behavior?

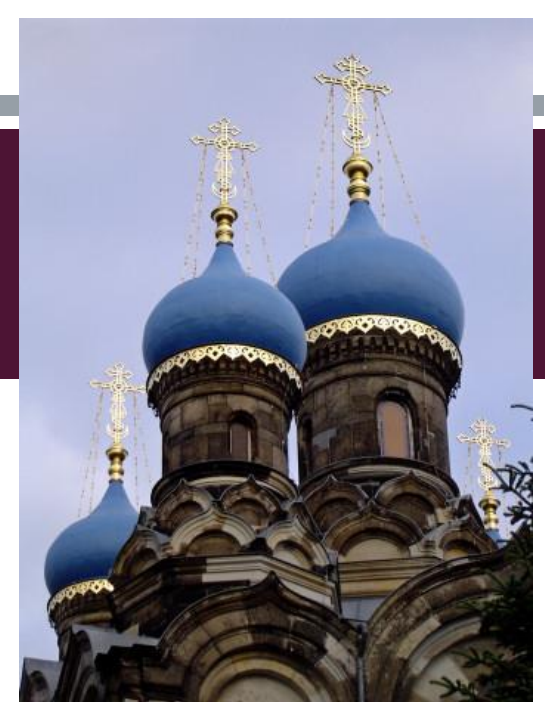
CHAPTER THREE

CULTURE!

Defining culture – the knowledge, language, values, customs, and material objects that are passed from person to person and from one generation to the next in a human group or society

THE ROLE OF CULTURE

How do we view the world?



Material vs. Symbolic Culture



Tools, items, buildings,
infrastructure



Beliefs, norms, ideas, etc.



HOW DO WE KNOW WHAT IS APPROPRIATE IN A SOCIETY?

- Socialization – the lifelong process whereby we learn acceptable behavior in a given society
- Norms, values, mores, and taboos of a culture (see page 84)



UNDERSTANDING CULTURAL VARIATION

- Ethnocentrism vs. Cultural Relativism
- Assimilation vs. Multiculturalism
- Types of Modern Societies (Industrial, developing, Newly-industrializing economies)
- The effects of globalization

ASSIMILATION VS. MULTICULTURALISM (85)



Does this work?



Does this challenge Anglo dominance?

MULTI-CULTURALISM OR PLURALISM

- Multiculturalism and Preserving One's Culture is Huge
 - Protective effects, too
- BUT – is there equal access?
- Inequalitarian vs. Equalitarian Pluralism





Minority assimilation, Ethnocentrism or Islamophobia?



Outlawed in 2004 in French schools, along with any other blatant religious symbols

Full body covering outlawed in 2011 in France

TRADITIONAL MUSLIM HEADGEAR

HIJAB	CHADOR	NIQAB	BURQA
			
<ul style="list-style-type: none">■ A head scarf that hides the hair and neck, not a veil, only the oval shape of the face.■ Widespread use in the Muslim world. Championed by the Muslim Brotherhood.	<ul style="list-style-type: none">■ A full cloak that covers the body and hair, it has no hand openings or any buttons or clasps but is held closed by the woman's hands or wrapping the ends snugly around her waist.■ Not obligatory in Islamic countries.	<ul style="list-style-type: none">■ A veil that entirely covers the woman including the mouth and nose, small opening for the eyes.■ Widespread use through the influence Wahabi Islam, especially in urban environments.	<ul style="list-style-type: none">■ Covers the head and the body and has a grill which hides the eyes traditionally worn by Pashtuns in Afghanistan.■ Enforced by the Taliban.

SOURCES: AFP, REUTERS ANDREW BARR / NATIONAL POST

A nun can be covered from head to toe in order to devote herself to God, right?



But, then if a muslim girl does the same, why is she oppressed?



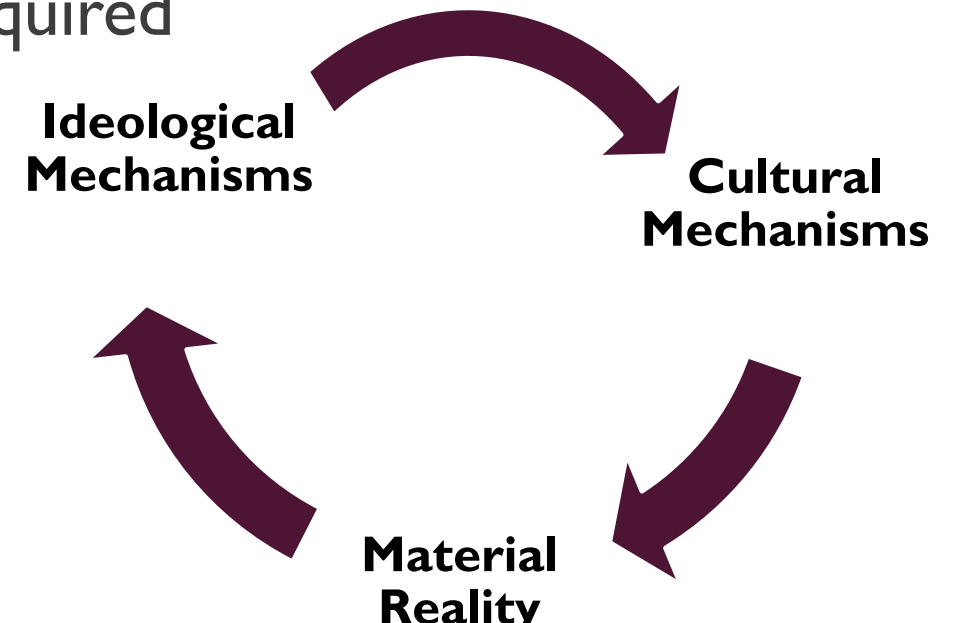
ANTONIO GRAMSCI & HEGEMONY

How do masses of people consent to be governed?



- Italian political prisoner
- Social theorist, journalist, organizer, etc.

- Authoritative influence over others
- Consent is active, negotiated
 - Populace consider it, weigh it, reproduce it
 - Force is not required



THINK / PAIR / SHARE

- What subcultures do you belong to?
- Think about one or two of these subcultures.
- Can you identify the gestures, norms, values, language and beliefs?
- Pair up and discuss. Then, we'll talk as class



TECHNOLOGICAL DETERMINISM (PAGE 91)

Changes in Technology → Social Change!



**Communications!
Immigration!
Mass Production!**

MERCHANTS OF COOL

- Frontline Episode
 - <http://www.pbs.org/wgbh/pages/frontline/shows/cool/view/>
 - How are American teenagers targeted by corporations?

DOING SOCIOLOGY!

- Make a list of ways in which the media—including advertisements—reach you each day.
- How many of these media messages represent mainstream Western ideals?
- What kinds of media messages do not conform to these norms?

COMING UP!

BY SUNDAY – 11:55pm

- Take your pre-quizzes for Chapters 1 & 3
- Every Day Sociology

For Next Week!

- Read Real World Chapters 4 & 5
- Watch Milgram video and Quiet Rage video
- Take the pre-quiz by Monday 2pm
- Take the Stanford & Milgram quiz by Monday 2pm!