

SOCIOLOGY

Sociology

Sociological Imagination

- "Sociology" is derived from the Latin word *Socius* (companion) and the Greek word *logos* (study of) - meaning "The study of companionship"
- Society is a group of people whose members interact, reside in a definable area and share a culture.
- A culture includes the group's shared practices, values and beliefs.

~~Sociological Imagination~~

→ Social Imagination — C. Wright Mills.

- ↳ Personal predicaments as social
- ↳ Find individuals & situations like you.

→ The Chosen — Jerome Kervin.

- ↳ Entrance tests were by birth and the mode of family
- ↳ Jews and the Ivy League in 1930s.

→ Flynn Effect

- ↳ IQ tests have consistently risen over last 80 years.
- ↳ Over 20 countries (20 point rise per generation).

20.

you smile

NO QUELLY

♡ini

→ When sociology was started, people tried to learn it how they would study natural sciences.

→ Every individual has a role to play in the system, that has a MANIFEST Function and a LATENT function.

→ Emile Durkheim

↳ What can we learn by looking at human social data.

looking at macro trends.
over people.
studying impulses in society

- Suicide & Capitalist societies } caused individualism (higher rate of suicides).
- Capitalism & the Protestant religion.
- Religion & Politics
- Politics & Gender.

→ Carl Marx.

↳ Change in society is driven by conflict over resources.

→ ~~so~~ Social status also affects society and helps shape the group of people.

→ Behaviour and income together shape or define social status.
— Webber.

→ ~~Today's conflicts~~

→ Society played out through everyday interactions:

- ↳ Language
- ↳ Meaning
- ↳ Symbols and signs.

→ Symbolic interaction is deriving meaning from symbols, behaviour, actions or other observable features.

→ Meaning making through symbolic interaction
Eg: Beahubali was a symbolism of bravery, which is why it drew in attention from almost all over the country.

→ The looking glass self
↳ what one wishes to be.

→ Reference groups

- ↳ involves micro interactions
- ↳ groups that people try to identify, or want to be.

→ Symbolic interaction could include giving off information

→ Significant others & conformity

- ↳ Who are the significant others in your life.
- ↳ Is it the same for all groups & communities
eg: the Whites & Blacks in the US.

↳ We can use reference groups & a looking glass self for change, which could either be rebellion or conformity.

→ Microinteractions in the everyday.

→ One driving factor for social conformity or wanting to be like someone or somehow, is for positive sense of self or validation.
Eg: Jobs For Steve Jobs, it would be in creating/inventing.

→ Clap - trap.

→ There are social cues to when people clap.

→ There is a relation between charisma & clapping.

→ Book — The arc of the clap.

→ Charisma is a social ~~to~~ thing that has a structure, which cannot be realized without context.

→ Gendered micro interactions.

↳ How does social hierarchy happen in the everyday

↳ The socially weak have less capacity to shape social ~~pr~~ practices.

→ An Empirical Study of Social Taste How Are Choices Made.

↳ Children's First Names: An Empirical Study of Social Taste.

Stanley Lieberson & Eleanor O. Bell

American Journal of Sociology.

Vol. 98, No. 3 (Nov. 1992), pp. 511-554.

→ While naming children, people go with trends of the time, ~~or with~~ or with meaning, however, it is not completely aware of ~~a~~ naming due to social impulse and the reason of social meaning.

Eg: "Khan" — a representation of aristocracy or power in Islam.

→ The social construction of reality
↳ A dynamic, evolving understanding
↳ that depends on our experiences and social conformities & beliefs.

→ Things that are socially constructed
↳ Money — a constructed thing, but had consequences.
↳ Electricity
↳ Writing
↳ Nation ~~—————~~

→ Shopping, spending has changed after money went from physical to cash to plastic.
Trends in spending has changed.

→ Writing is a construction for how eventually it could ~~be~~ & change. For eg: Cursive writing is slowly ~~&~~ disappearing.

→ "I am not who you think I am; I am ~~who~~ not who I think I am; I am who I think you think I am" — Thomas Cooley.



Ethnocentrism :- ~~stigma~~
↳ A way of looking at the world from our own perspective.

4 A way of being — Peopleness.

→ Orientalism Exoticizing The East — EDWARD W. SAID
↳ Palestinian

→ Symbolism of different objects,

Eg: Chair,

we used to squat before, ~~now~~ we got the chair much later on, but not only for comfort, but symbolise power & status.

Anthropology

→ "How other people live!" — Malinowski (1884-1942), Anthropology

4 Placing the strange in context

- ↳ Understanding culture non-judgementally
- ↳ The prime objective of cross-cultural communication is to understand the differences in culture and to appreciate the similarities.

↳ The prism of western civilization.

↳ Seeing the world without Bias

→ "Gang Leader for a Day" — Sudhir Venkatesh

→ Spent 10 yrs
studying
drug market
in Chicago.

→ Rituale

("Deep Play: Notes on Balinese Cockfight" - Clifford Geertz)

- What & How is Poverty?
- Cultural differences impact our life.
- Social conditions are ~~extremely~~ essential for survival.

Conformity:

- "Banality of Evil" — Hannah Arendt.

↳ studied Eichmann

↓
who was responsible for choosing who was to be gassed.

- The Milgram Experiment.
(Obedience).

↳ An authoritative figure can make people obey.

We see this on a much larger scale in Nazi Germany.

Conformity

- The Asch experiment.

↳ shows pressured conformity.

↳ At least 2 people are needed for rebellion, else people tend to conform & not rebel.

→ Labelling.

- ↳ "Street Corner Society" — William Foote Whyte.

- About men who Congregate at street corners.
- About sub cultures forming within cultures
- Did not address why not women.

[Signature]

God is a joke

→ Non Conformity requires 2, similarly labelling require 2 people,
the (authoritative) labeller.
- the labelled.

→ The zimbardo experiment - Stanford 1971
~~do find~~
Creating a subculture in 20ish days.

→ Deviance, Addiction, Stigma all change with time & culture. They are all dynamic
→ The state of normalcy keeps changing.

→ Deviance as an ensemble & process
↳ Question - is anything Evil if everything is relative.

Mediated Sociology

→ From face-to-face to mediated reality.

→ W.I. Thomas — Anything perceived as real has real consequences.

Eg: A child's perception about the existence of ghosts will keep the kid awake at night even though it doesn't exist.

- Entertainment too has consequences.
- National anthem at multiplexes, Disclaimers.
- Media disturbs consciousness.
 - ↳ Media impacts us.
- Media as Mirror — the reality out there.
- Newspapers sell audiences to advertisers.
- Who is a newspaper person.
 - ↳ it is like a job where ~~and~~ each person has her own project ~~where they~~ they work on.
- The media beat:
- Newspapers, news channels today base their reports on actual reports ~~by~~ from their sources.
- Police give news.
- Municipality etc.
- But all of these reports/sources are already filtered.

Reality cannot be understood as static. The conception of Media mirroring reality is not true, it is only a constructed reality.

- Media self as performance if it bleeds, it lead
- Media portrayals.
 - ↳ Arushi Tahwar's case sensationalized, how the case was initially too close for comfort of the people. Multiple realities coming together to socially construct a reality.
 - ↳ Jessica Lal's case
 - ↳ "Padmarat" film.
 - ↳ "Sangju" film.

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Why a picture isn't a 1000 words.
News is only for today & changes tomorrow.