NATIONAL UNIVERSITY

Sociology 375: Contemporary Social Theory

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Course Meets: T, Th, Sa(twice)

Spectrum Center

Required Text:

Ritzer, George. Modern Sociological Theory

Kivisto, Peter. Social Theory: Roots and Branches (Second Edition)

Assigned Handouts

Course Description:

Social theory as a cultural practice concerned with understanding and explaining social phenomena occurs even to this present day within the context of the Enlightenment. This course therefore will begin with an historical account of the Enlightenment. The focus of this account will be on both the transformation of the social institutions within Western society and the newly emerging cultural beliefs, values, and ways of thinking. One of the new ways of thinking that emerged was social theory itself-the application of the principles and practices of rationality to social phenomenon. And the social phenomenon that was the object of this new practice was this newly emerging Western society.

As a way of introducing students to the practice of social theory, the course will examine the early social theorists and their reactions to the Enlightenment, both its possibilities and problems. The first social theorists that will be read and discussed will be Marx, Weber, Nietzsche, Durkheim, and Freud.

The main body of the course will be an examination of contemporary social institutions, practices, transformations, and problems from the perspectives of the different contemporary social theories.

There will be two main emphases throughout the course. First, how does changing social reality force a restructuring of social theory? An example of this is can be seen in the questions raised by the new phenomenon, the mega-corporation, for the basic assumptions of capitalism. The second emphases will be what is called “American exceptionalism,” and will be concerned with understanding the significance of the unique place that America has claimed for itself on the world stage.

Course Goals:

1. The student should have gained a general knowledge of the main contemporary social theories.

2. The student should have learned how to use social theory to analyze social phenomena,

including policy, institutions, and events.

3. The student should have gained a better knowledge of Western society and American society.

4. The student should have gained a better knowledge of how historical context and social forces shape individual lives.

Evaluation Process:

There will be a total of 200 points.

Exams. There will be two exams, a midterm and final, each worth thirty-five (35) points for a total of seventy (70) points. The exams will be based on the lectures, the readings, and in-class videos. The exams will consist of multiple choice, true/false, fill-in, and short answer questions.

Oral and Written Reports. Each student will give five oral reports on the assigned readings. With the report, the students will hand in a one page written report of the reading on which they reported. This paper should include the thesis, or theme, and the main points of the reading, and also relate the reading to the subject matter of the class. It must also be typewritten and in essay form. The reports and the essays combined will be worth fifty (50) points (5 points for each oral report and 5 points for each paper).

Term Paper. At the final class meeting, a 6-8 page paper will be due, again typewritten and in the proper form. The paper will be worth fifty (50) points. The paper must be an application of three of the social theories that we have studied in class to a recent social issue. In order to give focus to the assignment, the students will be given a prompt consisting of three short articles of which they can choose one as a point of departure for their paper.

Class Participation. The final 30 points will be based on class participation. Attendance is mandatory at National University and the necessary starting point for class participation. But being present is not class participation, class participation consists of relevant comments and questions that reflect both that the student has read the material and made an attempt to engage the material analytically.

Points System:

Assignment *#* Points Total % Grade

Exams 2 35 70 35%

Reports 5 50 50 25%

Paper 1 50 50 25%

Participation 30 15%

200 100%

Grading System:

Grade Points Percent

A 186-200 93%-100%

A- 180-185 90%-92%

B+ 174-179 87%-89%

B 166-173 83%-86%

B- 160-165 80%-82%

C+ 154-159 77%-79%

C 146-153 73%-76%

C- 140-145 70%-72%

D 120-139 60%-69%

F below 120 below 60%

Class Structure:

The first part of each class will be a lecture given by the professor on the topic for that class (see class schedule). After the dinner break, the students will present their reports. The reports will have been assigned in the previous class. Every student is required to read all the assigned readings and participate in the class discussion of them even though not reporting on them. After the reports and discussions, there will be video (usually a part of a documentary relevant for the topic.) After viewing the documentary, the class will discuss it. The two most important ways to gain class participation points is during the discussions on the reports and during the discussions on the videos.

There will be no reports assigned on the day of the midterm. The midterm exam will be taken first. There will be a lecture, video, and class discussion after the break.

Class Schedule:

Meeting Topics and Reading Assignments

Class 1 **Course Introduction**

Tu 9/27 “**Enlightenment: Transformation of Western Society”**

Class 2 “**Enlightenment: The Darkside”**

Th 9/29

Reading Assignment: Ritzer Chapter 1 and Ch 12 (427-429)

Kivisto: Marx 3, Weber 13, Nietzsche 21, Gilman 27

View: The Corporation

Class 3 “**Capitalism, Marxism, and the Mega-Corporation”**

Tu 10/4

Reading Assignment: Ritzer Chapter 2

Kivisto: Marx 1 and 5, Weber 12, Durkheim 6

View: The Corporation

Class 4 “**Democracy and the Mass Media”**

Th 10/6

Reading Assignment: Ritzer Chapter 4(131-147)

Kivisto: Habermas 57, Touraine 68

Class 5 “**Consumerism: The “ism” That Won the Century”**

Tu 10/11

**EXAM** Reading Assignment: Ritzer Chapter 12 (422-424)

Kivisto: Marx 4, Marcuse 55, Simmel 16, Martineau 25

View: The Ad and the Ego

Class 6 “**Globalization: McDonaldization of the World”**

Th 10/13

Reading Assignment: Ritzer Chapter 12(439-446)

Kivisto: Wallerstein 65, Collins 52

Class 7 “**Technology and Progress?”**

Sa 10/15

Reading Assignment: Roy (handout) “The End of the Imagination”

Kivisto: Mills 35, Foucault 60

Class 8 **“Feminism and the Doctrine of Two Spheres”**

Tu 10/18

Reading Assignment: Ritzer Chapter 9

Kivisto: Parsons 29, Butler 51, Smith 53

View: Killing US Softly

Class 9 **Postmodernism, Poststructuralism, and the Rise of**

Th 10/19 **Religious Fundamentalism**

Reading Assignment: Ritzer Chapter 13 (468-482)

Kivisto: Bauman 61, Featherstone 62

Class 10 **Final Exam And Term Paper**

Course Outline

Class 1

Lecture: “Enlightenment: Transformation of Western society”

A. Institutional and demographic changes of Western society

B. Cultural changes

1. Reason vs the Great Chain of Being

2. New ideas: history, progress

3. New realities: society, the individual

C. Theorists: Condorcet, Comte, Darwin, Newton

Class 2

Lecture: “Enlightenment: The Darkside”

A. The rise of the working class and class conflict.

B. The discovery of psychological man.

C. The possibility of morality in a society without God

D. The domestic sphere: a new place for women.

E. The rise of bureaucracy.

F. Social theory: colonialism and WWI

G. Theorists: Marx, Weber, Durkheim, Nietzsche, Freud

Class 3

Lecture: “The Changing Nature of Capitalism”

A. The assumptions of free market capitalism

1. the nature of the corporation

2. the role of the state

B. Marx’s critique of capitalism

C. The rise of monopoly capitalism

1. megacorporations

2. multi-national

D. View; The Corporation (I)

E. Theorists: Marx, Weber, Marcuse, Jameson

Class 4

Lecture: “The Problem of Democracy in the Age of Mass Media.

