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CHAPTER 1

Sociology

"Things around us which impact human behaviour".
"The progress of individuals with reason in the existing frame-works to add value in their personal lives and society as a unit."
"Sociology is about the living patterns of the different groups".
"It is also about the evolving human behaviour with evolving societal structures".
"Sociology gives us an understanding but that is not the ultimate truth.

Structures : Institution — Political, education, Profession

Individual – Profession

Thought process (Ideas) — Interpretations, Reasoning

Culture – set of values.

"Sociology gives us perspective, not an entire approach.

→ Why do sociology borrow from other disciplines?
→ It is because, all other disciplines are integrated by sociology.

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Perspectives

Conflict	Functionalism	Symbolic	All
Karl Marx.	Expansion of markets.	Integration	Integrated
~~Comm~~ Communist ideology	Policy making optimism	I, we, us, and, symbols	
Critique on capitalism			

Controlled Capitalism	Uncontrolled Capitalism
Capitalism with regularities	Capitalism with irregularities
Equal opportunities	Equal opportunities
The role of the government	No Government
Well defined social and Political structures	No political structures
At a cost of competition. (More losers)	Less competition

Victory

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The Sociological imagination.

The term "Sociological imagination" was coined by the American-~~socio~~ sociologist "C Wright Mills" in his book "The Sociological Imagination" in 1959.

C Wright Mills defined sociological imagination as "the awareness of the relationship between personal experience and the wider society".

People and their behaviour in society are influenced by different social forces which include social relationships with friends, relatives, other people in educational, work, economic, and religious institutions.

C Wright Mills refered to the ability to see the impact of social forces on individuals especially on their private lives as sociological imagination.

Examples: 1) Unemployment 2) Choice of career 3) Suicide

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What is Culture?

Sir Edward B. Taylor's definition of culture (1871)
"Culture..... is that complex whole which includes knowledge, beliefs, arts, morals, law, customs, and anyother capabilities and habits acquired by [a human] as a member of society".

Culture constitute a specific language, customs, dress code, religion, cuisine, social behavioural patterns, performing arts etc - anything that differentiate one group of people to the other.

Culture is an identity of a particular group of people.

Culture usually defines a specific nation.

Culture is the common characterstics and knowledge shared by a particular group of people (generally refered as a society).

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Types of Culture

1. Material culture:

Physical objects and tangible belongings of people in a society are part of material culture.

This includes buildings, trains, and buses, markets, automobiles, etc.

These are things which we can see and touch.

2. Non-material culture:

Intangible things that become a part of culture in society is called non-material culture.

This include people's ideas, belief system, norm and values, atitude and behavioral patterns, etc.

These are things which we cannot see or touch.

Material and Non-material objects of culture ~~however teaching methods belong to non-material cul~~ are linked with each other for e.g.:

School buildings are part of material culture, however teaching methods belong to non-material culture.

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Similiarly, jewelry is an object of material culture, but it represents the tradition and values of a society, which came under non-material culture.

What is Sociology.

Sociology is the systematic study of society and social interaction, The word sociology is derived from latin word socius (companion) and the greek word logos (study of), meaning "the study of companionship".

What do we study in sociology?

In sociology, we study how society affects people and how people affects society.

The study of society as a whole while studying one-to-one and group interaction.

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SYMBOLIC INTERACTION

The American philosopher George H. Mead (1863- 1931) introduced the perspective to American sociology in 1920.

According to the symbolic interactionist perspective, people attach meanings to symbols, and then they act according to their subjective interpretation of these symbols (e.g: colors, belongings).

It is the common understanding of individuals and their subjective interpretation which determine how individuals act and believe in social situations (eg: shaking hands, friends hanging out in a particular way).

Individual and social behaviour are formed through the shared meaning that people have attached to the symbols and concepts in a particular social system. (eg: concept of family, and gender-roles).

Examples: •) Meaning of Colors: Black and White
•) Meaning of flowers: Red rose and ~~the~~ Yellow rose.

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The functionalist perspective.

According to the fundamentalist perspective, also called functionalism, each component of society is interdependependent and contributes to proper functioning of a society collectively.

Example: Government / State, family / children, education institutions, media.

Ideally all parts of society work together to produce social order, stability and productivity. e.g: Financial recession (downsizing, unemployment, ~~family expense~~ family expense, media advertising budget).

Functionalist sociologists believe that society is held together by social concensus, in which members of a social system mutually decide what's best for the society to function properly and then work together to achieve it.

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Types of social cohesion and human function

- French sociologist Emile Durkheim suggests two types of social - cohesion
- Mechanical solidarity (traditional societies - all belong to similiar work own farms, cattle, etc.)
- Organic solidarity (Modern, industrialized and complex urban society -
- Interdependent Professions)
- American functionalist sociologist: Robert Merton divides human functions into two types.
- Manifest functions (intentional and obvious)
- Latent functions (unintentional and not obvious or hidden)
- Examples of manifest and Latent functions

Higher education Institutions: Universities

Manifest: It will give higher education
Latent : It has kind of marriage system, many couples are formed in university.

- Mass media (Mainstream and social media)

Manifest : It gives information
Latent : They run adverstisements in between programs.

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The Conflict Perspective

- The conflict perspective was originated from the philosophy of Karl Marx on the class struggle.

- The functionalist and symbolic interactionist perspectives present a positive aspect of a society which indicate the social stability. however, the conflict perspective argues the negative and conflicted nature of society. e.g: Inequality, descrimination, injustice, etc.

- The functionalist perspective supports the status quo and avoid social-change. On the contrary, the conflict theorists challenge the established social system and strive for social change.

- According to the conflict theorists, the rich and powerful maintain a social order and stability by exploiting the poor and weaker segment of society.

- Today the conflict and struggle between different groups result in everchanging-nature of society.

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August Comte (1798 - 1857)

August Comte is a french philosopher, who is also known as the "father of sociology". He first used the term sociology in 1838 to refer as study of society.

Comte argues that all the societies go through three basic phases of development: Religious or fictious, metaphysical or abstract and scientific or positive.

Comte divided sociology into two main fields, or branche: social statics (the study of the forces that hold society together, e.g; family, religion, language), and social dynamics (the study of the causes of social change, e.g: Karl Marx social conflict due to income inequality).

A critique of comte: Other philosophers such as William Paley disagree with purely scientific world that comte creates and argue that the world and all it's precise functions clearly reflect the existence of a designer.

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Herbert Spencer (1820 - 1903)

Herbert spencer was an enlightenment sociologist and philosopher of 19th century who compared society with a living organism.

The different components of society are interdependent as like parts of a living organism. All the parts of society work together to result in a proper function of society. The change in one part affects other parts. In case, any part malfunctions, other must adjust to the crisis and contribute to preserve the society.

The components of society are individuals, and social institutions including family, education, religion, politics, media, etc.

Spencer believes that society functions like an organism naturally. It corrects all it's defects and problems when government leaves it alone.

According to spencer, society runs through the phenomenon of "survival of the fittest". Nature has selected rich and powerful to rule and enjoy the power over weak and poor who are doomed by nature.

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Karl Marx (1818 - 1883)

The German political philosopher and economist, Karl Marx presented the critical theories about society, politics and economics, collectively understood as Marxism.

Marx believed that social interdependence and stability is an illusion. It is the class conflict, struggle and competition which mark all societies.

According to Marx, the capitalist class, bourgeoisie own the means of production and exploit the class of labourers, which he called the proletariat who do not own the means of production.

He argued that the laborers are not naturally 'unfit' as referred by spencer, but are meant to take over the capitalist. The revolution would result in a class free society where all people work according to their capabilities and recieve resources ~~according~~ according to their needs.

Marx believed that the economic system determines the norms, values, culture, family, education and political system in a society.

Unlike Spencer, Marx urged people to take measures to change the society positively, rather than leaving it evolve naturally on its own.

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What is Social Change?

Social change refers to any alteration mechanism in a social order of a society This may include change in social institutions, cultural and behavioral patterns, social ~~integrati~~ - organisations or social interaction.

The social change is also known as social progress or socio-cultural evolution.

