I. Introduction to Sociology and Sociological Methods:

A. Emergence of sociology *Socius*  and *logos*

1. Auguste Comte a nineteenth century French

thinker is considered the father of sociology

2. Influence

a. Enlightenment

b. heavily influenced by science -- "social physics"

c. belief: society was evolving “The Law of Three Stages”

3. Reason and science

a. society could be studied empirically

b. could discover laws of society just like

natural laws

c. would give us control over society

d. progress

4. western society was model: ethnocentrism

B. Classical Sociology

1. Three thinkers: Marx, Weber, Durkheim

2. Three Paradigms

a. structural functionalism

b. conflict

c. social interaction

C. Sociological perspective

1. The primary determinates for shaping human

experience are social and cultural

a. know and think

b. possibilities and limits to actions and behavior

c. imagination and goals

2. Social and Cultural determinants - social structure and

culture

3. Sociological perspective allows us to see the impact

of social forces, institutions, on our individual lives

4. Contra: conventional wisdom

a. architects of our own lives

b. individual autonomy

D. Social structure - the ways in which society is organized

1. institutions

a. primary:political, economic, religion,

education, familiy

b. secondary: science, health care, military, advertising, leisure

2. social groups

a. primary

b. secondary

3. stratification: most societies are layered, by

class, power, and prestige which determine social location or status, also gender, race

a. stratification by class

i. class refers to one's location in the

economy - wealth and income

ii. upper class or lower class

b. race and ethnicity

c. gender

d. prestige

i. medal or honor

ii. respected vocation

d. importance - social location or status determines

i. access to social resources

ii. life chances

4. Status or social location

a. ascribed

b. achieved

5. Life chances and access to social resource

6. social role: collection of culturally defined rights, obligations, and expectations that accompany a status in a social system

a. material for identity construction

b. script

c. role strain

d. role conflict

e. social roles and the individual: Zimbardo

7. Titanic as stratification

a. ship is stratified: upper class at top, lower

class at bottom, workers and passengers

b. access to social resources

i. upper class enjoy social resources,

ii. more spacious and luxurious accomodation, own deck

iii. better food, waiters, butlers

c. life chances and power

i. powerful make decisions

rudders, speed

use the crew to keep lower class below

ii. life chances

not enough life boats

45% of women in third class died,

16% in second class, and only 3% in first

laborers

d. social roles

i. role strain -captain, daughter

ii. role conflict - between roles - daughter,

independent woman

E. Culture or way of life of a people determines their ways of

knowing, imagining, doing and appears "natural". It is both non-material and material.

1. non-material culture or symbol system is composed of ideas, values, norms, rituals and is transmitted through anguage

"To speak of culture is also to speak of the elements that shape human behavior -- the inhibitions that govern it from the inside, the rules that control it from the outside, the languages and philosophies that serve to edit a people's experience of life, the customs and rituals that help define how one person should relate to another. To speak of culture is to speak of those forces that promote uniformity of thought and action.'

a. language

b. conventional wisdom, shared ideas formally and informally disseminated and

unquestioned

i. equal opportunity to be successful

ii. best political system in the world and a

model for all democracies

iii. US is a peace loving country that only

intervenes in self-defense or to help others

iv. nuclear family is the foundation of American society

v. welfare creates lazy people

vi. supporting our troops means supporting the war

viii. hard work is the way to success

c. values = what we cherish as a society

i. money and success

ii. freedom

iii. children

iv. individuality

d. norms = appropriate ways of behaving

i. social interactions

ii. in school

iii. gender

iv. work ethic

v. deviance

d. rituals - emotional cement to social arrangements

i. marriage

ii. pledge

iii. funerals

2. material culture: technology and artificacts

a. technology

i. car

ii. TV

iii. computer

iv. cell phone

b. artifacts

i. easy chair

ii. lawn

3. Ethnocentrism

a. every culture thinks that its way of life is

"natural" therefore right, good, and true

b. judging other cultures by one's invisible cultural

biases

c. racism, genocide, ethnic cleansing, cultural imperialism

F. Three paradigms

1. Structural functionalism (Durkheim, Parsons)

a. emphasis: social order

b. institutions (social structures) function together

in harmony to maintain social order

c. institutions structured so that they can perform

function

d. central institution is family, goal is socialization

e. inequaltiy: system of stratification

f. education, professional sports

2. conflict theory (Marx and Weber)

