



# **Sociology**

# **Lecture Slides**

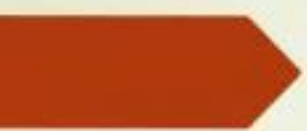
Chapter # 1

## Defining Sociology:

- The term "sociology" took its origins from the Latin word *Socius* (meaning companion, associate) and Greek word *Locius* (meaning the study of, speech).
- However August Comte (1798-1857) initially used that term in the hope of seeing an emerging science that would study man's social life and social behavior.
- "sociology is the scientific study of society". (August Comte)
- "Sociology is the study of social action". (Max Weber)
- "Sociology is the study of social facts through social institutions". (Emile Durkheim)
- "Sociology is the study of collective behavior". (Park & Burgess )
- "Sociology is the scientific study of social aspects of human life". (Mack Young)

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- "Sociology is the study of humans living together". (Tonnie)
  - "Sociology is the study of social groups on the basis of social interaction". (Simmel) science of ciety
  - "Sociology is a general ". (Kingssoley Davis)
  - "sociology is the study of man-in-relationship-to-men". (Marshal Jones)
  - " "Sociology is the science of social phenomena". (Franklin Henry Giddings)
  - Sociology is the study of man and his human environment in their relations to each other". (Henry Fairchild)"
  - Morris Ginsberg→sociologyis the study of human interactions and inter-relations, their conditions and consequences".



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- "The science of society, social institutions, and social relationships; *specifically* : the systematic study of the development, structure, interaction, and collective behavior of organized groups of human beings". (Merriam Webster)
  - "Sociology is the study of what people in formal and informal organizations, institutions, communities, states and other social structures do, think and feel with, for, against and about others". (Herbert J. Gans)

- **Conclusion:**

the common idea underlying all the definitions mentioned above is that sociology is **concerned with man, his social relations and his society**. It's the science of society, human behavior, human interaction and relationships. In other words, we can say that sociology is **all about our daily encounters and interactions with other individuals, institutions in our daily life events**.



## Sociology and Common Sense (Difference)

- Many sociologists have responded that common sense is wrong and **obvious truths are not so obvious.**
- Sociology and other social sciences focus on the study of certain aspects of human behavior. Yet human behavior is something with which we all have experience and about which we have at least a bit of knowledge. In our daily lives, we rely on common sense to get us through many **unfamiliar situations.** However, this knowledge while sometimes accurate is not always reliable because it rests on commonly held beliefs rather than systematic analysis of facts.
- Common sense is knowledge and awareness that is shared by majority of people. It does not depend on specialist education and in some respects states the obvious. Sociology is study of society and of people and their behavior. **Positivists claim that it produces scientific knowledge.**
- Durkheim led us to our first sociological understanding of the relationships between individuals and society, in that he contradicted common sense notions or perspectives. From common sense, we feel that society is made up of and controlled by individuals, whereas Durkheim showed us that individuals are products of society.
- Marxism : False class consciousness from a common sense view of



- Common sense views are based on **people's immediate and often limited experiences**. Sociological views are based on rigorous research and therefore evidence based. This can either be based on large scale **quantitative research or in-depth qualitative research**. Sociology knowledge is, therefore, the product of theory development and testing.
- Common sense views tend to reflect social traditions and conventions and therefore tend to reinforce the **status quo and resist social change**. Conflict approaches in sociology raise serious questions about the status quo and call for social change.
- Common sense views tend to be **historically and culturally specific** and are often based on stereotypical images. Interactionist / social action theories recognize that social life is socially constructed and relative to **time and place**. It actively challenges stereotypes.
- Common sense views lack **validity and reliability**. Sociological knowledge has relatively greater reliability and validity. Sociological views based on quantitative data are high in reliability and those based on qualitative data are high in validity.
- Like other social scientists, sociologists do not accept something as fact because 'everyone knows it'. Instead, each piece of information must be tested and recorded, then analyzed in relationship to other data. Sometimes sociological findings confirm the common sense view; sometimes they do not. The only way to test common sense assumptions about society is to do it scientifically. This does not mean that there is no place for intuition or common sense in sociology. These approaches are rich sources of insights. But they can provide only hunches. The hunch must be tested by the methods of science.



