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the strange in the familiar

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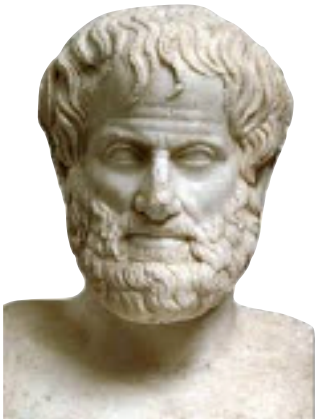
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"To see what is in front  
of one's nose needs a  
constant struggle."

George Orwell





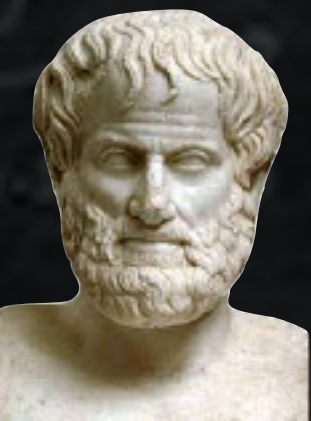
# HOW DO SOCIAL THEORIES WORK?

- Social theory is about seeing the **"general in the particular"** and **"the strange in the familiar."**
- On the former, we look for wider patterns in every day occurrences.
- But consider the latter point for a moment, with a unique example on the next slide.



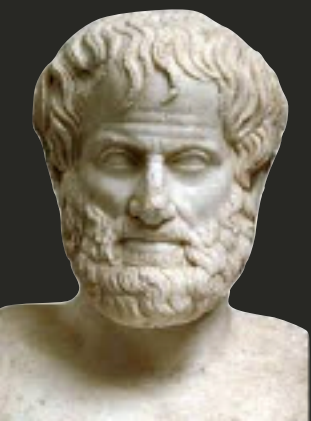
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- It's **WWII**. You don't want your planes to get shot down by enemy fighters, so you **armor** them.
- But armor makes the plane **heavier**, and heavier planes are **less maneuverable** and use **more fuel**.
- **Where** do you add armor to the plane?



"To see what is in front of one's nose needs a constant struggle."

George Orwell