A. The theoretical principles underlying the idea of democracy.

B. Concentration of ownership in the mass media and democracy.

C. Commercialism in the media and democracy

D. Theorists: Habermas, Postman, Chomsky

Class 5 “ Consumerism and Western Society”

A. The rise of advertising and the social construction of consumerism.

B. The “consumered consciousness”- I buy therefore I am.

C. The culture industry.

D. View: The Ad and the Ego

E. Theorists: Marx, Marcuse, Baudrillard, Simmel, Ewen

Class 6 “Globalization”

A. Colonialism, neo-colonialism, neo-conservatism

B. The promise of global trade agreements.

C. World Systems Theory

D. View: Trading Democracy

E. Theorists:Wallerstein, Collins, Sen

Class 7: “A Question Concerning Technology”

A. Western “Man” as Lord of the Earth

1. Technologies of efficiency and consumption

2. Technologies of production, benefits and costs

3. War on terror and technologies of surveillance

4. War on terror new technologies of destruction

B. Critical theory of technology

C. Theorists: Feenberg, Roy, Postman, Mills, Heidegger, Foucault

Class 8: “The Emergence of Feminist Social Theory

A. The rights of women?

B. Feminist social theory in the first world.

C. Feminist social theory in the third world.

D. Human rights and the rights of women.

E. View: Killing US Softly

E. Theorists: Hochschild, Ehrenrich,

Class 9: “Questioning the Enlightenment Project: Postmodernism, Poststructuralism, Fundamentalism”

A. the limits of reason as the arche of western society.

b. the relationship of knowledge and power

c. the reality of social reality.

d. Theorists: Baudrillard, Foucault, Derrida, Jameson

I. What is theory?

A. Definition: a coherent set of propositions that explains specific phenomena.

1. Scientific theories explain the natural world.

2. Social theory explains how, what, why of social phenomena:

a. social order, social change,

b. social arrangements: institutions, stratification, social roles and norms,

c. culture: material and non-material technology

3. Question: Is social theory scientific?

B. Origin of Theory

1.theory arises when phenomena need to be explained

a. obvious!

b. Not so obvious: Western society in Middle Ages

i. Great Chain of Being=place in the world

ii. Church dogma=knowledge

2. Western Society and the need for theory: Enlightenment

II. The Enlightenment: The Great Transformation

A. When? 1600s-1920s

B. Why?

1. Shape to modern society

a. new social arrangements

b. new culture

2.. Rise of social theory

C. Pre-Enlightenment Western society: feudal

1. Catholic Church dominant institution

2. world view: religious beliefs

a. Nature and Society : God’s creation

b. Great Chain of Being

i. hierarchy

ii. ascribed status

c. social arrangements God given

D. Political system

1. Monarchial

2. authority: Church and divine right

3. authoritarian

a. rule was arbitrary, limited legal restraints (no due process)

b. but governed by some norms

i. loyalty to the lord

ii. noblesse oblige

4. no concept of

a. individual

b. individual rights

c. freedom or equality

d. upward mobility

E. Economic system

1. Caste

a. nobles

i. wealth was land

ii. fiefdoms

b. serfs

2. Agricultural

a. most everything produced in the home

b. few middle class

c. virtually no upward mobility

3. ownership

a. no idea of private property

b. commons

G. Religion

1. Catholicism

a. world view

b. priests mediated between God and person

i. good works

ii. Confession

2. knowledge mediated by the Church

a. Church doctrine and the Bible

b. inquiry (deviant) and punished

3. politically

4. Increasingly

a. corrupt: Indulgences

b. superstitious

c. violent

i. Crusades

ii. Inquisitions

iii. Pogroms

iv. genocide

v. witch hunts

III. Emergent social forces

A. Protestantism:

1. Martin Luther

2. Justification by faith

B. Rise of natural science

1. Challenge church dogma: empiricism, natural laws

2. Newton, Copernicus, Kepler, Darwin

C. Enlightenment thinkers

1. Philosophes: reason vs authority, natural laws, equality, social progress

2. Condorcet, Rousseau, Kant

D. Political Revolutions

1. French

2. American

E. technological developments

1. printing press

2. steam power

IV. Classical social theory

A. New world and its problems

1. Capitalism: Free market

2. Democracy:

a. new authority: people

b. new relationship: people and government

3. Industrialization: new form of labor and production

a. new idea: private property

b. new form of labor: dependent wage labor

4. Secularization:

a. decline of religion (personal belief vs cosmology)

b. the question of values and morality

B. Early classical social theory

1. Auguste Comte, Edmund Spencer, (even Durkheim)

2. Method

a. apply methods of natural sciences to social world: empiricism

b. discover laws of social world: cause and effect

2. Explanation

a. social world like nature

b. society separate reality (not just a collective of individuals)

c. evolving (classical social evolutionary theory)

d. progressing through sequence of stages

e. Western society: model

f. practical (instrumental) value to knowledge about society.

C. Later classical social theory

1. Marx: class

2. Durkheim: functionalism

3. Weber: rationalization

C. Political: democracy and political theory

1. authority: people

2. source: natural law

3. government: legal rational

a. Constitution

b. rule of law

4. idea of the common good

5. new relationships

a. limits of government (nation-state)

b. rights of individual

B. Economic: Capitalism and economic theory

1. Industrialization

a. production of goods

b. factories

c. technology of machines

d. national and international markets

2. Worker

a. wage laborer

b. lived in urban areas

c. purchase goods

3. New ideas

a. private property

b. accumulation of personal wealth

c. equality of opportunity

C. Theories of Education

1. higher education elitist: emphasized free inquiry

2. early education universal but unequal

a. upper class taught to run new world

b. working class socialized into their roles

D. Marriage and Family

1. Family

a. nuclear but

b. break-up of traditional communities

c. Doctrine of two spheres

2. marriage

a. free mate selection

b. romantic love

c. changing understanding of children

E. Changing Culture: Theories of Science and Progress

1. new authority: science and reason

a. positivism

b. knowledge, truth, and freedom

2. new ideology: progress

3. Society as a human product not god-given

a. birth of social theory

b. Auguste Comte

4. . problems and issues

a. social disorganization

b. secularization

c. class division/conflict

d. alienation

I. Contemporary Theories of Modernity/Postmodernity

A. Enlightenment gave birth to modern world (modernity)

1. Basic structures by 1920s

a. industrialization

b. capitalism

c. science and technology

d. urbanization

e. nation-states

f. mass society

2. classical social theorists attempt to explain modernity: in

general optimistic

a. faith in science

i. control over nature

ii. control over social world

b. faith in rational individual

i. economic self-interest

ii. political interests: common good

c. belief in progress toward utopia

i. social evolution

ii. dialectical materialism

d. new world view/new hierarchy: Lords of the Earth

i. human beings (European)