# Importance of Studying Sociology in Industry

Business requires an understanding of people -- large populations in particular. Sociology provides the educational background needed for managers to understand their employees and customers.

## ➤ Analytical Process

Studying sociology helps to develop your analytical thinking and capabilities. Sociologists analyze qualitative and quantitative data to determine the effects of phenomena on a population.





# Common Sense Versus Scientific Evidence (Examples)

- ▶ Poor people are far more likely than rich people to break the law.
- ▶ The United States is an upper-class society in which most people are more or less equal.
- ▶ Most poor people don't want to work.
- ▶ Differences in the behavior of females and males are just human nature.
- ▶ People change as they grow old, losing many interests as they focus on their health.
- ▶ Most people marry because they are in love.






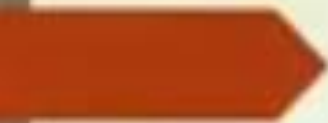
## ➤ Handling Employees

A background in sociology gives business leaders and human resource managers an advantage when dealing with employees in the workplace.

## ➤ Public Relations

Sociology is fundamental ..... certain actions by the company will affect its customers based on their cultural and economic backgrounds. For example, if your company conducts business in another part of the world, your PR person must know the history of that area to modify the message and image of the company. ....stresses the independent nature of the company in a culture that places a large focus on family.






## ➤ Market Opportunities

Sociologists understand that certain phenomena create conditions that influence groups of people. For example, if birth rates drop within a country, that country's population will eventually "age" and require increased services for the elderly. Those in business with sociology backgrounds can identify such factors and the opportunities created within a population.






# The origin of sociology

## ■ Social Change and Sociology

- A New Industrial Economy.... Small scale manufacturing
- The Growth of Cities ... enclosure movement
- Political Change... Individual liberty and rights
- A New Awareness of Society: Scientific Society

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- August Comte
  - **Three Stages of Historical Development**
    - Theological Stage
    - Metaphysical Stage
    - Scientific Stage
  - Positivism



# Sociological Theory

- Observation into understanding...
- Theory → *is a statement of how and why specific facts are related.*
- **Job of sociological theory**:- explain social behavior in the real world.
- In building theory, sociologists face two basic questions:
- What issues should we study? And how should we connect the facts
- look → theoretical approaches → as "road maps."
- **Theoretical Approach** → a basic image of society that guides thinking and research.

## 1-THE STRUCTURAL-FUNCTIONAL APPROACH

- **The structural-functional approach** is a framework for building theory that sees society as a complex system whose parts work together to promote solidarity and stability.
- **Social structure-** any relatively stable pattern of social behavior.
- Social structures gives our life Shape (families, workplace, community, class rooms etc)
- **Social functions-** the consequences of any social pattern for the operation of society as a whole.





## Contributions of Sociologist

- **Herbert Spencer** → compared society to the human body. → interdependent
- **Robert K. Merton** → social structure probably has many functions
- 1) **Manifest Functions** → the recognized and intended consequences of any social pattern.
- 2) **Latent Functions** → the unrecognized and unintended consequences of any social pattern.
- Not all the effects of social structure are good. **Social dysfunction** is any social pattern that may disrupt the operation of society.
- Some social structures have no consequences → **Non-Functional**.

## THE SOCIAL-CONFLICT APPROACH

- *The social-conflict approach is a framework for building theory that sees society as an arena of inequality that generates conflict and change.*
- Highlights.... inequality and change.
- factors → social class, race, ethnicity, gender, age are linked to a society's unequal distribution of *money, power, education, and social prestige.*
- A conflict analysis rejects the idea that social structure promotes the operation of society as a whole, focusing instead on how social patterns *benefit some people while hurting others.*



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- **Ongoing conflict between dominant and disadvantaged categories of people—** (the rich in relation to the poor, white people in relation to people of color, and men in relation to women).
  - **Typically, people on top try to protect their privileges while the disadvantaged try to gain more for themselves.**
  - Education system... tracking (less to do with abilities but social background)
  - Higher tracks → high income careers.....