a. emphasis: struggle among groups for social resources (class, race, gender)

b. institutions structured in such a way that

it reflects the interests of those in power

c. system of stratification is system of domination

and subordination

d. Education, sports

3. Social Interaction (Mead, Goffman)

a. emphasis: fact to face social interactions

b. assumption: society is created and recreated

at the micro level through esi that are rule governed and ritualized, or

c. presentation of self in everyday life,

G. Sociological Methods

1. Experiments

a. conformity: Solomon Asch

b. authority: Stanley Milgram

i. 100% went up to 300 volts

ii. 2/3 went up to 450 volts (red line)

c. social roles: Zimbardo

d. blue eyes, brown eyes

2. Surveys

a. operationalize

b. framing the question

c. religion, sex, politics, social problems

3. Participant observation

4. Statistics

a. stratification: income

b. job creation

5. history

6. comparative cultural studies

H. The individual and society and culture

1. Social and cultural determinants

a. freedom

b. in what sense is one not free?

c. equal opportunity vs life chances:

2. socialization is the process by which society shapes

a person into an acceptable social self

a. no self prior to socialization - microcosm of

society

b. institutions of socialization building a person from very beginning - family, school, peer groups

c. socialization as social control: where is

your citizen?

3. mass media is powerful new institution of socialization and social control

a. constructs “un-reality”

b. advertising: creates psychology of desire

c. social role: consumer

d. cycle: work-spend-debt

4. history and socialization

a. institutions: education, family, mass media,

political campaigns, celebrations

b. in general: story through which we gain a collective identity a “we”

i. good vs evil

ii. moral boundaries

iii. values

c. ritualized

i. moral boundaries

ii. emotional solidarity

d. reinforces conventional wisdom

e. personal identity

f. social control: those who control the present control the past, and those who control the past control the present

Plato's Cave

I. Society and the individual

A. Plato ( b 429 d 348 bc) ancient Greek philosopher and social thinker

B. Philosophical dialogues - Socrates as Protagonist

1. seeking the truth

a. questions conventional wisdom

i. friendship

ii. love

iii. knowledge

iv. state

b. challenging authority figures

c. sentenced to death

i. impiety - challenging cultural idols

ii. corrupting the youth of Athens

d. seeking the truth is a death sentence

B. The Republic written prior to 388bc is dialogue regarding the ideal state

1. Book VII "The Allegory of the Cave" presents what

Plato thinks to be the major problem

2. it also presents in metaphorical terms the problem

we face today

II. The Allegory of the Cave

A. Situation

1. People are inside a cave and they are facing the

far wall

1. "Prisoners" whose legs and necks fastened so

a. they can only look at the far wall

b. can't see each other

c. since childhood

2. there is a fire behind them and a raised road upon

which people with objects travel

3. all the prisoners can see are the reflections

4. this is the only world they know

a. a shadow world

b. world of reflections

5. prisoners imagine that this is truth or reality

B. Enlightenment

1. image of sun is image of truth

2. turns toward fire and sees whole cave

a. psychologically "at a loss"

b. shadows truer

3. needs to be dragged out

a. dazzled by the glare

b. takes awhile but finally "sees" the truth

4. chooses to return

a. hard to see in dark now

b. appears like a fool trying to explain the truth

c. threatened by death because he has upset their

"taken for granted" lives

C. Meaning of the metaphor - Plato

1. society controls the individual by creating

a. a false or shadow reality - images, illusions,

ideology

b. creating a dependent psychology, oriented to that reality

c. social structures and arrangements

i. institutions

ii. arrangements - social roles

iii. norms, values, rituals

d. existing power arrangements and the status

quo never questioned

2. individual

a. thinks he is free and knows something because he hasn't experienced anything else

b. organizes life, goals, needs around false reality

III. Modern Cave

A. Lavine whose summary we are reading says this is

relevant to modern American society

1. Everyday lives in bondage to superficialities rather

than substance

a. preocuppied with look, style, image and being

entertained

b. determined by the mass media - images

on the wall

i. advertising

ii. entertainment

iii. news

2. political allegory

a. supposed to be a democracy

i. actively particpate in shaping the

direction of our society

ii. best political system

b. who runs the country?

c. who is it run for?

d. is America a democracy?