unique

qualitatively different from other beings

ii. natural world (and other beings) are matter in

motion

iii. science and technology

learn the laws of motion

domination of nature

control of social world

3. Though classical social theorists were optimistic they saw

dark side of modernity

a. Marx:

i. growing inequality in wealth and power

ii. work conditions

iii. irreconcilable class conflict: worker vs capitalist

iv. imperialism (colonialism) of the Third world

cheap resources

cheap labor

markets

iv. but optimistic (productive forces of capitalism

created infrastructure for communism)

b. Weber

i. instrumental rationality (formal rationality)

becoming universal

ii. model is bureaucracy

iii. necessary for modernity but dehumanizing

iv. optimistic? charismatic leader

B. Contemporary Social Theorists and Modernity?Postmodernity

1. Question the explanations of the classical theorists

a. unintended consequences

b. unexpected consequences

2. Faith in science and technology

a. technologies of mass destruction (Giddens)

b. technologies of surveillance (Foucault and Giddens)

3. Faith in rational individual

a. mass media and propaganda (Lippmann)

b. mass media and the construction of a consumer

consciousness (Postman)

c. surveillance and power over the individual (Foucault)

4. Faith in Progress

a. war

b. genocide (Bauman)

5. Lords of the Earth

a. humans not unique but part of natural world

b. humans suffering the unintended consequences of

this hubris

C. Difference between modern and post-modern social theorists

1. Post-modern social theorists

a. western society has undergone another transformation

b. post-modern or post-industrial

c. modernist explanations are inadequate

2. Modernist

a. explanations need to be revised because of

changes

b. but still in modernity

D. McDonalization: George Ritzer

1. Revises and expands Weber’s idea of instrumental or

formal rationality

2. Four dimensions of formal rationality

a. efficiency

b. predictability

c. quantity vs quality

d. non-human technologies

3. Weber’s model was the bureaucracy, need to model

fast foods restaurant “McDonalization”

a. Fordism applied to food production

b. Fast food model is universal

c. San Diego State

4. New concept: means of consumption

a. new to capitalism

b. shopping malls, including mega-malls, on-line,

tv-shopping, superstores, discounters

c. McDonalized: shopping mall

i. consumption made more efficient

ii. sameness =s predictability

iii. technological control of environment

E. Modernity and the Holocaust (Bauman)

1. Bureaucracy and the Holocaust

a. Holocaust as formal organization

b. Holocaust and the bureaucratic personality

(Arendt: The banality of evil)

2. McDonalization and the Holocaust

a. efficiency

b. predictability

c. quantity

d. non-human technology

I. Enlightenment: The Darkside

A. Industrial Production and the Demographic Transition

1. Work conditions

a. unhealthy: black lung, brown lung, exposure

b. dangerous: fires, injuries

c. wage dependent labor

i. long hours

ii. below subsistence wages

e. no safety net: disability, social security, retirement

f. no labor organization

2. Urban area

a. Forced population movement: Acts of Enclosure

b. large cities: crowded and poor

c. Unhealthy environment: no sewage, no clean water, food

d. diseases: cholera, consumption, pneumonia

3. Dystopia

B. Colonialism

1. Requirements of industrial capitalsim

a. natural resources

b. markets

c. competition between nations

2. Western society and the Third World

a. conquered third world countries: Mid 15Th to WWII

i. natural resources

ii. markets

iii. strategic

b. Great Britain and India, Africa, North America

c. France and Indo China, North Africa, Middle East

d. Dutch and Indonesia

f. US and Philippines, China, Haiti, Hawaii

g. Spain and Portugal

3. Justification and consequences

a. White Man’s Burden

i. enriching ourselves but making you better

ii. racial theory: biological determinism

iii. broad social implications

c. Consequences for Third World

i. genocide: Britain, Belgium, France, U.S.

ii. elimination of cultures

iii. destruction economic systems

iv. environemnt: Haiti, Sudan, India

4. WWI

a. Colonialism had winners and losers, losers excluded from

colonies: Germany

b. Secret treaties which isolated Germany

c. 20 million killed

d. new technologies of destruction

5. The power of mass media/Government to manipulate democracy

a. WWI and American people

b. Wilson and peace

c. Creel Commission, or Committee on Public Information

d. New idea of democracy

e. New industry

I. Freud and the Enlightenment: Invention of psychological man

A. Psyche

1. depth

2. mechanical model

3. powered by psychic energy

4. interaction between three systems

B. Structure of Psyche

1. id

a. source of energy: libidinal but generated by body

b. home of instincts: life, death, aggressive

c. no knowledge of objective realtiy

d. functions on pleasure principle, release of

energy

2. superego

a. cathexis on parents and authority figures

b. internalization of social norms through introjection

c. two subsystems

i. conscience and punishment through guilt

ii. ego ideal and positive ideas, rewards

c. permanently block inappropriate gratification

3. ego

a. transaction with the objective world

b. governed by reality principle: reason

c. sublimated gratification to appropriate objects

d. sublimation vs repression and neuroses

C. psychotherapy: reason pursues and conquers irrational

II. Freud as Social Theory: “Civilization and Its Discontents”

A. WWI: 20 million killed

B. Explaining war as psychological phenomenon

1. introduction the aggressive instinct, part of death

instinct

2. self-destruction turned outward

3. people kill people

C. Answer: sublimation and social level

1. institutions of sublimation

2. society provides objects for sublimation of

death instinct

III. Freud and Propaganda

A. Propaganda: Id (Unconscious) and Propaganda

1. irrational (emotional) as target of manipulaion

2. WWI and Propaganda Theory

B. The Creel Commission

1. WWI and American people

2. Wilson and peace

3. Creel Commission, or Committee on Public Information

a. demonize the Germans

b. good vs evil

c. means: movies, newspapers, newsreels, speeches

d. means: censor criticism

i. Espionage Act

ii. Sedition Act

IV. Freud and Advertsing

A. New Industry: Advertising

1. Wells: The art of making people want.

2. Edward Bernays: appeal to the unconscious

V. Freud and democracy

D. Bureaucracy

1. mass society requires form of organization to deal with millions of people

a. government administration

b. education

c. health care

d. private sector

2. Bureaucracy: the rise of rationalization of social organization

a. necessary: application of instrumental rationality: means-ends

b. form of bureaucracy

i. hierarchical and anti-democratic

ii. authority with positions not person

iii. offices with specifically defined functions, limits to

authority and responsibility (job description)