## Gender-conflict approach & Race conflict approach

- Gender-conflict approach → a point of view that focuses on inequality and conflict between women and men.
- Feminism → support of social equality for women and men.
- Importance → making us aware of the many ways in which our way of life places men in positions of power over women.
- Race conflict approach → a point of view that focuses on inequality and conflict between people of different racial and ethnic categories.
- White people → have more social advantages(health, income.....)
- Criticism: ignores how shared values and interdependence unify members of a society.  
views society → general terms(not everyday life experiences of people)

# **Sociology**

# **Lecture Slides**

Chapter # 5

Social Interaction



# Social interaction in everyday life

- Definition: ***The process by which people act and react in relation to others.***
- How to begin? → By presenting the ***rules*** and ***building blocks*** of ***everyday experience***.
- Then explore → magical ways in which ***face-to-face interaction*** creates the reality in which we live.
- world can be confusing, even frightening, when society's rules are unclear.
- societies organize everyday life.
- Members of every society rely on social structure to make sense of everyday situations.



# 1 - status

- Status → **a social position that a person holds.**
- Part of our **social identity** and define our **relationship to others.**
- *we need to know who the person is.*
- **STATUS SET:**
- **Def: All the statuses a person holds at a given time.**
- Example: A teenage girl may be a daughter to her parents, a sister to her brother, a student at her school etc
- These changes throughout life.

## ASCRIBED AND ACHIEVED STATUS

- **Ascribed status** → is a social position a person receives at birth or takes on involuntarily later in life.
- These are those matters about which we have little or no choice.
- **Example:** boy/girl, Pakistani/ British, daughter, Teenager/ adult, widow, etc.
- **Achieved status** refers to a social position a person takes on voluntarily that reflects personal ability and effort.
- **Example:** Doctor/Engineer/teacher, thief, President etc.
- In the real world, most statuses involve a **combination** of **ascription** and **achievement**.



# Status: Ascribed and Achieved



## ► MASTER STATUS:

- Some statuses matter more than others.
- **Def:** *status that has special importance for social identity, often shaping a person's entire life.*
- Example: **a job** is a master status → reveals about person's social background, education, and income.
- **Name** is a master status → Khan, Kapoor, Bhutto etc attracts attention and creates opportunities.
- It can be negative as well as positive.

## 2- ROLE

- Second important social structure.
- **Def: Behavior expected of someone who holds a particular status.**
- A person *holds* a status and *performs* a role.
- Example: Status → student leads – Role → attending classes and completing assignments.
- Both differ by culture.
- Example: Brother/ Father → in our society to protect family, live with them throughout life course etc. Compare this role with European or American society.