3. an allegory for unquestioningly accepting the

idols of science and technolgy and the correlative

idea of progress

a. technology solves all problems

b. experts are new "priests"

4. an allegory about knowledge and opinion

a. opinion

b. informed opinion

c. who to believe?

C. Shadows on the wall

1. irony: Americans have more access to media and know

less about the world

a. 20,000 hours by 17 of TV,

b.2/3 most information about world from TV

i. 6 24 hr news channels

ii. local and national network news

iii. documentaries on nature and society

iv. History channel, learning channel

c. 7 hrs a day, 12% 60 + hrs per week

d. however,

i. medieval understanding of human-

environment interaction

ii. little about how political system works

iii. little about the mass media

iv. little about food and health care

v. food

vi. survey - the more an American watched TV about the Gulf War the less facts he knew

2. mass media ownership

a. TV

b. profit

c. advertisers

4. common interest of advertisers

a. audience of consumers

b. people who see life as process of high level

consumption

c. "give me a child of four and I'll give you back

orders for twenty years"

5. goals

a. create a consumer identity

i. dependent psychology -- look, style, and image

ii. create desires and more desires

iii. false needs

D. Creating a consumer psyche

1. create anxiety so that you are preoccupied with whats

wrong with you

a. your'e too short, too fat, too flat, too bald, too soft, too sad, too anxious, too old

2. create beautiful and attractive images to sell solutions

to problems

a. do drugs

i. Prozac for sadness

ii. Paxil for social anxiety

iii. Viagra for erectile disfunction

b. body's not good, buy a body

i. augment yourself

ii. eliminate indications of age

c. love the environment

i. buy an SUV

ii. save turtles, chase wolves

IV. Progress "Progress is are most important product"

A. Americans view their society as a demonstration of the

idea of progress

1. American society is naturally and inevitably

getting better and better

2. leading to more and more opportunity for individuals

and a better society overall

3. because American society is progressing

a. no real questions need to be asked

b. no real thinking about trends in our society

need to be questioned

B. Why does author think that this view of history is a myth

that keeps us chained in the cave

1. allows to ignore the negative trends in our society

a. the environment

i. limits

ii. destruction and pollution

2. just need to live conventional life because its a great

system - don't need to question status quo

3. allows us to look down on other countries and cultures,

a. ethnocentrism

a. past societies more primitive

i. age and health

ii. harder

4. progress =s kindness and we are helping "developing nations"

C. What criteria do we use to determine better-progress

1. US is number 1

a. big houses double since 1950

b. billionaires

c. most cars, microwaves, TVs, computers, and cell

phones

d. biggest military

e. most shopping centers and cinema 20s per person

f. biggest economy

g. technological advances

i. genetically modified organisms

ii. hi-tec health care

iii. genetically modified humans

3. technopia

a. fully digital computerized world, cyberworld

i. work at home

ii. life experience mediated by cyberworld

iii. technology to solve social problems

b. life easier, longer, no disease

i. no diseases

ii.designer babies

ii. pest resistant enriched crops

iii. atomic cars, robotic butlers, jet

backpackers, moon colonies, proton cultivator

iv. cyberwarfare

B. Progress and quality of life

1. vital needs: food, shelter, health care, security

2. environment - fundamental knowledge

3. share in determing your own destiny

4. quality of relationships

5. meaningful experience (significance)- value and worth

6. community

C. Making us stupid

1. Health care as a commodity

a. "most educated electorate on health care in

modern history" - really

b. $90 million spent in advertising and public

relations efforts by health care industries

i. pharmeceuticals

ii. health mananagement HMOs

c. educate us

i. drugs should not be covered by medicare

ii. patients should not have a bill of patient

rights

d. convince us

i. Citizens for Better Medicare

ii. "Flo"

iii. founded by Pharmeceutical Research and

Manufacturing Corp of America

( Bristo Myers Squipp, Glaxo Wellcome, Merck

& Co)

iv. 40 members

\*Alliance for Aging Research

\*Healthcare Leadership Council

v. funded by pharmeceutical corporations

e. what will you know

i. everything the corporations want you to

know

2. food as a commodity

II. The emergence of sociology and the birth of "modern society"

A. Age of Enlightenment - certain transformations

in the social formation of western society created the conditions under which sociology emerged