iv. defined qualifications

v.. rule governed: application of general principles to

individual cases

v. mass production of instances

vi. values: efficiency, predictability, control

3. Weber: Iron Cage

a. universal:

i. all of society

ii. dehumanizing: both worker and person cog

iii. conform

b. Self-perpetuating

c. Systematic killing in war

d. Holocaust

E. Marriage and Family

1. family in the urban area

2. romantic love

3.the place for women

a. Doctrine of Coverture

b. Cult of True Womanhood

c. Doctrine of Two Spheres

F. Death of God

1. morality based on God

2. morality based on reason: utilitarianism

3. Kant and Nietzsche

G. American Exceptionalism

1. wealth

a. slavery

b. women

c. land and genocide

2. early social theories

a. social Darwinism

Study Guide

1. Be able to match social theorist to sample from assigned reading. The sample will deal with the main point, thesis, or topic of the reading.

2. Be able to identify the institutions and world view of pre-Enlightenment and Enlightenment society.

Example: political system, marriage and family, system of legitimation.

Terms: Feudalism, industrialization, capitalism, Great Chain of Being, Protestantism, nuclear family, romantic love.

3. Be able to identify the social forces at work that challenged pre-Enlightenment social

structure and beliefs (lecture and Ritzer)

4. What are the characteristics of American Exceptionalism? Why is America both

exceptional and and exception. Terms: Manifest destiny, town on the hill, cornucopia, rugged individual.

5. Be able to identify examples that were given of the “darkside” of the Enlightenment.

Examples and terms: work and living conditions, colonialism, mass media and propaganda, bureaucracy,“death of God,” genocide, doctrine of two spheres,

doctrine of coverture.

6. Know the thesis, assumptions, and arguments of the theory of free market capitalism,

social Darwinism, Marx’s theory of capitalism, theory of monopoly capitalism,

theory of democracy, and the theory of democracy and the mass media.

7. Be able to answer general questions about the reading assignments in Ritzer, especially, consequences for individual in bureaucracy and the relationship between bureaucracy and the Holocaust.

8. Be able to answer questions from the documentaries: The Corporation, especially corporation as a psychopathic personality and Now on the wetlands, cost vs price at Wal-Mart, and Wal-Mart violations of the law.

9. Be able to match policy (Telecommunications Act of 1996) to theory that best explains

it.

I. American Exceptionalism

A. Conventional Wisdom

1. Exceptional

a. The City on the Hill

b. ideal

c. Early Pre-Revolutionary Puritans

i. new Hebrew

ii. new “Promised Land”

d. America: Manifest Destiny

i. ordained by God

ii. conquer North America

iii. justified “expansion”

e. natural bounty

i. infinite

ii.cornucopia view of nature

f. infinite possibilities

g. infinite opportunity

h. benevolent country towards other countries

i. a unique people

2. Exception

a. no caste tradition

i. no nobility

ii. no restrictive norms

b. no class conflict

i. no socialism, no Marxism

ii. workers and capitalists in harmonious relationship

iii. !950s: America as “finished society”

c. American individualism

i. self-directing

ii. self-willing

iii. autonomous individual

iv. captain of his ship

3. American Dream

a. Early America

b. Early Twentieth century

c. 1950s America

d. Twenty-first century

4. American Exceptionalism and the Enlightenment

a. Individualism

b. Belief in science and technology

c. Progress: GE progress is our most important product

d. Democracy and capitalism

e. strain of anti-intellectualism

I. Theory of Free Market Capitalism

A. Classical Theory: Adam Smith’s “Wealth of Nations”

1. Capitalism is best possible economic system

2. recognizes the laws of the market place

a. natural phenomena

b. governed by laws

3. human nature.

a. human beings are greedy and selfish

b. human beings motivated by self-interest

c. self-interest = pursuit of profit and wealth

B. Laws of the market place

1. supply and demand

a. needs create market place demands

b. market responds by creating supply

i. individuals (entrepeneurs) create products to meet demand

ii. guarantees competition

c. competition guarantees

i. consumer needs will be met

ii. high quality

iii. low price

iv. rewards individuals

v. monopolies a threat

d. supply and demand guarantees that social needs will be

met

2. Second law : accumulation of profits

a. capitalist will accumulate wealth

b. reinvest in technologies of production

c. better and better world

3. Third Law: good for the capitalist is good for the worker

a. free labor: workers can move from job to

job as each area tries to meet needs

b. competition between capitalists forces employer to keep wages up

c. Wages will necessarily be above subsistence

4. Fourth law: laissez-faire or no government intervention

a. disrupt laws of market place

b. negatively affect incentive

c. reward losers

C. Contemporary Free Market Theory: Milton Friedman

1. Thesis: capitalism is progressive force for societies; it leads to human and political freedom

2. Argument

a. agrees with Smith

b. emphasis in market is on individual autonomy

i. self-directed individuals pursuing economic ends

ii. negotiating market place as consumers or entrepeneurs

c. creates environment for:

i. democracy

ii. religious freedom

d. government role

i. limited to defense and security

ii. intervention undermines laws of market place

iii. intervention undermines individual actors

e. privatization

f. shock doctrine

i. people are used to help (social services)

ii. create shock

iii. impose therapy

iv. privatize publicly owned industries

v. no tariffs or subsidies

v. user fees or privatized govt services

vi. downsized government (jobs)

vii. eliminate unions

II. Theory of Monopoly Capitalism

A. Thesis: large, mnc corporations are the dominant institutions of our time.

1. They control the economy: globally and domestically.

2. They control governments by controlling their

political systems.

3. They own and control mass media and filter

information.