A significant social change occured in the form of drastic - shift from an agricultural society to industrialized and post modern - society.

Food for thought: Internet has changed socialization, human - interaction, banking, shopping, etc. Is every kind of social change good for us?

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Types of societies and their characterstics.

Since the begining of mainkind, many types of societies have existed, however the sociologists and ~~and~~ anthropologists have divided human societies into six broad categories.

- Hunting and gathering societies.
- Pastoral societies.
- Horticultural societies.
- Agricultural societies.
- Industrial societies.
- Post- industrial societies.

Hunting & Gathering societies

Members of societies depended upon hunting animals, fishing, and edible plants for their survival.

The societies were pretty small and mobile — they keep on travelling and relocating to different places where they find favourable environment and resources, therefore known as nomadic.

The Labour were divided on the basis of gender — Men were responsible to go out for hunting while women used to gather smaller animals and vegetables, protect and raise children.

The society was tribal. The members shared cultural heritage and tradition.

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Pastoral Societies

Pastoral societies began around 12000 years ago, pastoral societies still exist today, primarily in the desert lands of North Africa. ~~where~~ ~~horticultural~~ where horticultural and manufacturing are not possible.

Pastoral society was formed by people who rely on domestication and breeding of animals for food and transportation.

Members of society had to remove to some other places if the land in which animal graze was no longer available.

Pastoral societies provided different occupations to people, like peasants, breeders and traders.

Horticultural Societies

Unlike pastoral societies, the horticultural societies cultivate plants, fruits and vegetables.

People used to cultivate land constantly, therefore were able to produce and store more goods and surplus.

Horticultural societies were also ~~not~~ mobile. People ~~have~~ had to move to other areas where agricultural resources and water are plentiful.

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These societies consisted of more institutions other than family and kinship including government, religion and revenue department.

Agricultural Societies

Agricultural societies also cultivate plants like horticultural societies. The difference is that, agricultural societies use advance technologies to cultivate crops like wheat, rice, corn, barley, etc.

Agricultural societies emerged from what is referred to as the "Agricultural revolution".

~~Agricultural~~ People learned how to cultivate big lands using ~~Agricultural~~ technological resources and chemicals like fertilizers to produce foods surplus.

This is called the "dawn of civilization" as people started forming and moving to small urban areas.

People started getting into thoughtful and creative fields like art, music, crafting, poetry, painting, etc.

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Industrial Societies

Industrial revolution began in 18th century in Britain and quickly spread the rest of the world.

steam engine was invented which marked the begining of industrial revolution.

The goods started getting manufactured at mass level in the factories. These industrial good are produced through electrical, mechanical, foyssil fuel and steam energy.

Installation of factories and industries gave birth to several different proffessions.

Institutions were further advanced. Education institutions was expanded and formalized

Post-Industrial societies.

- The post-industrial area began with the advent of computers. This is also called the digital age. We are living in the digital age.
- New occupations emerged in digital societies such as programmers, software developers, digital marketers, etc. Social class of individuals are based on education.
- Companies use digital technology to sell products and services. Retailing is getting replaced by the E-stores. e.g. include Amazon, uber/Careem, Food Panda.
- Social interaction and lifestyle have changed at a greater level.

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CHAPTER 2

Date:

Globalization ⟶ Social & Economic Connections

Objectives.

1. Society's perspectives
2. Economic perspectives
3. Definition and waves of "Globalization".

Famous scholar "Noam Chomsky": It is the international integration of economies

Example: South Asia's perspective is colonalism.

Europeans established trade connections with the indian monarchs.

Karl Marx and Fredrich engels: Conflict perspective:

Communist manifesto: "The need for a constantly increasing market, for its products chases the bourgeoisie over the surface of the whole globe. It must nestle, settle and establish connections everywhere.

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DEFINITIONS:

Giddens 1990: "The intensification of a worldwide social relations which link the distant localities in such a way that the local happenings are shaped by the events occuring many miles away or viceversa."

"The processes by which the world is being made into a single place with a systematic properties.

According to Sharma: "Globalization is about the free flow of capital, goods and services and further integration of the economies and societies worldwide.

How USA adopted the phenomenon of globalization?

Untill ~~[illegible]~~ (WW1) (1914) - USA was a borrower, they imported from europe.

After paying back the loan: USA become an ecomic might.
USA become a lender.

Immigration:

In 1800s, the immigration was not difficult for europeans. They just have to prove that they were medically not fit and they were skillfull.

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East asians had relatively low status in USA but they could work.

Connectivity through currency (Gold)

ALL the world currencies were linked with a gold standard.

Financially the world economies were connected through gold standard

Pakistan:
Rupee was connected to standard uptill 1982.
Gold was universally accepted as equivalent worth of any currency.

Chinese have had paper currency

Karl Marx (Conflict): Communist manifesto:

The need of constantly expanding market (trade) has forced the industrialists to nestle and settle across the different parts of the world.

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Date:

Definitions:

According to Robertson, the processes by which the world is being made into a single place with systematic properties.

According to Giddens, the intensification of worldwide social-relations which link the distant localities in such a way that local happenings are shaped by events occuring many miles away and viceversa.

According to Sharma, the process through which an ever-expanding free flow of goods and and services, capital (machinery) and social customs leads to further integration of economies and societies.

According to Sibley in 1997, an achievement of advance capitalism and ~~technology~~ technological inovation, seeking the world free-from restraints on the oppurtunity to invest and invent in terms of number of people, in terms of outlets and in terms of capital determines the capacity to saturate local cultures.

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Globalization

1) Waves Of globalization in history
2) Globalization and environmental declaration
3) Globalization of poverty.

Globalization is not a new phenomenon.

Robert Robertson
Studies Globalization in three waves
1) First wave (6th century to 18th century)
2) Second wave (19th century industrial revolution)
3) Third wave (Period after WW II)

→ Goran Therborn
1) First wave (~~1500 - 1600 AD~~) (300 - 600 AD)
2) Second wave (1500 - 1600 AD)
3) Third wave (Period after WW II)

First wave (300 - 600 AD)

Spread of dominant religions of the world.

1) Islam 2) Christanity 3) Hinduism 4) Bhuddism.

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Second wave

Age of exploration and trade by the europeans

1) Dutch 2) Spaniards 3) Britishers 4) French

Basic trade

Cultural link
Negotiations with the governments (Kingdoms)

Third wave (Global wars)

Britishers and French were at war
Series of political

- American revolutions
- French revolutions
- Napoleon Bonparte Captures egypt

Fourth wave
WW1 (1914-1918)
Russia, Germans, French, Turkey, and Britishers

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Date:

Fifth wave

WWII start and ends

Ottoman empire goes down, Kamal attaturk took over

Colonies of british raj pressure the britishers to have their land

Countries comment out of great financial depression

The american women worked at ammunation shops.
The american men at warfronts.
Americans launch nuclear bombs on Japanese.
(WWII ends in 1945)

IMF & world bank

lenders and donors of financial assistance and grants based on conditionalities.

And it leads to the brand holders

- Artistic denim
- Nike
- Swiss army wristwatch.

Commodity chains.

1) Outsource 2) Business to get cheap labour
3) East asia 4) South asia.

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GLOBALIZATION

What is Globalization?

Globalization term is used to define integration of people, cultures, economy, companies and governments of nations globally.

Globalization has taken its pace with advancement in transportation and communication technology.

The phenomenon is resulted with the increase of people interaction, which promotes the exchange of trade, ideas and culture across the borders.

Economic globalization results in the increasing economic interdependence of national economies globally through a rapid increase in cross border movement of goods, services, technology and capital.

Mass media plays an important role in the ~~ex~~ exchange of cultural traits and ideas among the nations, seperated by thousands miles distances.

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Advantages of Globalization

Globalization results in free trade and promotes global economy growth - creates more jobs, makes companies more competitive and lower prices for consumers.

There is more exchange of information among countries and people. World is becomming one society and people from different cultures are getting introduced with one ~~another~~ another.

Labour is moving from one country to the other. This results in strengthening economies of the developing countries.

Technology is shared with the developing countries, which results in their progress.