1. Enlightenment - 18th century, the Age of Reason,

but as broad historical transformation,

a. goal: moral perfection and end to human

suffering

a. the Reformation, 1517 95 theses, Castle Church

Wittenberg

b. to middle of nineteeth century - Schopenhaure and Nietzsche

c. WWI and Freud Civilization and Its Discontents

2. Reason

a.powerful and reflexive, scientific and moral,

b. power to create and organize society

c.exercise a reflective criticism over it

d. Kant - "What is Enlightenment?"

3. the breakdown of a world view - the Great Chain of

Being -

a. society was static, no idea of progress or change

b. everyone had their place in the world according

to birth - no social mobility

c. authority rested in the Church, and the King

ruled politically by divine right

d. unchallengeable Church dogma, no freedom of

religion only Inquisitions where heretics were

burned and/or recanted

e. unquestioning political obedience,

f. no individul rights

4. rise of science, the emergence of science

and a new concept of the natural world which

a. challenged the Church's interpretation and

therefore its authority Copernicus, Kepler, Galileo,

Newto, Darwin

b. the natural world functions, mechanical,

according to the laws of nature, not of God,

cause and effect rules in Newtonian world

c. everything can be mathematized "calculated"

d. the laws of nature can give man power

predict and control the natural world, lord

of the earth,

e. environmentis is object to be subjugated

f. science gives rise to technologies, esp of

production, which leads to

5. transformation to industrial society from agricultural

a. the invention of steam power changed the

face of western society completely

i. factories instead of cottage industry

ii. mass production

iii. subsistence labor

b. need for massive amounts of natural resources

6. The emergence of capitalism

a. accumulation of profit

b. dependent wage labor

c. market system of exchange

7. the emergence of a powerful nation state

to guarantee this, and colonialism, Adam Smith Wealth of Nations

8. emergence of a powerful new element in

society, the boug who defined the new political

system

9. political revolution, French and American

a. challenged the traditional authority of kings

and arrangements of political power (church

and aristrocracy) replace with rational-legal.

b. new power arrangements, new

form of government, mass representative democracy

i. social contract

ii. representation, rule by law, right to dissent

Dec of I and Decalaration of Rights of Man

c. new political ideologies, liberalism freedom, human dignity, individual rights, "life, liberty, and

the pursuit of happiness"

10. new cultural ideologies,

a. science, progress, reason, "invisible hand of

the marketplace"

b. moral and material cultural authority figures, the scientific expert the individual, the sociologist

i. society becomes visible, not natural, during

transformation

ii. sociology and sociologists emerge and

attempt to apply scientific rationality to

social arrangements

iii. experts can solve any problem

11. transformation of institutions, family, education,

time, privacy, romantic love, religion

12. Goal, according, to Enlightenment thinkers, both

scientific and moral progress

D. New Deal I

1. During the 30s which was the Depression Roosevelt

instituted his New Deal programs - to counter increasing

social unrest, minimum wage, social security, public works, and Unions were recognized legally under the

Wagner Act in 1935, but these changes really only effected a small minority of the millions unemployed,

standing in bread lines, and homeless

2. most of the New Deal programs, however, were labeled

communist later, were directed at corporattions, the

NIRA, set up the NRA which basically did away with

anti-monopoly rulings

5) what ever the New Deal ultimately was, it was not

a success, by 1940 there were still 20% unemployment,

widespread hunger and homelessness,

6) The GNP had not grown since before 1929

C. God Bless WW II, fought between Dec 7, 1941 and

VJ day

1) Roosevelt's advisors were saying and Roosevelt

himself was more than aware that an unemployment

rate as continuously high as ours would cause social

unrest and political instability

2) the Depression was undermining American ideology,

traditional values

D. World War II solved the problem, transformed the economy,

and the power structure of the world

1) almost instantly 6 million of the 10 million plus

unemployed got jobs

2) By 1945 the GNP had more than doubled

3) by the end of the war uS industry and the U  
 US economy was working at a pace never before