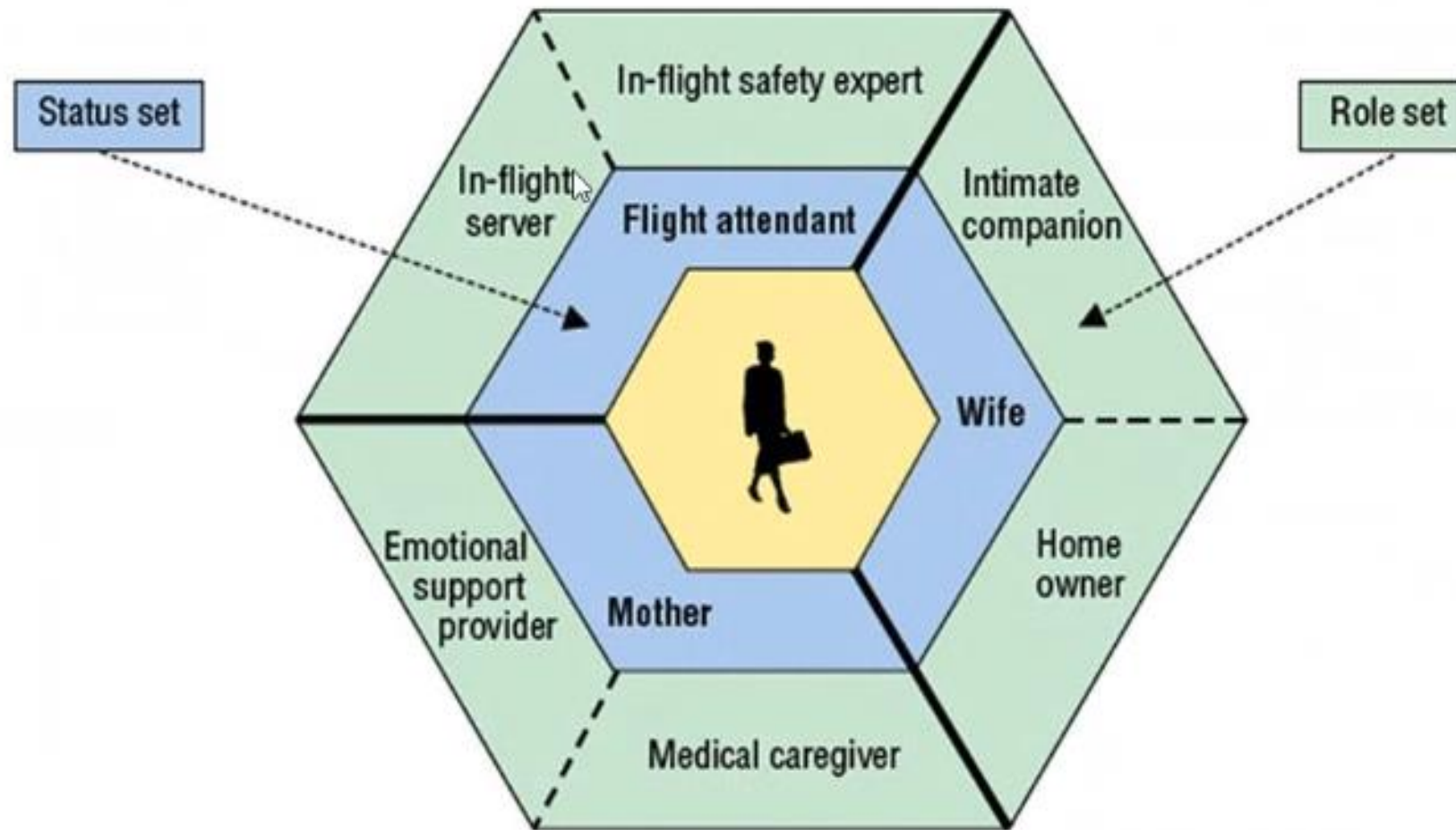




## ➤ ROLE SET:

- **Def: Identify a number of roles attached to a single status.**
- Example: Women- Professor (status) → teaching, colleague(role)
  - Women- Wife (Status) → Domestic duties, marital (role)
  - Women- Mother (Status) → Maternal duties, civic role (role)
  - Women- Researcher (Status) → Field work, author (role)
- Roles people use to define their lives **differ from society to society.**
  - Example: low-income countries → people spend fewer years as students, and family roles important to social identity....