Multi-national corporations are installing their ~~facilities~~ factories in the developing countries, thus creating employment oppurtunities to people and decreasing poverty.

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Disadvantages of Globalization

Globalization is making the rich more richer and the poor more poorer

Developed countries and big giant corporations are benefiting from globalization, while it is getting harder for small or local companies to enter the consumer-market.

Emission of Labour - low wages and long work hours. Some Laborers are not even paid on time.

National or regional culture is vanishing due to the dominiant global culture.

Increased materialism and consumerism - Lust for accumulation of wealth, hence compromising on ethical and moral means.

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Date:

Emile Durkheim (1858-1917)

Emile Durkheim was a french philosopher and sociologist who used scientific study of social facts e.g: social values, cultural norms, social structures, behavioral patterns and characteristics of a particular group.

Founder of the functionalist perspective

Durkheim is known as the founder of the functionalist perspective in sociology. He observed how society can ~~so~~ operate or function, how it maintains order and stability.

Collective conscience. ← ضمير

Durkheim believed that individuals unite together by a shared culture as solidarity. It is achieved through combination of values, norms, rules, regulations, which is referred ~~ars~~ the collective ~~conscience~~ conscience.

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Durkheim book: suicide- A study in Sociology (1897)

In his book, 'Suicide', he claimed that suicide is linked with social integration of a individual. Those lacking social identification are more vulnerable to suicide, hence social forces play their role in individual's decision.

integration = interaction

He presented numerous Lectures and published works on a variety of topics, including the sociology of knowledge, morality, social interaction, religion, law, eduction and deviance

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Max Weber (1864 - 1920)

In his book "The Protestant Ethic and the spirit of capitalism (1905), Weber argued that it was in the basic beliefs of protestant christanity especially calvanism to boost capitalism. Thus, it can be said that the spirit of capitalism is inherent to protestant religious values.

In his book he argued that the God likes hard work, which he called protestant work ethic. All work is holy, ~~and~~ even baking or accountant. There are no miracles. Working honestly industrializing over many years and investigation in scientific field can lead to progress.

IDEAS change the destiny of nations rather cultures and traditions. Ideas are far more important than tools like money.

We are in an age of bureaucratic authority, which achieves its power via knowledge. Only bureaucrats know how stuff works. And it has power to change the world.

Maximilian Karl Emil Weber was a german sociologist, philosopher, jurist and political economist, also considered as the founder of social science along with Karl Marx and Emile Durkheim. He is best to explain the economic system capitalism.

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Weber was a key proponent of methodological anti-positivism. He argued that the study of social action is done through interpretive means rather than purely empiricist.

He ~~urged~~ on the understanding the purpose and meaning that individuals attach to their own actions and behaviour. Unlike Durkheim, he did not believe in nano causal explainations and rather proposed that for any outcome ~~there~~ there can be multiple cause.

Weber's area of intellectual studies were primarily based on understanding the processes of rationalization, secularization, and ~~disend~~ disenchantment, which he connected ~~wh~~ with the use of capitalism and modernity.

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Social values --- Functionalist & Conflict perspective.

Social and cultural values are the ideas of what is good, bad, just, fair within a society.

They provide the general guidelines and set standards for social conduct. Social values play a vital role in maintaining the stability of social order.

Example of values: Equality, justice, human rights, patriotism, respect for elders, empathy, charity, sacrifice, materialism, communism, etc.

Social values may differ from individual value. Social value contains a concern for others welfare

A culture may ~~process~~ possess conflicting values. For instance, the value of material success may conflict with the value of individualism.

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Values: Conflict & Functionalist perspectives.

The proponents of the conflict theory focus ~~of th~~ on how social values differ among different groups within a society. However, the functionalism emphasize on the shared ~~value~~ values of individualism.

Examples:

- An American sociologist, Robert K. Merton argued that success, wealth and power are key values among people in American society; however, the functionalism emphasize on the shared values of individualism.

~~Examples~~:

- ~~An American sociologist~~
- On the other hand, functionalist sociologist, Talcott Parsons suggested the American culture share a common value of "American work ethic" which encourage hardwork.

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Social Norms

Social or Cultural Norms are mutually agreed standards and rules that society sets for its individuals to behave in any given situation. Sociologist divide social norms into 4 broad categories.

Folkways: Customs that are socially approved standards of behaviour but not the standard of morality. Example: Belching during formal dinner.

Mores: Norms that are the standards of morality that a society sets for individuals Example: Clothing.

Taboo: These are the sets of behaviour that a culture absolutely for bids Example: Mental illness.

Laws: Formal rules and regulations that are enforced by the state. Violation of these laws result in the punishment.

Example: Robbery.

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Cultural Diversity or Multi-Culturism

Cultural diversity and multi-culturism — both terms are used interchangeably.

Culture is comprised of a particular set of shared characterstics of a group in a particular geographical area which include language, dress, food, tradition, values, behaviour, Art, etc.

Sociologist Dr. Celeb Rosado, who specializes in diversity and multi-culturism, described seven important actions involved in the definition of multi-culturism.

Recognition - Respect - Acknowledge - Value - Encarage - Employer - Celebrate.

Cultural diversity is important because our country, workplaces and schools increasingly consist of various cultural, racial and ethic groups.

Globalization is fading cultural diversity and people are acquiring dominant global culture.

Elements of Culture: The cognitive, normative, symbolic component.

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~~Elements of culture: The Cognitive,~~

The Cognitive Component

Knowledge: Collection of ideas and facts about physical and social words which are relatively objective, reliable of verifiable. Example: technology that shapes modern life.

Beliefs: Collection of ideas considered as ~~the~~ true or false without a definite proof. Beliefs are subjective.
Example: religious faith.

Normative Component:

Values: These are culturally defined standards of good or bad and desireable or unacceptable. E.g: Respect of elders, honestly, gambling, drinking, etc.

Norms: These are culturally defined expectations of behaviour. These include folkways (burp), mores (inappropriate clothing), taboos (mental illness) and laws (crime like robbery or murder).

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SYMBOLIC COMPONENT

Symbols: These include language, gesture, body language, slang, sound or anything that stands for some other thing like traffic signals, hospital or pharmacy sign, etc.

Ethnocentrism

Ethnocentrism is the belief that one's culture or ethnic group is superior to all other cultures.

In an ethnocentric point of view, the individual views and judges the world with the perspective of his own culture and values.

Ethnocentric individuals judge other cultures on the basis of language, behaviour, customs and religion.

It results in the below problems:

- An inability to adequately understand different cultures neutrally.
- It gives birth to multiple forms of chauvinism, racism, and prejudice including nationalism.

Victory

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Examples of "Ethnocentrism:

1) The Holocaust (mass murder of six million jews by Nazi-Germany led by "Adolf Hitler".)

2) British Imperialism

3) Ethnocentrism in media.

TYPES OF GLOBALIZATION

1) Economic globalization
2) Political globalization
3) Cultural globalization
4) Social globalization.

Economic Globalization:

→ It means management and maximisation of limited resources.
→ Economic means decision making to achieve far reaching economic goals.
To seek the best in the limited oppurtunities.
Economics are the methods to attain best for society.
→ Globalism
→ Spread of ideas making
→ breaking the traditions

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It refers to freeflow capital and services perceptions / Policies all across the globe.
Foreign investment, foreign aid.

Cultural Globalization

Adapting to western lifestyle, Americanization and it is the perspective and fact also that the system and values and inventions of developed countries are adopted by developing countries.

Hybridisation of cultures in the form of Mcdonaldization

- Starbuckization
- KFC (Kentucky Fried Chicken)
- Intermarriages

Americans are also attracted to eastern cultures.

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Globalization and environmental degradation

It is about narrowing down the distance through commodity chains

Commodity chain:-

This refers to the brand holders (brand names) and their production.

It is about outsourcing assembly of the product
Tag of the product
Distribution of the product.

Globalization of Poverty

IMF & World bank → Previously described.