experienced

E. The US also emerged as the dominant power in the world

and perhaps the greatest power of all time, the war

left, Europe, Russia, and Japan, the other industrial powers

in ruins, and saw the breakdown of the colonial system

F. the us had everything, land, food, power, raw materials,

industrial plant, monetary reserives, scientific talent, and

trained manpower

Winston Churchill "the US stands at this moment at the summit of the world, Truman after VJ day, Sep 1, 1945, "the greatest strength and the greatest power that man has ever reached."

Henry Luce the publisher of Time: redifined the century, as the American century.

G. Europe and Asia lay in ruins -- 55 million dead (US 400t)

1) Germany's bombing of England, huge loss of life

and destruction of infrastructure and manufacturing

capacity

2) Germany's invasion of Russia left 20 million dead

total of 55 million, starvation, and social devastation

3) allied bombing of Germany, Czech, Japan

4) most Europeans were living on 1500 calories a

day, many on 1000, it was estimated that 400

million asians faced starvation, obesity was becoming

a problem in the US

G. US faced two questions

1. US with fully mobilized economy and no damage to its

infrastructure, how to utilize this industrial might, organize it into life style, way of living, the American Dream

2. Second question how to organize the its new empire

the new world order, Neo-colonialism or economic imperialism,the Grand Area strategy, economically, politically containment The Truman Doctrine

The US was ready. Time devoted a cover story to CINCPAC, admiral Harry D. Felt. "To maintain order and build prosperous trad in a free world the US must control the seas and be the guardian of the land areas along the shores." Throughout the world the Admiral said he is prepared to keep the peace if possible, to win a war if necessary."

1) American dream and the limits of dissent

Levitt: "The man who owns a home will not be a communist."

B. The use of Communism ( what Zinn calls a word to stop

thought)

1) a monolithic political/social/economic entity bent

on world domination through conquest and subversion

2) the Cold War and the domestic disempowerment

of the Republicans brought anti-communism back

with a vengeance -- used "anti-communism" as a

wedge to regain power

3) It had existed in the US prior to the Depression,

in fact the US and Britain had invaded the Soviet

Union after the Revolution of 1917, March 1918

4) Red Scare 1919-1924 "official and unofficial

loyalty organizations" city police, militia, justice,

departments, raids, deportations, no trials, no warrants,

Jan 1920, 6000 33 cities, April 1920 NY State Assembly

expelled 5 socialists

5) US Chamber of Commerce, 1945, report

Communist Infiltration in the US

6) two institutions spear-headed this paranoid

inquisition, Congress both the House and Senate, and

the FBI

7) 1947 the HuAC investigated the movie industry, the

result was the notorious blacklist

(as early as 1938)

8) the FBI investigated political leaders, unions leaders,

teachers, professors and had files on thousands of

people in public life - Hoover's secret service

Security Indx, Steinbeck and Hemingway, Dos Passos, Faulkner, Lewis (206)

fed information to McCarthy

9) Most most visible was the McCarthy hearings,

Senate Committe on Internal Security

6) Traitors within undermining our power and turning

are youth against us, if it went wrong it was because

of Communist instigation and subersion, "i have a list

before me of 200 + people employed by the State

Department, Feb 9, 1950, Rep Women's Club of

Wheeling W VA

7) Popular TV show I Led Three Lives 1953-56

8) Press reported McCarthy's accusations, largely

unsubstantiated, depended on hearsay, innuendo,

association, four years, Alger Hiss,

Consequences were broad

9) Beside blacklist, HUAC furnished dat on 60,000

people to inquiring employer, 15,000 federal employees

wer fired or forced to resign, high school teachers,

librarians for security reasons, or for failing to sign

a loyalty oath

10) 13.5 million people faced some form of scrutiny,

one in five workers. Ultimately Robert Oppenheimer

the head of the Manhattan Project

11) head of one government loyalty board "the fact that

a person believes in racial equality doesn't prove he's

a Communist, but it certainly makes you look twice,

doesn't it"?