# Role Set and Status Set



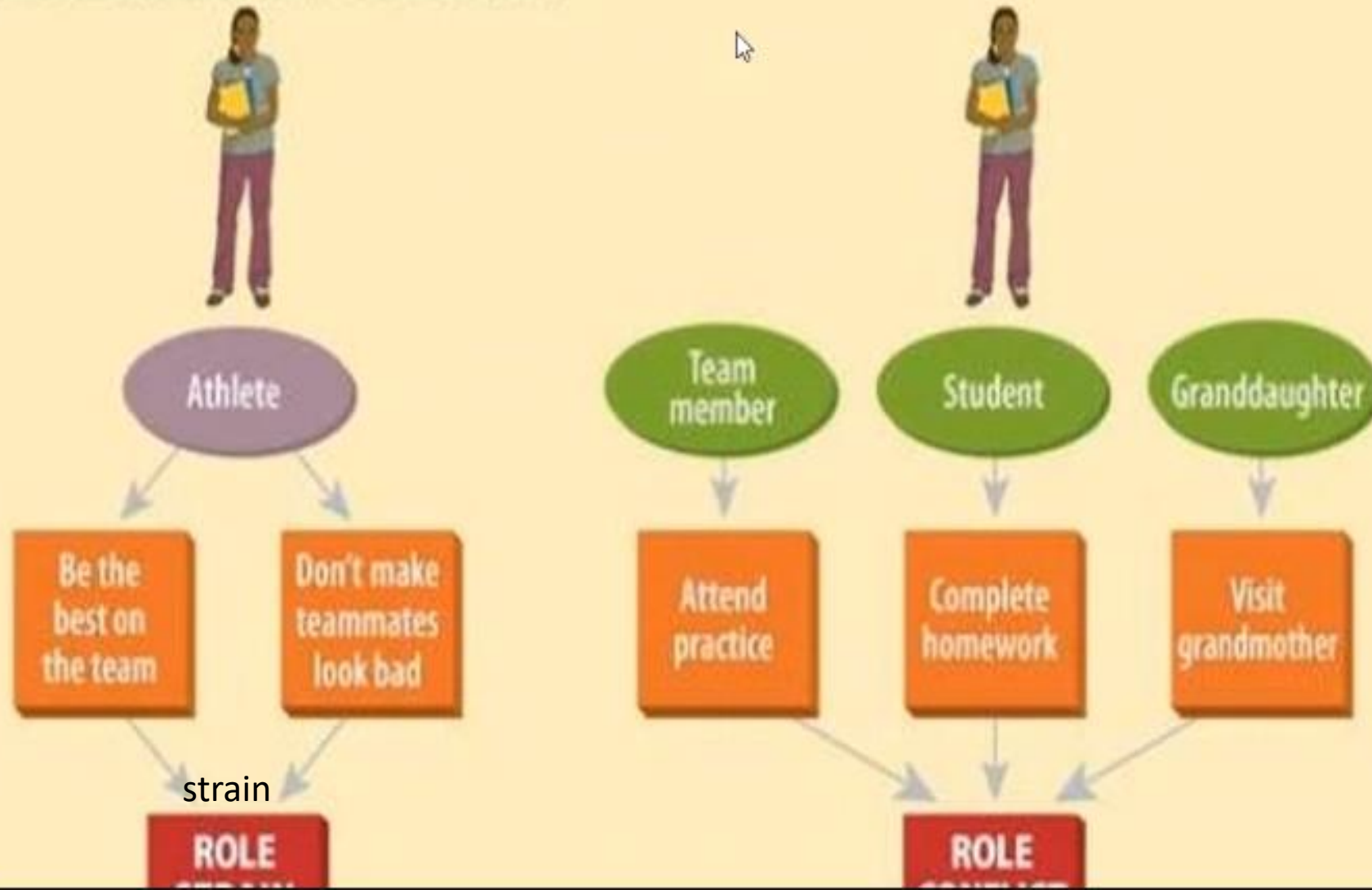
## **ROLE CONFLICT AND ROLE STRAIN:**

- **ROLE CONFLICT:** *as conflict among the roles connected to two or more statuses.*
  - role conflict → when we try to respond to the many statuses we hold.
  - Example- working mother
- **ROLE STRAIN:** *tension among the roles connected to a single status.*
  - (Example: college professor may enjoy being friendly with students. At the same time, however, the professor must maintain the personal distance needed to evaluate students fairly.)
  - Performing the various roles attached to even one status can be something of a balancing act.
  - **Strategy** → (leave the job at work)



## Role Strain and Role Conflict

Role strain arises when conflicting expectations are built into a single status. Role conflict occurs when conflicting expectations arise from two or more statuses that an individual occupies.





## ➤ **ROLE EXIT:**

- **Def:** *the process by which people disengage from important social roles.*
- People doubt their ability... Alternative roles...pursue a new life.
- a past role can continue to influence their lives.
- (For example, an ex-nun may hesitate to wear stylish clothing and makeup.)