* How are the donors like IMF / World bank, making the nations poor?
  - Increase in taxes.
  - exchange rate flat
  - Inflation (high price)

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Health care

West is institutionalized
East is not institutionalized

Education

East take education seriously, Parents support you
West don't take education seriously, Parents support you untill 10th or 12th grade

Medium of information

Culture has evolved with medium of information

How has global communication become an integral part of the culture?

Communications have evolved over the centuries, from telegram to social media. Through communication, we have discovered the similiarities and differences between each other's cultures and adopted the elements of their surroundings. for e.g. their language, social media apps, and much more. Most of the school are english-medium, because english is globally recognized.

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POPULAR MEDIA & CULTURE

AGENDA

1) To discuss the primitive tribal culture.
2) To understand global communication and the tools (stages) define

By THOMPSON

Primitive Tribal Culture

- Leader

What were the credentials (Qualities) of a tribal leader?

- Conflict resolver
- Brave
- To hunt and feed the entire tribe
- Leader had to have the ability to share the resources with each member.
- Allocate (assign) role's to all the members of the tribe.

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Global communication

"From the printing press to cable network to applications".

Global communication and Social interaction defined by Thompson.

- Face to face interaction
- Mediated interaction
- Quasi mediated interaction
- Computer mediated interaction.

Face to face interaction

1. Interaction with Parents and siblings
2. Lectures. students and teachers

Mediated interaction

1. Writing a letter
2. Calling some one
3. University giving assignment and you're giving it back.

Quasi mediated interaction

= Something apparently or seemingly present, it is monological,

1. Watch serial second time, you're not intested in the second time.
2. Going a place for second time, " " " "

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Media and modernity

Study and interpret the analysis of John Thompson, a british sociologist.

Computer mediated interaction

Dialogue
Dialogical and Monological interactions
Broad range of symbolic cues.
or
Clear application functional and symbolic perspectives.

Development

Modernity means capitalistic development

Stages of media and modernity

1) The rise of printing industry.
2) The emergence of periodical journals and publications
3) The transformation of media institutions
4) Globalization of communication.
5) The rise of computer mediated interaction and proliferation of internet use in the public domains.

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Stages of printing press

- Stage 1.

Invention of printing press in europe particularly Germany. By Johan Gutenberg: He was a goldsmith and a blacksmith.

- Stage 2.

The transformation of media institutions to commercial purposes.

- Stage 3.

Q1. What are the resources used in printing press?

- Paper, Ink, Printing press and Information.

Q2: Why are they cheap?

- On weekends, newspapers are cheap and they are supported by advertising agencies by giving advertisements.

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Globalization of communication

1) The laying of submarine cables in 1850's
2) The ~~transformation~~ transmission of messages did speed up.
3) Transmission of messages through electro-magnetic waves (That is RADIO), followed by television and later, satellite transmission.

Media Rituals

Ritual: It is a perspective and reoccuring pattern in a culture of more of embedded in a society celebrated by a group.

Accure = connected

Emile Durkheim

studies rituals by looking at the social actions and symbolism.

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POPULAR CULTURE & MEDIA

Media Rituals

Rituals: It is a repititive and recurring pattern in a culture more of embedded in a society celebrated by or group.

In mordern times rituals are observed with reference to practice and religions.

Emile Durkheim studies rituals by looking at the social actions and symbolism.

According to another scholar Nick Couldry: Rituals are categorized into three actions

1) Habitual action
2) Formalized action
3) Transcedent experience (Accure / connected - religion)

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1) Habitualized action:

A re-occurring pattern which enables a meaningful use of a medium which becomes a habit.
e.g: reading newspaper, in morning, news bulletins in T.V's - both morning and evening news. Students studying in Library - Those students who don't have access to modern technology.

2) Formalized action:

Things which are imposed (meaningful) and you have to follow.
e.g: 1) Invitation card in wedding 2) Greeting

3) Transcendent experience:

Reading or seeing any religious rituals makes you believe that you are connected with that rituals or connected with God.
e.g:. Muslims performing Hajj . Charity

Definition: A recognized social activity which makes you connected with God.

According to Nick Couldry: The term media ritual refers to the whole range of situations where media themselves stand in as appears for something under, something linked to the fundamental organizational level on which we are or imagine ourselves to be connected as members of the society.

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Culture of the popular organization

→ Google

Hiring Do's and Don'ts

"Don't compromise in hiring people hold out for the best rather than simply plugging the gap".

Google's hiring pannel lives by the following rules.

1) Hire people who are smarter and knowledgeable than you are.
2) Don't hire people you can't learn from and be challenged by.
3) Hire people who will add value to the product and culture.
4) Hire people who inspire and work well with others.
5) Don't hire people who prefer to work alone.
6) Don't hire people with narrow skill sets or interest.
7) Hire people who are ethical and who could communicate well.
8) Hire people who get the things done in time.

Victory

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Date:

Celebrity and Culture

Q1. Why are celebrities important to people?

Influences through medium

- Celebrities are brand ~~embasso~~ embassodors as well.
- Celebrities are thinking what you think, they trigger the sensitive points of public thinking.

- Films
- Sports
- Religion

Q2. Do unknown celebrities influence lives of people?

Religion: Example is junaid jamshed
From music to religion

Craze factor: students, beside their academic, follow the celebrities on social media.
This is what they can do back home.

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"Religious following of any celebrity"

Where you follow the lifestyle of a celebrity to the extent where it becomes a ritual/religion of yours (inspiration).

The ability to lead or leadership skills in scholars encourage people to live according to their lifestyles

e.g: Elvis Presley: People in USA follow him religiously.

Levels of ADMIRATION of a CERTAIN CELEBRITY.

Pilgrimage: People love to visit his old house. (The house where he used to live). It's kind of something which is very important or holy for the fans. So they become pilgrims of his old house.

Reliquaries: (relics) Any paper with an holy imprinting. It can be an image or a verse. In this context, anything the celebrity used to use (books, handkerchiefs, clothes). Relics is a kind of sovenir. In short, any object/article connected to the celebrity.

Immortality: (anything which doesnot disintegrate/die/expire). A celebrity is always alive through his work (movies/songs). There is a level of craziness of the fans even claim that they is actually alive in terms of remembering him. The craze of keeping him alive keeps the celebrity immortal in history. This doesn't mean that the celebrity is actually alive. Homage paid to a celebrity

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Date:

Keeps the celebrity alive.

Worship: You assume that the celebrity was very good person who ~~was~~ has inspired you or the community and you have been very inspired of his personality, to the extent where you worship him (obviously the good side of that person/celebrity).

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CHAPTER 4: FAMILY LIFE

Family life and marriage (Religious binding and ritual) are the institutions designed by nature for the well being of the individual and the society.

Family is a sacred concept

Focus

- Family prior to industrial revolution.
- ~~Family~~ Families after the industrial revolution.
- Post WWII effects and on families
- Women participation in the workforce in the face of development and technological revolution.
- Before industrial revolution villages and towns were self sustaining units.
- Family size was large.
- Large families (more children) were not a lost but a resource.
- Dependence on agriculture (farmland and cattle)
- Male and females worked on farmlands.

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Date:

The family structure after industrial revolution.

Gradually the workforce started the skilled work.

Education.

Intellectuals also emerging in the families.

Create value

Family atitude and values of the migrants and indeginous groups of a particular area.

Statement.

- What has been substituted for family time is a bewildering array of consumer durables, fast foods, domestic serving cars.

Large homes, restuarants, entertainments, ~~tools~~ holidays, together with expensive clothing and vast range of personal goods".

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Types of families.

- Nuclear family
- Extended family
- Joint faimily
- Cohabition

Nuclear Family: It is a composition of a male and a female united together through marriage and taking the natural course procreating offsprings.

Extended Family: It is a composition of a nuclear family including close blood relatives.
e.g: aunts, uncles, first cousins and second cousins.

Joint Family: Extended family living under one roof

Single Parent Family: It is a composition of one parent either (mother or father) taking care of the children.

Grand Parent Family: Gramd parents taking care of their grand children and parents are not alive.

Cohabitation: Male and female living under one roof without marriage.
- Males living under one roof.
- Females living under one roof.

