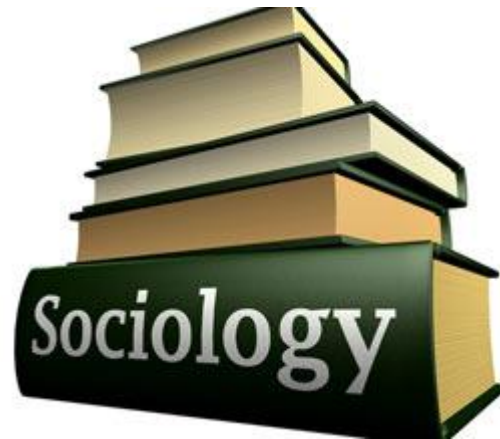
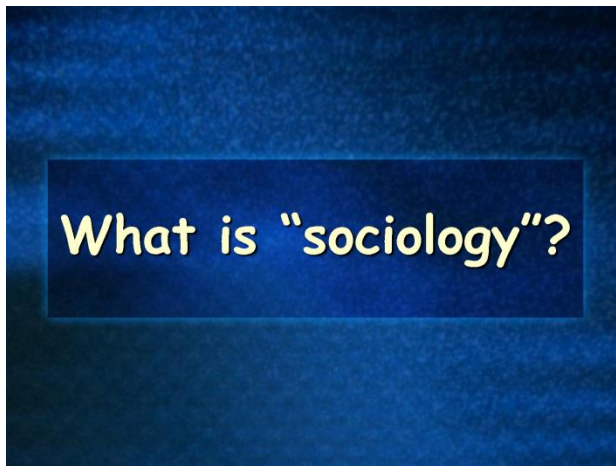


community, networks, research methods, identity and stratification. (Giddens, 2001)

You can barely find a significant area of social life which has never been the focus of a sociological study. Due to the nature of sociology (as it takes into account numerous and so wide-ranging subject area), sociology is not easily defined as a subject itself. It is more practical and logical to define sociology in terms of its approach or approaches to explaining social life rather than its subject matter (Giddens, 2001)



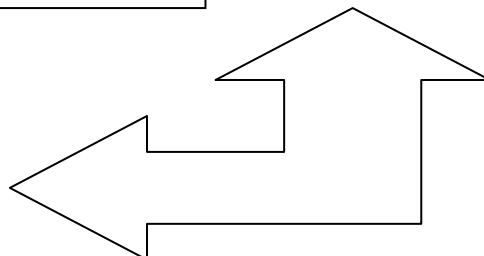
So what is sociology?



What is "sociology"?

Understanding the subtle yet multifarious and philosophical ways in which our personal lives echo's the contexts of our social experiences is fundamental to the sociological point of view (Giddens, 2001).

All that been said, sociology can be defined as the systematic and objective study of human social life, groups and societies. As earlier noted, sociology is an amazing and undeniable venture, as it subject theme is our own behavior as social beings. The extent of sociological study is tremendously broad, varying from the analysis of transitory encounters between persons in the street to the study of universal social processes. Sometimes it's possible for us humans to view the world just like our own well-known memorable features of our own lives. Sociology reveals the need to take a much wider observation of why we are as we are, and why we act as we do as I previously mentioned. It teaches us that what we consider as normal, unavoidable, good, bad, false or true may not be such, and that the 'givens' of our life are powerfully influenced by historical and social forces.



According the [American Heritage Science Dictionary](#), sociology is the scientific study of social behavior, its origins, development, organization, and institutions (AHSD, 2013). One thing certainly sure of, is that sociology a social science that utilizes different techniques of empirical investigation and critical analysis to expand and broaden the understanding of a body of knowledge and according to Ashley and Orenstein, this includes social order, social disorder and social change (Ashley and Orenstein, 2005). For most sociologists, the principal concern for them is to carry out research which at least should be directly useful to social policy and welfare, whereas others concentrate principally on sanitizing and refurbishing the theoretical understanding of social development. Subject area ranges from the micro stage of individual organization and communication to the macro stage of systems and the social construction (Giddens, 2007).

It is important to note that Sociology should not be mistaken for other different common social studies courses which have little relation to sociological theory or social science research methodology. According to the US National Science Foundation, sociology is regarded as a STEM Field. (A STEM Field is a short form referring to scholastic disciplines of science, technology, engineering and mathematics) (National Science Foundation, 2012)

Learning to think sociologically involves looking, in other words, at the broader perspectives which means developing the imagination. The study of sociology is not a mere routine process of attaining facts, data, or understanding. A sociologist is a person who is intelligent enough to break free from the closeness of personal circumstances and put things in a wider context. Sociological work depends on what the American author C. Wright Mills, in a renowned phrase, called the sociological imaginations (Mills 1970). The sociological imagination allows us to see that many actions that seem to affect only the individual indicate larger issues. For instance, divorce. "Divorce may be a very difficult process for someone who goes through it, what Mills calls a personal trouble. But divorce according to Mills, is also a public issue in a society like present day Britain, were over a third of all marriages break up within ten years. Unemployment to take another example may be a personal tragedy for someone thrown out of a job and unable to find another. Yet it goes far beyond a matter for private despair when millions of people in a society are in the same situation. It then becomes a public issue expressing large social trends" (Giddens, 2001: 4)

Why study sociology?

Sociology is an interesting subject to study both at undergraduate and graduate level. It prepares a student for lifetime of change by increasing your admiration of multiplicity, willingness to learn, adopting lifelong skills such as analyzing data's, writing and transcribing. Build your knowledge about human behavior, social organization, culture, and social change. Are you captivated about human behavior? Are you interested in finding out what is going on around the world, Are interested in making positive and remarkable effect to policies? Then sociology might be your last bus stop.....

Sociology will help you look deeply and neutrally into societal issues. It throws its focus to how societies balance together and change, and the cost of that social change. A study of Sociology provides the

theoretical tools and methods for understanding the social issues that affects society be it group attitudes, values, behaviors, families, consumers, governments and organizations.

What Can You Do With a Sociology Degree?

- **Human/Social/Civil Services** (Counseling, Advocacy, Case Management, Mental Health Services, Programming, Administration)
- **Criminal Justice** (Corrections, Law Enforcement, Rehabilitation, Judiciary)
- **Education** (Teaching, Research)
- **Government** (Social Statistics, Demography, Public Administration, Policy Analysis, Research, Program Development, Human Services, City Planning, Law Enforcement)
- **Social Science Research** (Research, Data Analysis, Demography, Market Research, Information Sourcing)
- **Environment and**
- **Business** (Human Resources, Management, Sales, Marketing, Public Relations, Office Administration)

(University of Tennessee, 2009)

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