4. They create demand through advertising.

B. Multinational corporations

1. size/impact

a. vs nations

b. 500 largest corps in U.S.:

i. 75% of assets, profits, sales

ii. largest shareholders

c. globally

2. Trends

a. mergers

b. shared monopolies

c. interlocking directorates

d. globalization

C. MNCs and the theory of free market

1. law of supply and demand/or invisible hand

a. monopolies and competition

b. supply and demand

i. California Energy Crisis

ii. gas prices

2. accumulation of profit

a. re-investment v distribution of profit

i. legal obligation

ii. CEO vs workers

ii. disinvestment in first world = power

over communities

b. reinvestment in automation

3. Good for worker

a. monopoly limits worker choice

b. power over labor

i. strikes: Hormel

ii. job flight

c. automation and deskilling

4. laissez faire

a. deregulation

i. concentration

ii. voluntary regulation

b. government subsidies $400 billion

c. government contracts $200 billion

5. individual autonomy vs monopoly capitalism

6. globalization

i. treaties: corporate written

ii. no workers rights

iii. no environmental rights

iv. privatization

v. enterprise processing zones

7. American democracy and mncs capitalism

i. campaign financing

ii. lobbying

I. Theory and the Enlightenment

a. Theory: definition, origin.

b. Pre-Enlightenment society: world view, political, economic, religion.

c. Social forces and the Enlightenment.

d. Basic structures of modernity (new Enlightened world).

II. Classical Social Theory

a. Explanations: method, arguments, “faith.”

b. Classical social theorist and the dark side of modernity.

III. Contemporary Social Theory

a. New phenomena and new questions? New Orleans, Lords of the Earth, and unanticipated consequences.

b. Ritzer: McDonalization, Mills: Fourth Epoch, Foucault: Panopticon.

c. Differences between modernist and postmodernist

IV. Mega-Corporations and capitalism

a. Theory of the free market (Smith, Friedman)

b. Theory of monopoly capitalism: questions: questions for free market

c. “Corporation”: nature, laws, externalities.

D. No government intervention EXCEPT:

1. Early Capitalism: Create physical infrastructure for commercial activity

a. bridges, roads, harbors

2. Industrial capitalism: externalization

a. subsidize costs

b. subsidize social and environmental consequences

3. Create financial infrastructure

a. system of finance

b. taxes

c. system of tariffs

d. U.S. Constitution Article I Sec 8

4. Military

a. defense

b. expansion for resources

c. protection of interests

II. American Exceptionalism and Free Market Democracy

A. No other country was as receptive to free market

social theory

B. Social Darwinism

1. Combination of ideas: Darwin, Edmund Spencer and Smith

2. Thesis: the application of Darwin’s theory of evolution to society allows us to understand that success is deserved, as is failure.

3. Assumptions

a. society is evolving like the natural world

b. each individual and each race are engaged in

a struggle for survival

c. infinite possibilities and opportunity for all

d. success and failure not moral problems but

survival of the fittest.

4. Accept the laws of the market place

5. Government intervention on behalf of persons or

races

a. allows them to survive

b. weakens the species

6. Exception Government intervention

a. eugenics

b. “feeble minded”

c. Adolph Hitler

I. Marx’s critique of capitalism

A. Philosophical critique: Assumptions about human nature

1. FMC assumption if of alienated human being.

2. True of human beings within capitalist system.

3. The result of capitalism: alienation

a. not subjective (feeling)

b. objective

4. Real nature of human being

a. species being is work

b. collective participation in constructing

a world which is experienced

A. Structural critique:

1. Class conflict

a. can’t be reconciled

b. unfair

c. capitalism will self-destruct

2. Conflicting interests

a. interest of capitalist

i. profit

ii. expansion

iii. control of means of production

iv. cost control

b. interest of worker

i. life

ii. control of means of production

3. Inequality in power

a. power of capitalist

i. owns means of production

ii. makes decisions

iii. controls state

iv. controls of the ideological institutions

(false consciousness)

b. power of worker

i. owns labor power, but dependent

ii. class consciousness

4. Social Institutions reflect structural inequality of classes

a. political system

b. education

c. media

5. Self-destruction

a. huge monopolies

b. competition to lower and lower prices-

declining rate of profit

c. workers lower and lower wages

d. system will implode

e. workers will recognize class consciousness

C. Marx was wrong, underestimated, anticipate

1. Didn’t self-destruct, almost Depression

2. Underestimated capacity of state to keep economy

going through subsidies and externalities

3. Post WWII:

a. economic boom in America

b. rise of middle class with a consumer consciousness rather than class consciousness

4. Rise of mass media

5. Rise of shared monopolies with common interests

6. Deindustrialization

7. Externalities

8. Technology as ideology

D. Right

1. large corporations controlling economy- megacorporations

2. conflict between workers and owners

3. dependence on third world, but for more

B. Corporations and the US economy

a. concentration of ownership

b. shared monopolies

c. interlocking directorates

I. Democracy and Social Theory

A. Democracy: political system where people engage in collective self-governance, either directly or indirectly

1. authority: rational legal

2. values: equality and freedom

2. ideal: common good

3. acknowledgment of individual rights

B. Assumptions (based on classical social theory)

1. people are capable of rational action

2. people will recognize and choose common good

C. Social conditions

1. open civil society or public space

a. information

b. ideas

c. free association

2. free press

a. circulation of information and ideas

b. advocate for people

c. challenge institutional power

d. pursuing truth

3. social role: citizen

a. informed

b. active

D. Institutional arrangements

1. Government

a. constituted by the people

b. power authorized by the people

c. function

i. common good

ii. live, liberty and happiness (property)

d. ensures rights

e. authority is limited

i. Constitution

ii. law

iii. majority rule but rights of the minority

f. transparent

2. Education

a. citizenship

b. knowledgeable

.

I. Theory of Mass media and democracy

A. Mass media

1. Definition

2. Examples

3. Extent

B. Assumptions;

1. human beings can be manipulated by mass media

2. manipulation: appeal to emotions (rather than reason)

C. Argument

1. Mass media: power to create reality

a. Plato’s Allegory of the Cave

b. 1984

2. Power to shape

a. how we think

b. what we know (truth)

c. what we believe,

d. how we behave.

3. Examples

a. Creel Commission: WWI

b. Advertising and Public Relations: the art of making

people want things.

c. Riefenstahl”s “Triumph of the Will”

4. Television news and democracy

a. hours watched

b. source of information

5.Structure

a. corporate owned

b. advertising sponsored

c. relationship between owner, advertiser , and consumer

6. Function of press in democracy

a. press and democracy

a. the need for an informed citizenry

b. the electoral process

7. Function of corporate owned advertising supported news

a. profit

b. means to profitability

i. fire reporters

ii. close bureaus

iii. no investigative reports

iv. shorter stories

c. news as entertainment

i. if it bleeds it leads

ii. personalities

iii. natural disasters

d. consequences for hard new

i. coverage is down

ii. dependent on government sources

iii. dependent on “experts”

iv. experts and issues

v. “balance”

vi. gnrs, vners

8. Television and political campaigns

a. political advertising

i. Eisenhower

ii. Al Gore

b. town hall meetings

c. photo ops

d. contrived debates

The Pharmaceutical Industry

The pharmaceutical industry has been the most profitable legal industry in the world, frequently having a net profit of 18% or more. The industry develops and sells a wide range of therapeutic drugs; drugs that help in the cure of cancers, control AIDs, and moderate psychological disorders. The industry also provides a wide range of what are called cosmaceuticals, or drugs that help with appearance. In fact the development of cosmaceuticals is the major area of research and development for pharmaceutical companies, and a major source of their profit. Drugs that are not a priority for research and development are those drugs that would be of therapeutic value for the millions of poor in the third world who die each year from malaria, pneumonia, and African sleeping sickness. The major drug companies also do not develop vaccines for the flu.