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Date:

Foster Parent Family: When a couple cannot procreate naturally, they adopt children and become foster parents.

Family functions: Parents should provide food and shelter to the children.

- Parents should give good education.
- Children should be prepared to contribute to the society.
- Children should be educated with the ~~society~~ socially accepted practices in the society.
- Parents should raise their children with minimum conflict and maximum symbolic interactions and functionalism.

Family Problems: Family problems in any action and irregularity which disturbs the growth and well being of the family as a unit.

- Physical abuse
- Mental abuse / torturing
- Violence
- Seperation
- Divorce
- Rape

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Date:

CHAPTER: 5 EDUCATION GK KNOWLEDGE

Education is a propagation of a philosophy which explains the meaning of life, develops, skills and enables us to question and reason.

Education enables you to acquire knowledge (understandings) of different fields.

Education promotes equality in status and ~~knowledge~~ resources.

Education makes one a multi-dimensional and a multifacited personality.

Education is a means to achieve excellence.

Kevin Rudd (2007): Austrailian Prime Minister:

"I believe that the education is the engine room of equity, it is the engine room for oppurtunity, engine room for economy, I would not be standing here today had it not been for my teacher's encouragement.

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Date:

Q: Has education addressed the social inequalities of the society?

Q: Has education gives guarantee to a successful career and life?

Social inequalities and education

Every opportunity comes with a baggage

Social inequality.

- Gap in the distribution of resources.
- Gap in the access ~~as~~ to the resources. Functional
- Education has enabled people to make better decision but education has stripped off people from their jobs.

conflict

- Education becomes a selfish persuit
- Materialism

Karl Marx: It is the rich who are responsible for the miseries of the poor.

Rich are getting richer and poor are getting poorer.

Governments role in making education accessible

1) Public schools — Private schools and colleges
2) Public colleges
3) Public universities

Education has evolved with anthropology

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Date:

During Colonalism

- Establishment of schools and colleges
- Gradually enrollment in schools and colleges to make people civilise and enlighten.
- Education in schools and in colleges.
- Distant education or ~~threy~~ through correspondance.
- Online education.

Information by Austrailian bureau of statistics.

Girls have both extended their lead and in the subjects that had previously been dominated and have begun to perform better than boys in the areas of mathematics and science.

There is now growing concern over the significant shift in ~~educated~~ educational achievement of boys and girls and recognition of the needs of the programs to enhance the participation and performance of boys and girls.

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Date:

Approaches To Education & Knowledge

- It is the engine room for opportunity, growth and the economy.
- Education enables the individuals to distinguish and act between virtues and vices

virtues= Good

vices= Bad

Education leads to identification of conflict and its resolution through functionalism and its impact through symbolic ~~interactor~~ interactionism.

1. Naturalism
2. Externalism
3. Internalism
4. Culturalism

Naturalism:

Advocates the dominance on the basis of gene pool and affluence Scholars and social scientist claim that the biological factors (Gene pool) are responsible for the progress in various academic fields.

White people had superior IQ levels towards learning.

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Date:

Tendency towards grasping and commenting knowledge and inventions.

Critique:

- Anyone would excel in studies
- IQ is developed, given the right exposure.
- Racial superiority is not the answer to the uneducated class.
- Govt. should play a role (good public schools and colleges)

Externalism:

Preparing students for the job market.

Critique:

- Creativity is filled when students are only being prepared for the market.
- Influence and connections create inequality in the market
- Students would continue to have grey areas if given one-sided knowledge.
- Students ~~would continue to~~ are prepared for unhealthy capitalistic competition
- This approach generates unnecessary expectations.
- Voluntary unemployment (disfunctional / burden to society)
- Money is the means, its not the end.

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Internalism:

Classroom practices

- What occurs in classroom?
- What do teachers expect from the students?
- How do students respond and expect?
- What are the roles of the principals, directors and administrations in ensuring effective learning in the classrooms?

Conversation
Teacher-student interaction
Student-student interaction
Classroom management
→ Discipline
→ Listening and Learning
Virtual Lectures
Correspondance

- A teacher must come prepared
- A teacher must acquire a well rehearsed and formal way of communication
- A teacher must never befriend a student; instead become a role model.
- A teacher must give equal and individual attention to every student.
- Students are from diverse backgrounds, if teachers don't give the right environment, they will not respond well.

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- It is the responsibility of the parents for the overall academic performance of the students.
- Students are very ~~different~~ intellegent, but they try to get their own way. (It's the society's way that they need to follow)
- Don't unnecessarily expect from the students.
- The point is how you can measure and gain
- Effective Classroom practices can create a well rounded and intellectual students.
- Selective study is a very big stigma to the education system.
- Coaching system is a very big stigma to the education system.
- Classroom practices are always effective.

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CULTURALISM

∴ Naturalism + Externalism + Internalism + Culture are all integrated to intrepret education and make it effective

School: Elementary schools + colleges + universities

School Culture:

Cadet school	Conventional school
• Focus is to prepare students for armed-forces	• Somewhat gives an unrestricted learning • They give options ~~to~~ of limited ciriculum (not offering arts, only offering science subjects) • Students are not discipline as compared to students of cadet school.

How to address the vaccum in conventional schools?

A) Educationist: Should continue to research and evolve with effective classroom and outside the classroom. Learning and interactive methods.

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B) They should strive to lessen the conflict and employ practical methods and consolidate with symbolic interationism in the schools.

C) Accomodate all groups (races) with no bias

Social Realism:

It is an approach proclaiming that knowledge is crucial to understanding, education and society.

It also tells the practice of production, curricularisation and teaching and learning methods knowledge which makes education a distinct field.

It advocates the fact that knowledge evolves and is shaped by struggles of social groups.

Knowledge reflects equality in the society.

Dimensions of discourse (knowledge)

Discourse = discussion

1) Horizontal discourse

2) Vertical discourse

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Horizontal discourse:

It refers to the common sense knowledge which bears a weak link with complex learning methods and a strong link with observation.

Vertical discourse:

It refers to official and systematic which requires an agent to intrepret and simplify the condensed text.

also Hierarchical knowledge structures

Horizontal knowledge structures.

Legitimation code Theory:

It aims to get the genetic codes of practices in order to rel the fundamental rule of the game on basis of achievement the way they develop over time and what they enable and constraints and how they relate to dispossession elders bring and bring to those contexts.

It's being use to explore diverse range of issues inside education, studies of teachings and learning and looking at physics to music, jazz, studies the educational technologies to design beyond education.

Research is exploring the role of knowledge and practices as different as pre-massionary and parliamentary procedures.

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Date:

LCT explores wide range of possibilities in education, teaching and learning i.e: from the skilled work to complex parliamentary procedures.

LCT theory works between the range of epistemic relations (related to knowledge) and social relations (It is subject to individuals (Author or common man))

1) Knoweledge code (str ER, weak SR):

Specialized knowledge which needs explaination and decoding.

e.g: studying physics, mathematics.

2) Knower code (weak ER, str SR):

It is more skewed towards a person or an author.

e.g reading a novel. (What you can interpret yourself)

3) Elite code (str ER, str SR):

Difficult idea or novel idea presented by a scientist.

e.g: Einstein and his theory of relativity (

~~Admini~~ Adamsmith and his idea of invisible hand

4) Relativist code (weak ER, weak SR):

e.g: How to unlock a door?

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SEMANTICS OF KNOWLEDGE

∴ This term has been borrowed from language studies (linguistics)

~~The term has been borrowed~~

The term pertinent to semantics of knowledge.

1) Sementic Density } both part of LCT
2) Sementic Gravity

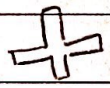
Density = mass of a substance

Gravity = force of attraction

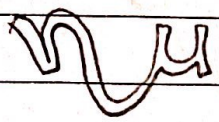
Inertia

Semantic Density (SD) = Degree of condensation

This means stronger the semantic density, greater is the meaning preserved in a symbol (action).

e.g: Red cross  and Red crescent

Meaning: First aid and emergency treatment

 Fast logo

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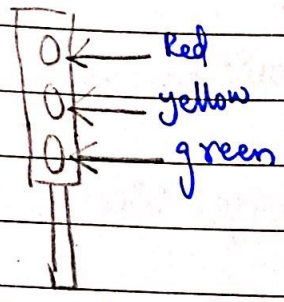

Greater the dependence, greater the semantic gravity.