# The social construction of Reality

- I construct myself → present myself to you → in a form suitable → to the relationship → I wish to achieve with you.
- we have the ability to **shape who we are** and to **guide what happens from moment to moment. (next)**
- **Reality is not fixed.**
- The social construction of reality → is **the process by which people creatively shape reality through social interaction.**
- Social interaction → is a complex negotiation that builds reality.
- everyday situations involve → least some agreement (about what's going on) → depends **different backgrounds, interests, and intentions.**



# The Thomas Theorem

- *Situations that are defined as real are real in their consequences.*

## Ethnomethodology

*The study of the way people make sense of their everyday surroundings.*

*Personal space...*

- ▢ *Results predictable → we know Rules of everyday interaction*
- ▢ *Reaction helps to see the importance of these rules...*

## Dramaturgical Analysis: the Presentation of self

- Erving Goffman..actors on stage
- *the study of social interaction in terms of theatrical performance.*
- *Status → part in play*
- *Role → script, dialogue, action*
- *Each individual performance → “Presentation of self”*
- *A person’s efforts to create-specific impression in the minds of others → process called → Impression Management*



# Making Everyday Life Understandable

## three Applications

- **1-Emotions : the social construction of Feelings**

what we do matters less than how we feel about it.

Society also guides our emotional life.

### **The biological side of emotions**

- Six → happiness, sadness, anger, fear, disgust surprise
- Biologically programmed (facial features, muscles, nervous system)
- emotions serve a social purpose → supporting group life and build connections with others.







# Making Everyday Life Understandable

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## ■ Cultural side of emotions

- Culture defines what triggers an emotion.
- when, where, and to whom the emotion is displayed(some jobs)
- Culture provide rules for display of emotions( parents... children)
- Culture guides how we value emotions(some societies give value to express it)
- Gender (men as weak) (Man should be Strong, competent, rational)





## ❖ 2-LANGUAGE: The social Construction of Gender

- .Language defines men and women differently in terms of both power and value
- Language and Power
  - men often use language to establish control over their surroundings → power of ownership..
  - Taking last name of husband...
- Language and Value (Analysis of words)
  - Virtuous → morally worthy... excellent.. → latin 'vir' → man
  - king-/queen... lord... madam (master..mistress)



Humor arises from the combination of conventional and un-conventional realities

### ➤ 3- The social Construction of HUMOR

#### ➤ The foundation of Humor

Memes...part of our humor...

How humor is generated in society?

- it arises as people create and contrast two different realities.
- **conventional** → what people expect in a specific situation.
- **Unconventional** → an unexpected violation of cultural patterns. (Beyond expectations)
- Humor arises from → contradictions, ambiguities, and double meanings found in differing definitions of the same situation.
- The greater the difference
- Comedians use dif strategies (present normal first...).. Timing..
- The key to humor lies → collision of realities..

## ❖ the dynamics of Humor: Getting it

- Must understand both realities
- Leave Incomplete ...
- Makes you insider.. (minimize frustration)

## ➤ The functions of Humor

- Sensitive topics... controversial topics
- Relieve tension in uncomfortable situations (jokes with doc)

## ❖ Humor & Conflict

- Put others down(men jokes women)
- One feel good at the expense of the other.
- Ethnic conflict → driving force behind humor in world

## CONCLUDE:

- Much important ...

Humor play an important role in society  
... blood circulation and brain cells  
become more active...

Comedians belong to low category.  
Mental escape from conventional  
life...humor become part of their life.

Escape from reality...