The CEOs of pharmaceutical companies are some of the highest paid CEOs in the corporate world. In fact they are representative in general of the big increase in CEO salaries in the last 25 years. In the 1980s CEO made 40x what the average worker made, but currently they make over 400x the wage of the average worker. The CEOs of pharmaceutical corporations are also representative of the top 1% of wage earners whose income tax liability declined by almost 3% to an average of approx 23%. The workers in the pharmaceutical corporations represent the other 99% of income earners whose income did not keep up with inflation and whose tax liability decreased by less than three tenths of 1%(latest year for statistics 2003)

Interestingly, pharmaceutical companies spend significantly more on advertising and marketing of drugs than they do on research and development. In the United States, advertising and marketing are tax deductible as business expenses, as is research and development. They market to doctors and hospitals, advertise throughout the media and in medical journals, and pay researchers for good reviews. The U.S. is one of only two countries in the world that allows Direct to Consumer television advertising.

The U.S. is the only industrial country in the world that doesn’t regulate drug prices. It also has the highest drug prices in the world. The reason given for this by the industry is the high cost of research and development. In fact one study showed that out of the twenty-five drugs with the most significant therapeutic benefits sixteen had been developed by the government with public funding and given for free or licensed for virtually nothing to the corporation.

( An example of this is an AIDs drug which was developed by the government, given to BMS, who sells a shot costing $50 for $1000. In one year BMS had revenue from this drug alone of $1 billion) In fact the federal government funds research and development of private corporations each year to the tune $72 billion.

The Pharmaceutical industry spends tens of millions of dollars on campaign financing and hundreds of millions on lobbying. They were successful with the passage in 2004 with the Prescription Drug Bill which was a hundred billion dollar subsidy to them and the managed care industry, but presented as a victory for senior citizens?

1. The theory of monopoly capitalism raised what questions for the theory of

monopoly capitalism and Marx’s theory of capitalism?

2. Marx’s theory of capitalism raised what questions for the theory of free market capitalism?

3. The theory of democracy and the mass media raised what questions for

the theory of democracy?

I. Social Theory and Consumer Society

A. New phenomenon: consumerism

1. individual lives organized around consumption

2. cultural environment: reinforces consumption

3. emergence of advertising: social construction of consumers

B. Explanation: Theory of mass consumerism

1. Advertising: goal

a. create a reality/world view:

i. commodification of everything

ii. world is place to consume

iii. world is to be consumed

b. create a consumer psyche: a “buying being”

i. “I buy, therefore I am.”

ii. “ I must keep buying to keep being”

iii. social role: consumer, norm: consumption

2. Early advertising

a. extent

b. assumptions

c. means

3. Social change: modernization

a. urbanization

b. industrialization: Fordism,

c. national markets

d. WWI and success of propaganda

e. ideas: Freud, Le Bon

f. radio

4. 1920s Birth of consumerism

a. goal: mass production of consumers

b. assumptions: appeal to unconscious, emotions

c. means: Gospel of Mass Consumption 1920s

i. radio

ii. higher wages

iii. installment

iv. change definition of the word “consumption”

v. branding, packaging, catchy phrase, product placement

vi. soap operas

3. 1950s: Consumerism as the American Dream

a. technological development: television

b. social forces: economic boom/disposable income

c. Consuming the American dream

i. house, family

ii. consumer goods

iii. keeping up with the Joneses = success

iv. fighting communism

v. public space: shopping mall

d. advertising

i. television as the dream machine

ii. reference group: middle class.

iii. GM and cars: dynamic and planned

obsolescence, stratification

iv. product and value: Marlboro

4. The Consumer Society: Present

a. Saturation of cultural space: PT TV 1 h/3hs

b. $ spent: $300 billion

c. Ideology: definition of freedom

d. Success: consumered consciousness

i. always have something in mind

ii. wish list

iii. dreaming

iv. anxious, unfulfilled (‘organized creation of discontent)

v. refence group

5. Hidden consequences

a. democracy: citizen vs consumer

b. values: freedom

c. environment

i. natural resources

ii. waste

d. health: adults, children

e. security

6. Constraints

a. advertising and children

b. public vs private space

I. Contemporary Social Theory: Exchange Theory

A. Theorists: George Homans, Peter Blau, Richard Emerson

B. Exchange Theory

1. Micro-theory: social interactions

2. Focus: individual and group interactions

3. Other micro-theories

a. Symbolic interaction: George Herbert Mead

i. self is social construction

ii. constructed in interactions: play and game

b. Dramaturgy: Goffman

b. Ethnomethodology: Garfinkel

B. Theory

1. Roots

a. psychological behaviorism

b. rational choice theory

2. Exchange theory

a. behavior and interactions are governed by exchange

of “resources”

b. individual behavior is determined by success or failure in obtaining goal

c. behavior=reward/punish

“For all actions taken by persons, the more often a particular action of a person is rewarded, the more likely the person is to perform that action.”

3. Emerson Power/Dependence:

“The power of one party over another in an exchange relation is an inverse function of his or her dependence on the other party.”

I. Globalization Theory

A. Theorist: Thomas Friedman (“The World is Flat”)

B. Definition: world is in the process of becoming completely integrated system.

C. Characteristics

1. Inevitable (unavoidable)

2. Integrated economic system

3. Common political institutions

4. Countries:

a. view national goals within system

b. good for countries and good for people

D. Previously known as

1. Modernization Theory

2. Developmental Theory

D. Argument

1. globalization process to take specific shape

a. economic system

i. free market capitalism

ii. model: US

b. political institutions

i. democracy

ii model: US

c. cultural model:

i. consumerism

ii. model: US

2. Means: free trade

a. free trade agreements

i. examples: NAFTA, GATT, FTAA, CAFTA

ii. eliminate trade barriers (tariff/ non tariff)

b. establish global regulatory system

i. World Trade Organization

ii. NAFTA Ch 11 Tribunal

c. Aid to developing nations

i. IMF: International Monetary Fund

ii. World Band

3. Conclusions

a. Global free market will be best for all nations

b. Democracies will lead to peaceful cooperation

c. Consumerism will allow everyone to achieve

high standard of living.