Semantic gravity: It refers to the degree of context dependence of meaning.

Knowledge depends on context.

On contrary: Lesser the dependence on the text weaker the semantic gravity

SG+ ⅛ SG-

SG+	SG-
1) Classical school of thought in economic	1) Ms Word
2) Artificial Intellegence	2) E-mail

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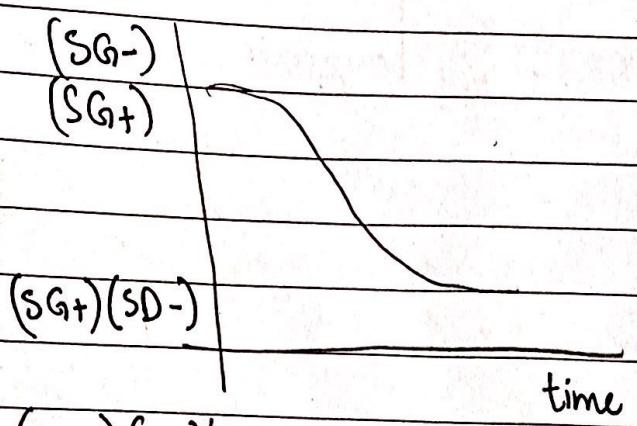
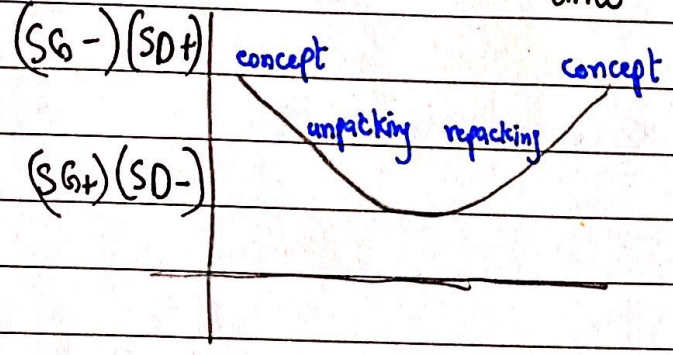
Date:



⇒ Unpacked = explained



LCT (legitimation code theory) = It is based on social-realism

- Horizontal discourse
- Vertical discourse

- Knowledge code
- Knower code
- Elite code
- Relativist code
- Semantic gravity
- Semantic density

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Date:

LEISURE, SPORTS, TOURISM AND WORK.

~~Leisure~~

Leisure means free time, we can classify time

1) Necessary time
2) Contracted time
3) Committed time
4) Free time

Necessary time

- Time ~~an~~ needed for survival.
- Time connected to eating and sleeping.

Committed time

- It is the time for family and the volunteer work.
- Responsibilities

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Contracted time

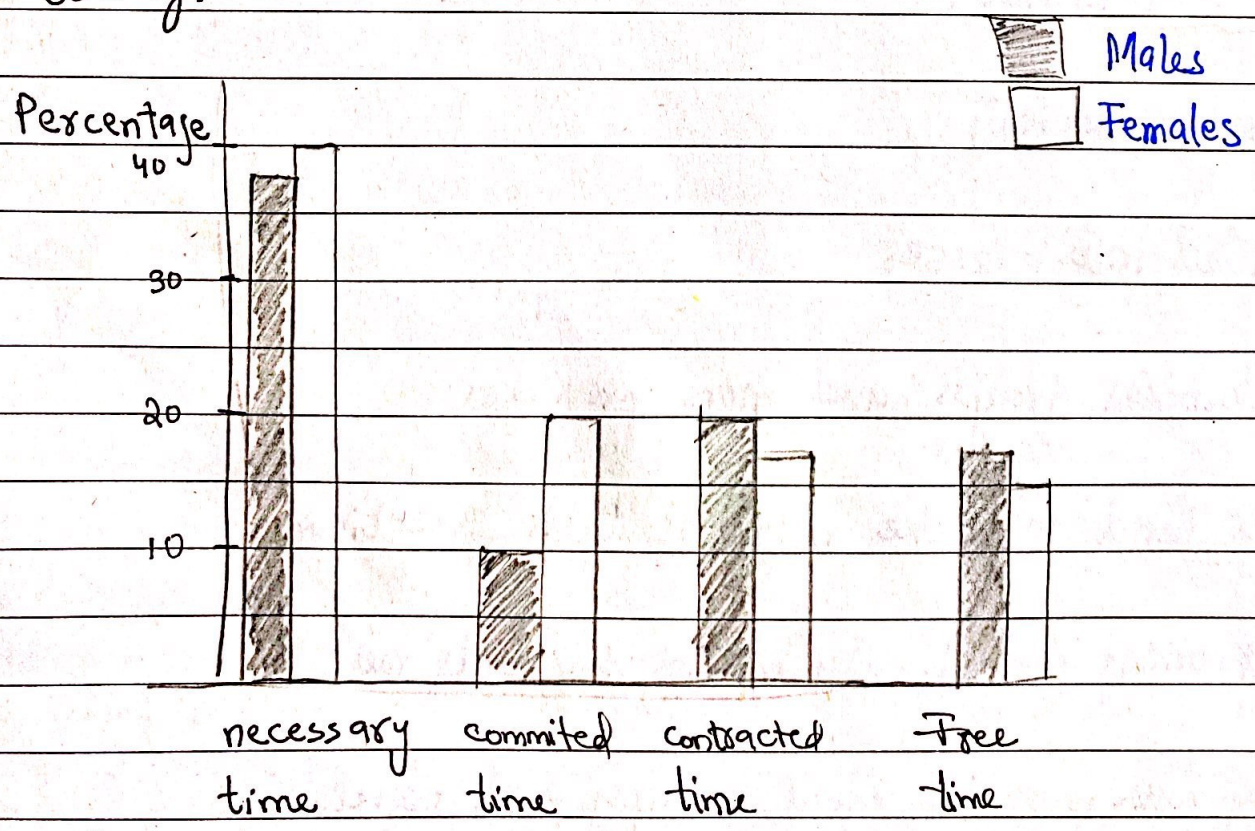
- It is paid time.
- Time spent on workplace
- Time for what you are paid for

Free time

- Time what is left over

1) Facebook
2) Twitter
3) Youtube
4) T.V
5) Socialization
6) Visit to the relatives

Barchart about males and females in the Austrailian society.



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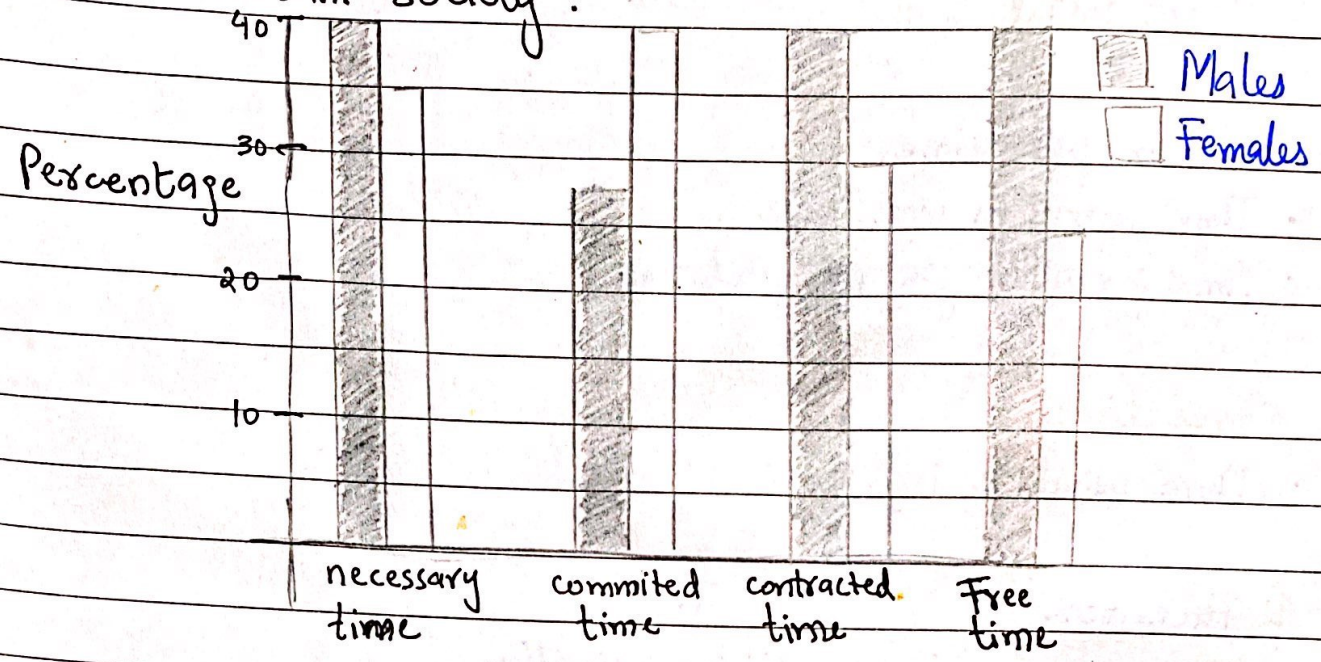
Barchart about males and females in the Pakistani society.