According to Biology, When you smile  
,your cells become relax, blood  
circulates...mental and healthy for the  
body

# **Sociology**

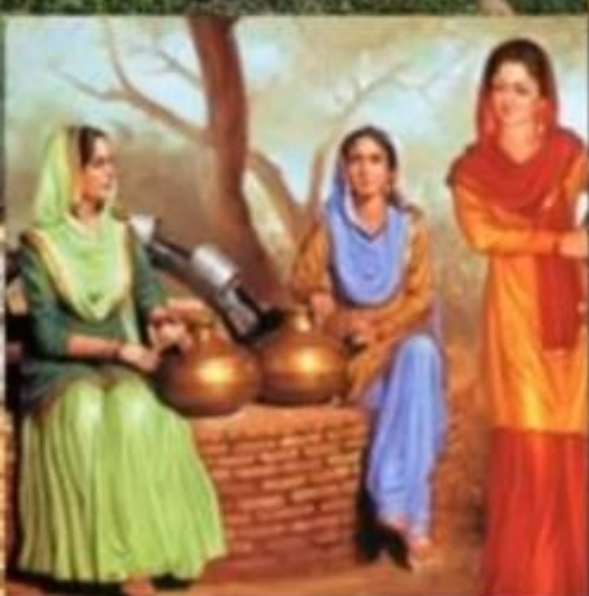
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Chapter # 6

Culture



# Culture





















# Mono-Cultural



## Japanese



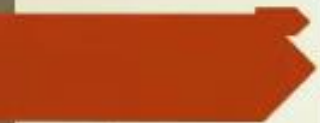


# Multi-Cultural



**Individualism in USA**  
Personal culture of every individual





Ideas about → what is polite and rude, beautiful and ugly, pleasant, repulsive..

- ***Culture is the ways of thinking, the ways of acting, and the material objects that together form a people's way of life.***
- Culture includes → ***what we think, how we act, and what we own.***
- Consider → both → *thoughts & things*
- link to → the past and our guide to the future.



Clothes , music(tangible and physical things)

**Material culture** → physical things created by members of a society.

**Nonmaterial culture** → ideas created by members of a society.

Rules and regulations, norms & values

- Culture shapes → not only what we do but also what we think and how we feel (wrongly → human nature)
- Not particular way of life is natural → countries... yanomamo in brazilian rainforest → aggression is human nature
- malaysia → peacefully.. Japane/usa → achievement and hardwork ...but japan → collective harmony..US → individualism..
- Own way is natural so.... travelers → uneasy → enter unfamiliar Culture
- culture shock → personal disorientation when experiencing an unfamiliar way of life.

No way of life is natural... ants to zebras..→ behavior is guided by instincts→ biological programming over which the species has no control.

- Only chimpanzees... related primates
- **only humans rely on culture rather than instinct to create a way of life and ensure our survival.**







# Culture, Nation, and Society

- ❑ Culture → refers to a shared way of life.
- ❑ A nation → political entity, a territory with designated borders (such as the pakistan, United States, Canada)
- ❑ Society → the organized interaction of people who typically live in a nation or some other specific territory.



# The Elements of Culture

All have common elements....

- **SYMBOLS:** Humans transform elements of the world → into symbols.
- ***A symbol is anything that carries a particular meaning recognized by people who share a culture.***
- We can see the human capacity to create and manipulate symbols.... diff meanings.....
- A word, a whistle, a flashing red light, a raised fist....  
winking an eye → which can convey interest, understanding, or insult.

- 1. **Thumbs up** → This widely recognised sign of approval or agreement but..... used as an insult in Bangladesh.



- 2. **Come here** → United States → to ask a person to step forward..but in Asia → this gesture isn't welcome.



- **1. Thumbs up** → This widely recognised sign of approval or agreement but..... used as an insult in Bangladesh.



- **2-Come here** → United States → to ask a person to step forward..but in Asia → this gesture isn't welcome.

It should only be used to dogs → in the Philippines....





### 3. The horn fingers

- In USA “the horn fingers” is adopted by rockers and it is a sign of approval, rock on!
- But in many countries → such as Argentina, Brazil, Colombia, Cuba, Spain, Italy and Portugal, to make this sign at someone → tell them that their spouse is cheating on them.



#### ➤ 4. The OK

- In most of the English-speaking world, as well as in several other countries, this hand gesture means that everything is fine, great, okay and/or perfect.
- In Brazil, however, it is considered a rude gesture.





## ➤ The "V" Sign

- This sign has two formats: one with the palm faced outwards, and another with the palm inwards.
- In the US, both ways refer to "victory" and peace.
- In other places → such as in the UK, Australia and South Africa → the same gesture with the back of the hand facing the other person is considered to be an extremely insulting.