4. Resistance: Why?

a. Regressive cultures: McDonalds vs Jihad

b. Dictators

c. Solution: strong military

II. Theory of Maldevelopment

A. Definition: world is in the process of becoming an integrated system but one of domination and subordination.

B. Characteristics

1. Not inevitable or unavoidable but being driven by

powerful economic and political forces.

2. Establishes a integrated system of dependence mainly

through economic means.

3. Should be called neo-colonialism.

C. Previously known as:

1. Colonialism

2. “White Man’s Burden”

D. Powerful

1. Multi-national Corporations:

2. First World governments

3. Third World Elite

E. Globalization real goal: create a global system for profit taking of MNCs.

1. natural resources

2. cheap labor

3. open markets

a. no subsidies

b. no tariffs

c. eliminate “non-tariff barriers”

4. agreements on intellectual property rights

5. privatization

6. create 3 billion consumers and 3 billion expendable

human beings to serve them

F. Method

1. Establish and support certain TW

a. elites govern in interests of FW

b. historically: dictators

2. Put country in debt through “developmental loans”

a. elite and military

b. infrastructure (dams, highways, bridges, ports,

harbors)

c. 40% of WB loans: coal, oil

3. Demand “structural adjustment”

a. privatize profitable industries

b. privatize government services

i. water

ii. transportation

iii. fire, police

iv. education: users fees

v. health care: users fees

c. no subsidies to agriculture

d. Create and maintain an environment for sweatshops

i. no unions or labor organizers

ii. no occupational safety and health regulations

iii. no environmental laws

iv. low wages: below subsistence

v. “export processing zones”

5. WTO and NAFTA Tribunals

a. decisions regarding trade disputes

b. accept penalties

G. “The People”

1. 80% of TW were tied to agriculture

2. No agricultural subsidies: forced off the land

a. forced to farm marginal land

b. work on plantations

c. desperate global labor force

i. sweatshops

ii. domestic and migrant labor in

FW

d. sell children into forced labor

3. Resistance is met by military force.

H. “The Land”

1. Environment polluted by extractive industries

2. Rain forests destroyed

3. Whole communities and cultures that

were land based destroyed

4. toxic dump

I. Consequences: global social problems discussed earlier

NAFTA: Chapter 11

1. Foreign corporations (or a single shareholder) can

sue the US government if they feel a regulation has

diminished their right to profit

2. Not a suit in court, but a secret tribunal

a. closed to public

b. no limit on amount

c. claims for $13 billion have been filed

3. decision is binding

a. professional arbiters

b. No appeal

4. US can be sued by foreign corps doing business in

US for US environmental laws, worker safety laws,

laws protecting US businesses

5. Examples:

a. MTBE and Methanex

b. Ethyl Corp sued Canada MMT, nerve toxin

I. Instrumental (common sense)Theory of Technology

A. Thesis: Technological development is an on-going process that makes a better society..

B. Assumptions:

1. Technological development is an expression of human creativity.

2. Technological development is autonomous.

3. Technological progress is inevitable.

4. Technology gives humans power over nature

5. Technological development is synonymous with progress

GE: “Progress is are most important product.”

6. Social problems can be solved with technological means.

C. Argument

1. Technology is a tool or instrument

a. Greek word “techne” or “how to”

b. Defined by function: its use

c. Fulfills a need

d. Example: house, cabinet, hammer, car, television, gun,

Fordism, computer, cell phone

2. Humans control it

a. Lords of the Earth

b. Develop it and decide how it is used.

c. Guns don’t kill people, people kill people.

3. Has made a better society

a. health: anti-biotics-genetic discoveries-cloning

b. hunger: pesticides- genetically modified crops

c. energy: steam-electric-atomic-hydrogen

d. information/communication: computers, cell phones

e. comfort: homes

4. technology will benefit less developed societies through

“technology transfer.”

5. unintended consequences- nuclear waste- but can be

overcome with new technological developments

6. technology =progress=better society

II. Critical Theory of Technology

A. Thesis: Technological development is controlled by those in power and its development is determined by their goals, interests, and needs.

B. Assumptions:

1. Not autonomous, reflects power arrangements.

2. Not necessarily progress.

3. Not inevitable

4. Unanticipated problems arise with new technologies.

C. Argument

1. Technological development within large institutions

a. specific interests and goals

i. profit

ii. power (market and worker)

b. government, universities, corporations

2. Above institutions have power to define problem and therefore

determine solution (a technical one)

a. entertainment: more channels, better picture =HDTV

b. disease: drug therapy, hi-tec diagnostic equipment

c. energy: oil, new nuclear power, and coal

d. terrorists: new weapons

e. hunger: GMOs

3. Technological development and power over the worker

a. Fordism as deskilling

b. automation

4. Intended consequences

a. mapping the human genome/owning the human genome

b. genetically modified organisms/own living things

5. Unintended consequences

a. health care: disease resistant strains

b. pesticides: resistant pests, non-resistant predators

c. nuclear power: nuclear waste

d. nuclear weapons: nuclear proliferation

e. television/computers: children and obesity

f. factory farming: disease

g. the terminator gene

h. e-waste

i. chemical waste

j. hunger

6. Three ideas

a. democratize technological development

i. social needs

ii. human needs

b. market place

i. precautionary principle

ii. product responsibility principle

A dominant characteristic of the Enlightenment world view has been faith in scientific discovery and technological development. This faith was reaffirmed in industrial America when science and technology merged with the productive forces of capitalism. Despite the on-going Depression, the theme of the 1939 World’s Fair was the “World of Tomorrow,” a world that was to be created by this merger of science, technology, and capitalism. Neither the Enlightenment thinkers, nor the imaginings of the “world of tomorrow” could have anticipated the scientific discoveries and technological innovations that today are taken for granted: cell phones, palm pilots, digital electronics, internet, health technology, and genetic science.

One of the most interesting areas of scientific and technological development is the area of genetic science. Scientists have completed the mapping of the human genome thus opening new possibilities for discovering the cause and cures for diseases. The computer and our knowledge of genetic science has allowed us to discover unique genetic traits and develop cell lines from them for possible therapeutic use. Genetic technology has also been applied in the area of agriculture. Genetically modified crops have been developed. The genetically modified crops are said to produce a greater yield and in some cases a more nutritious crop species. In fact, some genetically engineered crops can grow pharmaceuticals. Eventually, there is hope that this will lower the cost of drugs and make them affordable for everyone. The application of technological advances in the meat processing and dairy industry have allowed animals to grow faster, bigger, and produce more. With these scientific discoveries and technological developments, humanity might imagine itself at the threshold of a society without disease and hunger.