Leisure and inequality

- Society is not a
- classless society
- Divided into classes
- Influencial groups have more previleges
- Rich tend to make most of their free-time
- Hardworking are barely making this ends meet
- They have not the meas to enjoy and travel.

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Date:

- affluence ~~and~~ creates inequality
- This Gap creates inequality.

LEISURE, POWER AND CONFLICT

1) Government
2) People

E.g:

- Ban on cinemas.
- Ban on youtube.
- Restricting the enjoyment hours.
- Ban on travel destination

Gender and Leisure

- Women are more committed to families.
- Working women committed to families as well as work.
- Women hardly get free time.

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Date:

Sports

According to sociologists sports have a profound effect on our culture

Profound effect in our lives

Working, jogging, gymming

Sports Events

Universal events

- Olympics
- PSL
- Cricket world cup
- Football/soccer

Sports are ~~[illegible]~~ ritual also

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Date:

Cricket

Shahid Afridi Craze and worship

young copy the players.

Sports and inequality

1) Golf 2) Skiing 3) Ice - Skating 4) Tennis 5) Polo

- It's an expensive sport

Leisure, sports, tourism and work

Sports and Sociology

Sports can be recreation and physical activity.

Scholars have to proved that sports have a profound effect on a culture.

It is important for the well being of the person

Sports is a remedy to health problems

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Historically sports were connected to the religion

Greeks Pagons

Olympic → Greeks and Romans

Sports Events

The international:

1) Tournament Game Dotaz
2) CS-go Major
3) Pubg
4) Call of duty

Common Sports

1) Cricket
2) Hockey
3) Kabbady

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Date:

Sports: From Rituals to Records

Allenguttmann claims that the modern sports have 7 characterstics.

1) Secularism.
2) Equality of oppurtunity to compete.
3) Specialization of roles.
4) Rationalization
5) Bureaucratic organizations
6) Quantification
7) Quest for records

- Secularism: Sports used to be tied to religion.
  e.g: game played by ancient ascetics that would end him sacrifice of the crusades or in Olympic games in ancestries which were a kind of ~~vit~~ ritual tributes to Gods, tody this religious component has been stripped out.

- Equality of oppurtunity to compete: This massly Thrive of the pattern of universalism. In Past certain sports could be played only by people with certain social ~~status~~ status. They're hurting e.g. sometime reserve for the nobility, A peasant would kill a deer, could be executed, there might be financial oppurtunity

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- Specialization of roles: The ~~times~~ trim of division of labours important role of differentiation. As students of modernity we also find in the field work. Sports in the middle ages were something of a free fraud. Old english-rubbon e.g involve people running around as in trying to get the golf from one ways to next one. Today there are specified tasks of a player in the American football, his sole job ~~is~~ is to give awards.
: (Development of teams, their positions).

- Rationalization: It refers to the standardization of sports and erosion of some small local traditition. In past, each player might have had his own unique game of rules ~~made~~ made by old tradition ~~ty~~. You still find this tradition in many school data, today's sports like soccer, is probably agree on standards that are controlled by certain organization; furthermore, they're written rule books. We might ~~note~~ also note their important rationals for trading, medicine, and strategy and sports, a visit to australian institute.

- Bureaucratic organization: Large scale sports. Bureaucracy can be found in professional clubs, administrative bodies and government ~~stories~~ histories. They keep records, resolve disputes, alicatory sauces, informal local organs have been displaced.

: Pakistan cricket board, it's a bureaucratic organization.

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- Quantification: This refers to rise of stacks and objective ~~performing~~ performance, they're just to document the quality and go beyond descriptive operations.

- Quest for records: Orientation to certified individual to measure themselves arrogance the best in their own way to meet standards rather against abstract individual standards of achievement.

1) Secularism:

Eg: Sports had a religion significance, "Olympics" were played the please of gods, now it is universal, the religious element has been stripped off.

2) Equality of oppurtunity to compete:
- Status quo is eroded
- Anybody can play any sports. (Finances are the barrier).

3) Specialization of roles:
- Building a team with defined places.

4) Rationalization: • Preparing standards • Rule books (recognized universally)

5) Bureaucratic organization: Eg: Cricket board
Movie :- Draft day.
defining

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6) Quantification: Maintaining statistics for references record preparation to measure the performance

7) Quest for records: Searching and maintaining archieves.
- Sports
- Journalism
- sports news.

David Beckham and the new man.

- Football / Soccer player.
- Celebrity.
- Fans worship him.
- David Beckham has been posed as an ideal masculine figure.

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Date:

Tourism

Tourism is connected to travels:

1) Vacations → Pleasure
2) Religion → Pilgrimage (Hajj) → visiting sared places.

In Pakistani context

In summer people because of school vacation.
It is pleasant going to the countryside and it is expensive.
Tourism is cheap in winters.

The Western Perspective

People save money to travel around the world.
Advantages to the westerness is strong currency/strong exchange-rate.
Travel for five months
Valid and powerful passport

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Date:

Religion and tourism:

Organization which collect and pool money ~~perched~~ per head Rs. 60,000

- Conflict — Rich - - Poor
- Functional — Organisations (Groups)
- Symbolic — Interactionism while travelling
- Feminist — Women have less oppurtunity, confined to homes.
- Utility (benifit) — Exchange of knowledge and skills take place.

Economic Benifits

It adds to the revenue and increasing GDP.

E.g. Countries earning alot from tourism

- Gulf
- India
- Nepal
- Indonesia
- Malaysia
- Thailand
- Dubai
- Qatar

Challenges to sustain tourism

Securities and facilities

Positivity in mindset and atitudes

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Date:

Future directions in Tourism studies.

1) Exploring the linkages between tourism and everyday.

2) Unpacking the connections between tourism, cosmopolitanism and global migration. (Visiting back to the place of birth)

3) Recreation: visiting places, holidays.

4) Tourism objects (Material culture. (People sharing their pics or buying things)

5) Tourism as performance. (When you visit a place and come back and write a blog)

Victory

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Date:

WORK EMPLOYNMENT GENDER OPPURTUNITIES

Q1) Why do people work?
Q2) Are the oppurtunities equal all genders?
Q3) Gender, Work and Inequality?

Ans 1)
- To make ends meet.
- To improve the financial status.
- To develop and enjoy liberty and the sense of well being.
- To help and do charity.

Ans 2)
- The oppurtunities are not equal for all genders.
- Gap in wage rates.
- Prejudice.

Ans 3)
- Women doing unpaid work (household work) and they also paid less.

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Date:

Sports & Sociology

- Sports can be recreation and physical activity.
- Scholars have proved that sports have a profound effect on a culture.
- Sports is important for the well-being of a person.
- Sports is a remedy to health problems

Historically sports were connected to the religion.