➤ Societies create new symbols all the time → cyber-symbols.

Gr8, CU, T2UL, LOL, TC, K, BRB, bcz, b4, u2.....



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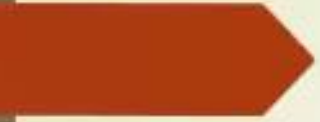

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- Power of symbols → culture shock → inability to “read” meaning in strange surroundings.
  - ( Not understanding the symbols of a culture leaves a person feeling lost and isolated, unsure of how to act, and sometimes frightened. )
  - Symbolic meanings also vary within a single society (fur coat...)

# Language

- key to the world of culture → "is a system of symbols that allows people to communicate with one another."
- create alphabets to express the hundreds of languages we speak. rules for writing differ.

إِقْرَأُوا

Arabic

ԿՎՐԴԿ

Armenian

អាន

Cambodian

閱讀

Chinese

Read

English

διαβαζω

Greek

קִרְא

Hebrew

पढ़ना

Hindi

독서

Korean

خواندني.

Farsi


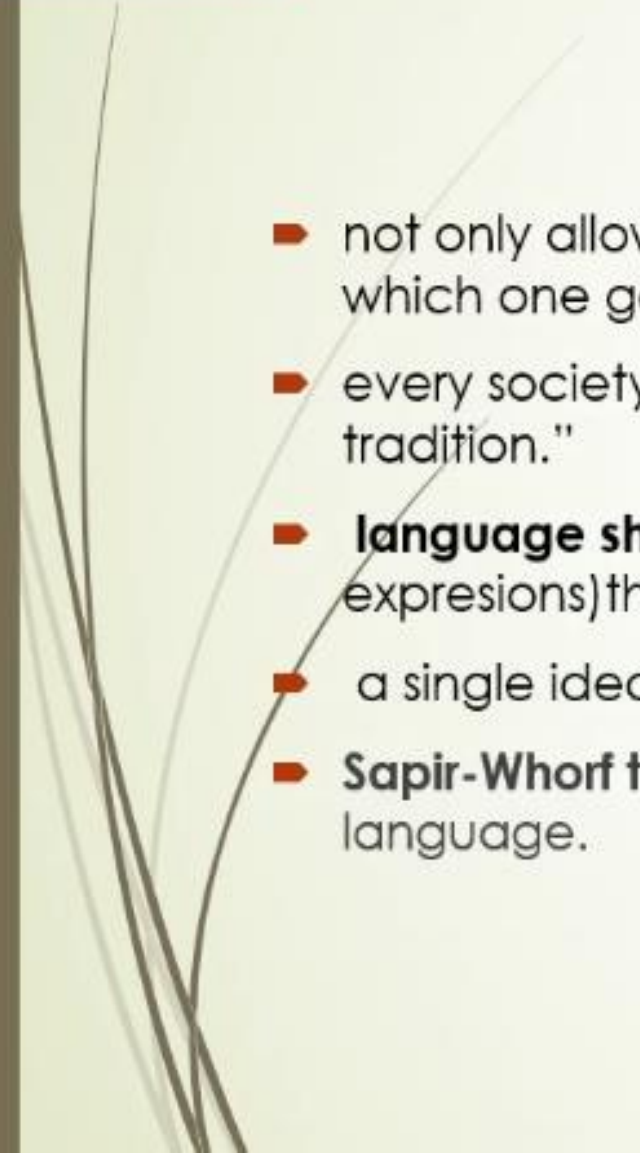
читать

Russian

¡Ven a leer!

Spanish



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- not only allows communication but is also the key to **cultural transmission** → process by which one generation passes culture to the next. (like genes)
  - every society has transmitted culture by using speech → a process → "oral cultural tradition."
  - **language shape reality** → each language has its own distinctive symbols (& expressions) that serve as the building blocks of reality.
  - a single idea may "feel" different → in diff language.
  - **Sapir-Whorf thesis** → people see and understand the world through the cultural lens of language.