12) Prime targets were anyone who questioned the

direction of post-war society -- liberals, unionists,

intellectuals, artists, -- class, worker conflict was

identified as the result of Communist subversion

13) This witch hunt had far reaching effects, cultural,

Mickey Spillane, movies, musicals, biblical epics

in the geo-political realm, US policy makers were

afraid of being accused of being soft on Communism

Labor unions 1949 CIO expelled nine unions, repr

senting almost a million workers for refusing to

purge themselves of Communist leaders and

support government policiies such as the Marshall

Plan

all conflicts, class, strikes and boycotts; civil rights,

was a result of communist subversion

limits to political and social ideas, Ike, all relevant

ideas in the center -- problems internal deviance

and external threats

system is above criticism

VI. The Dark Side of nostalgia, the American Dream and what ideology conceals

A. While the political and social climate neutralized most

dissent, there still were those who spoke against the

culture of the "Ameridan dream" ( counterculture - rejects

dominant culture, seeks alternative lifestyles)

1. The Beat generation: Allen Ginsberg, Jack Kerouac, Neal

Cassady, their protest was against

a. consumerism and conspicuous consumption

as a social value;

i. it is just materialism sanctified

ii. "I am what I buy."

b. acquisitive individualism as a social norm

is not individualism but conformity to a

standardized and homogenized life style

c. American dream is really a nightmare

Ginsberg "Howl"

d. "beat" meant those who went against the tide of

materialism and personal ambition

2. Looked for alternative sources for critique

a. inflenced by black cultur esp jazz, Charlie Parker and Miles Davis

b. Drugs were a central part of the beat experience, esp marijuana

c. Kerouac's On the Road reflected all of this,

i.written like the music he liked, long sentences like long phrases in jazz music,

ii. written frequently on mj,

iii. about he and Cassady's odyssey's back and forth across America

d. Allen Ginsburg, the poet, of the Beat, and the famous reading of "Howl" at Gallery Six, Oct 13, 1955.

I saw the best mind of my generation

destroyed by madness

starving, mystical, naked

who dragged themsevles thru the angry streets at

dawnlooking for a negro fix

3. The power structure struck back, policice arrested

Lawrence Ferlinghetti owner of the City Lights Bookstore

on the grounds of selling obsenity

4. Judge W. J. Clayton Horn decided it was not.

"The first part of the 'Howl' presents a picture of a nightmare world; the second part is an indictment of those elements of modern society destructive of the best qualitites of hman nature; such elements are predominantly identified as materialism, confomrity, and the maechanization leading to war . . . it ends with a plea for holy living . . .

VII What have we inherited for the 90s from this American Dream, its ideals but its reality

A. The military budget continues to be astronomical, despite

media and gov emphasis on downsizing, at its peak the

budget was 280 billion, last was 268 billion, that is not

counting R&D, pensions, and percent of debt, in fact the whole

debt is equal to the increased military budget of the 80s

1) Cold war was renewed by Reagan in the 80s,

new justification: "Evil Empire"

then by Bush many "evil enemies" two front

war and win decisively

2)US is the worlds largest arms supplier, guaranteed

well into the 21st century through NATO and LA

US is largest manufacturer of land mines, 13 million

who is the enemy, why all this militarization?

4) napalm used on the French city of Royan in WWII, nuclear weapons, poison gas

5) 36 billion on continued research and nuclear weapons and the demand for a missile umbrella

C. Globalization -- the logic of consumer capitalism is profit,

expansion -- needs new markets and more resources

1) selling the American dream - consumerism

2) exploiting the "third world" for high return investments, natural resources and leabor

3) capital flight

4) deindustrialization

3) huge multi-national corporations controlling world

production and distributuion -- GM larger than all but

15 countries, of the 100 largest economies, 50

4) developemnt of new political structures WTO, IMF

5) continued intervention to stabilize countries dis

enfranchised for profit-taking

D. Technological lifestyle has put us on a collision course with

the natural world, the unexpected, uncontrollable consequences

of technology, chemical pollution, toxic pollution, air and water

pollution, land degradation, food pollution

overproduction 15,000 new products each year

solid waste disposal

RECYLCYING AND CARS WITH ELECTRIC ENGINES WON'T DO IT