Greek Pagans.

Olympic → Greeks & Romans.

Sports Events

- Cricket world ~~cy~~ cup
- PSL, IPL
- Olympics
- Football/Soccer
- Wrestling competitions
- E.sports

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Date:

CLASS & INEQUALITY

Class refers to the social and financial status of a group of people.

Inequality is acrued to or connected to the unequal distribution of resources.

Parent's wish
"How seriously I want to send my child to ~~primary~~ private school but can't afford the tution charges.

Debate

The children admitted to a private school, are they more intellegent than the one's admitted to public school.

Core concepts:

1. Social Inequality: It refers to the social honour and unequal distribution of resources.
2. Social Stratification: It is hierarchy of inequality defined by the society. based on ethnicity class and ~~ridges~~. riches

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Date:

3. Life Chances: It refers to the oppurtunities related to social positions which gives rise to material, cultural, ~~and~~ social and political outcomes.

4. Meritocracy: This refers to the equality of oppurtunity
→ Coloser concept: Distributive ~~of~~ equality.

This refers to the equal distribution of resources.

Critique → Equal resources and oppurtunity are linked with class and affluence.

Class (Types)

- Upper class
- Middle class
- Lower middle class
- Poor

This is all defined on the basis of:

Money & Affluence

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Date:

~~Status is Prestige (honour)~~

5. Status is Prestige (Pride), honour defined by race, gender and Affluence.

6. Power: It is defined on the capacity of an individual or a group to achieve their objectives even if they are opposed.

[Conflict, Functional & Symbolic] all three are embedded in Power.

7. Social Capital: It refers to the social networks and resources of support that are available to people

- In our culture
- In terms of reference and source.
- Alumini Network

8. Cultural Capital: It refers to the cultural values associated with consumption pattern, life choices and formal qualification.

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9. System of stratification: It refers to the particular arrangements defined by caste, capitalism and communication.

10. Social Distance: It refers to the relational concepts of inequality in which different groups formed based on moral judgements.

e.g. Women are highly educated but there's still group of people who prefer woman who's not educated, they can't accept an educated woman.

11. Social Exclusion: It is the process by which people include or exclude others referring to rewards, participation and citizenship.

e.g. You would like to talk to a person who is similiar in terms academic and status background and will intentionally or ~~int~~ unitentionally exclude others.

~~12. Social Ability~~:

12. Social Mobility: It refers relational aspects of the inequality linked to the life chances to move either up or down the heirarchy so called defined by the society.

E.g. An individual who accidentally won cash prize, the moment he/she won, his/her status will go up the heirarchy and if someone face losses he will go down the heirarchy

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~~Someone~~ Anyone can go up the heirarchy if he/she works what he/she likes and excelled in it.

13. Poverty (غربت): It is the condition in which an individual or a group of individual lacks to the access to all the basic facilities
E.g. Health, Food & Shelter.

- Absolute Poverty: It refers to the absence of the material ~~poverty~~ resources.

- Relative Poverty: It refers to life style and living standards below the standard social acceptance.
E.g. No access to quality education, clean water and healthy food.

14. Poverty line: It is the point where the income falls below the minimum wage.

Relative Poverty: It refers to being unable to afford goods, services and facilities that allow people to play different roles, having memberships, being part of social-activities.
E.g. In lower middle class families, we observe that even if both the elders of the family are working they hardly make enough / earn ~~eo~~ enough just to meet the household expense e.g. food, education and conveyance

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15. Income based poverty:

- Income ~~by~~ & wage
- Inflation rate
- Inconsistent policies of the Govt
- ~~Lack of~~ Lacking the flare to excell / earn more
- Lack of social interaction
- Media is not doing enough to highlight the issue

16. Employment distribution by occupations.

1) Managers
2) Professionals
3) Technicians and trade workers
4) Community and personal service workers.
5) Clerical and administrative workers.
6) Sales workers
7) Machine operators and drivers
8) Labours.

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17. Discussion on classes

1) Upper class
2) Middle class
3) Working class

Statement: "You don't have the real wealth that europe and america have at the top. But there is still a class thing. there is the old english mentality there is the melbourne club there is still the upper crust in Sydney to run the politics and social activities".

Statement indicates: It clearly indicates the divide in the society. The affluential group of people influencing social activists. Middle class and working class are missing to be a part in politics.

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1) Notion of the middle class

- average life
- above the poverty line
- educated

2) Notion of the working class

skilled people and technicians

Debate: Middle class or Working class

Caste System In India

State of Haryana: A couple was strangled to death (Male: 22, female: 21: expecting a child) ← honour killing
Male was jat but female was of lower caste.

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HEALTH

Agenda:

1. Health (Definition)
2. Health care
3. Biomedicine
4. Perspectives of sociology
5. Conflict/Feminine/Symbolic

Health: It refers to the physical and mental condition of a person.

Healthcare: It refers to entire system of diagnosing, treating patients and this includes network of clinics, hospitals, laboratories, and medical schools and colleges.

Existence of Healthcare over the centuries: The major civilization such as greek, indians and chinese were known for herbal medicine.

Biomedicine: It is a recent knowledge, not old more than 300 years. Its core beliefs and practices contrast the traditional medicine.

1. Science and scientific method are central to bio-medicinal knowledge. Research done by pharmacists and doctors. There is no place for folklore and religion.

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2. The mind and body are studied seperately
Physician deals with the body and Psychaterists deal with mind.

3. The body is composed of the nervous system and the circulatory system. (Brain + Heart)

4. Biomedical knowledge is supported by complex social structures.

Rise of Bio-medicine: Biomedicinal knowledge with the support of social structures have been rationalizing, secularising and differentiating.

Rationality → Logic

Secularization → Not including religion.
Differentiation → Medicine emerging as a profession.

Conflict.
Marxist View on health, class and capitalism.

1) Wage inequalities are persistent in the health systems.
Doctors earning more than potters, cleaners, and nurses.

2) The doctors comming from the working class backgroud.
→ Affluent (rich) monopolizing the profession.

3) Existing Biomedicinal structure, we have got multi-billionaire.
MEDICAL-INDUSTRIAL COMPLEX

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Date:

MEDICAL INDUSTRIAL COMPLEX

1 Health problems
2 Pharmaceuticals
3 Medical equipments.
Insurance companies impacting medicalization
4 Illness and treatment is supported by certification.
Minimum treatment ensures the supply of workforce in the capitalistic system.

Feminist Perspective:

1) Women are more vulnerable to disease and sickness
2) Women are exploited even as patients.
3) There should be more female doctors ~~who~~ to address the issues of women.
4) Series of tests and medical check ups made women an object of intense medical attention.

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Medical occupation doctors - nurses and the allied health professional.
Doctors MBBS (Physician & Surgeons)

Nurses:
They generally do four years training after matriculation in pakistan.
Nurses are also passing PHD.

Allied health professionals:

Radiologist
Professionals working in laboratories

Core Aspects of Medical professions.

1. Autonomy
2. Authority
3. Medical sovereignty

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These aspects are directly related to the doctors.

1) Autonomy: It refers to the fact that the medical profession is not under the direction ~~of~~ and control of any other profession.

2) Authority:
It refers to its power to direct other health workers such as nurses.

3) Medical sovereignty: It refers to the fact that doctors are considered to be the legitimate experts on health matters.

Professional Closure

To exercise the practice according to the law
Law violation should not take place.

Need for the professional closure

Due to the formulisation of the medical training ~~and~~ ~~ed~~ and establishment of medical schools and teaching hospitals. the law framework for the institution become a must.

E.g. of teaching hospitals:

1. Agha Khan University Hospital
2. Liaqat national hospital
3. Ziauddin hospital.

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Poor wages and conditions of work for the ~~na~~ nurses.

Nurses are objectively trained for their profession but at the same time they got to attend to the ~~needs~~ concerns of the patients.

Brya turner

"Women are exploited as nurses because they are socialized into a doctrine which equates nursing with mothering and the hospital ward merely an extension of the domestic ~~affair~~ sphere of labour."

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