Such imaginings might be premature, when we consider that coinciding with the mapping of the human genome was the patenting of the human genome. As each gene was identified, a life science corporations would patent it. The patent gives the holder property rights over the gene and any use to which it is put. And the property right allows the holder to be compensated for that use, despite the fact that the holder did nothing to develop it. Likewise, genetically modified organisms are owned by the same life science corporations. In this case owning means that a farmer must buy the seed stock for the GMO from the life science corporation and cannot use the seeds which are produced during its growth cycle. Also the modification of the corn and soybean stock guarantee the need for more pesticides and more fertilizer. This could be called a “genetically modified subsidy” to chemical companies. In fact, Monsanto genetically engineers its brand pesticide, Roundup, into its soybeans. Monsanto has also been trying to develop a “terminator” gene it could splice into its crops, so that they would not produce seeds.

One of the problems is that there was no public discussion about the

introduction of GMOs into the environment. And the reason for not allowing public discussion was that there were no studies concerning the long term effects of GMOs on humans, or the consequences of GMOs on the environment. Already GMOs have contaminated non-GMO crops in both the U.S., Mexico, and Canada. In one case, the life science corporation sued the farmer whose crops had been contaminated for patent violations. Also, the idea of a terminator gene escaping into the environment should raise some question about the unregulated release of GMOs.

The question might be raised: in a class society are the benefits of scientific discoveries and technological developments evenly distributed? And are the risks equal to the benefits? Reason, another characteristic of the Enlightenment world view, suggests that we might look into the claims made by corporations regarding their discoveries and innovations and that precaution about introducing GMOs into the environment might be wise. The European Union has introduced the idea of the precautionary principle into the market place. Corporations must prove that what they are introducing will not harm people or the environment. Until they can do that the product cannot be marketed. U.S. life science corporations feel that precaution would put constraints on innovation, the laws of the market place should prevail.

I. Feminist Social Theory

A. Tries to understand and explain society from the point of view of women.

1. Understand the extent and nature of gender inequality and oppression.

2. Explain the reasons or causes of gender inequality and oppression.

3. Offer suggestions for solving inequality.

4. Mary Wollstonecraft: “A Vindication of the Rights of Women”

B. Several types of theory: Socialist feminism, Liberal feminism,

Marxian feminism, Radical feminism, Cultural feminism, Intersectionality Theory

C. Liberal feminism

1. Focus: Inequality

a. work/occupation

b. marriage and family

c. education

d. political/legal

e. cultural/representations

2. Cause: Socially constructed patriarchal system

3. Solution: change through

a. law

b. government regulation

c. fairness

d. global: “human rights”

4. Argument :

a. Women’s rights: Declaration of Sentiments

b. Definition: gender

.

c. Gender socialization (aka social construction of gender)

i. gendered norms

ii. gendered personality traits

iii. gender and the body

d. Gender segregation

i. Work

type of jobs

wages

ii. Home:

cult of true womanhood

second shift

iii. Women and childbearing

e. Institutions

i. education

ii. health care

5. Successes

a. Laws and enforcement against discrimination

b. Laws and enforcement against violence

c. Equality of health care

d. Family leave

c. Education

D. Radical Feminism

1. Thesis: The most fundamental structure of oppression is

partriarchy.

a. oldest, most pervasive, and most enduring

b. least visible

c. central: violence (controlling life chances, environments,

and perceptions of group)

2. Argument

a.. Physical violence is used to protect patriarch from

women’s individual and collective resistance.

i. rule of thumb

ii. rape

iii. spousal and intimate partner abuse

iv. incest

v. female infanticide

vi. adultery: stoning

vii. witchcraft: burning

viii. practice of clitorectomy

d. Men’s interests

i. satisfying sexual desire

ii. childbearing

iii. free labor

iv. status symbols

v. emotional support

e. solutions

i. consciousness

ii. cooperation

iii. confrontation

iv. separation

I. Social Theory: Questions

A. Western society and the environment

1. Enlightenment and the environment

a. humans are unique, qualitatively different,

a higher form of life

b. science and technology gives humans power

over nature

c. create a social world

2. Capitalism/consumerism and the environment

a. natural world is resource

b. production of profit

c. continually increase profit, therefore

continual increase consumption

d. continual increase use and waste

3. Technology and the environment

a. unintended consequences

b. “blowback”

4. The sin of “hubris”

5. Traditional cultures

B. Society and Religions

1. Merging of religion and politics: historically

a. Islamic society: sharia

b. fundamentalist Christianity

c. fundamentalist Hinduism

2. American democracy and Christian fundamentalism

a. role of citizen vs role of true believer

b. God and country: question the President, question policy

c. God and war

d. Christian Dominionism

C. Power in America

1. Who has the power?

2. How do they use it? To what ends?

3. Mass media and power: role of citizen, idea of individual

autonomy

4. Political implications of work?

5. Political implications of the nuclear family?

Exam #1

1. Define theory.

2.(t/f) One of the consequences of the Great Transformation (Enlightenment) was the emergence of social theory.

3. The hierarchy of feudal society was justified by the idea that it was God’s creation. This was called

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

4.-11. Identify and explain the emergent social forces that challenged the pre-Enlightenment society (two points each)

a.

b.

c.

d.

12. As the Catholic Church grew weaker it used the fear of \_\_\_\_\_\_\_ to try to maintain control.

13.(t/f) Early classical social theorists believed that they were scientists who were discovering the laws of society through using the scientific method.

14. Most classical social theorists explained society in terms of \_\_\_\_\_\_\_ \_\_\_\_\_\_\_ theory. The idea that society was progressing through a sequences of stages toward a utopia.

15.-17. Identify three of the basic structures of modernity.

a. b. c.

18.(m/c) All of the following are true about the optimism of classical social theorists EXCEPT:

a. faith that science would give human beings control over nature.

b. faith in a rational individual capable of pursuing own self-interest in the economic sphere.

c. faith in progress.

d. none of the above are exceptions.

19.(m/c) Marx pointed out all of the following about the dark side of modernity EXCEPT:

a. growing inequality b. poor work conditions

c. irreconcilable class conflict d. universality of instrumental rationality

e. none of the above are exceptions

20-25. Identify and explain the questions that contemporary social theorists have regarding

the optimism of classical social theorists.

a.

b.

c.

26. According to George Ritzer, a new model is needed to explain formal rationality, he suggests

\_\_\_\_\_\_\_\_\_\_\_\_.

27.(m/c) Which of the following are trends of the Fourth Epoch according to C. Wright Mills?

a. increasing rational organization that leads to “cheerful robots.”

b. irrationality of science, Cold War.

c. universal education that can make us ignorant.

d. a and c e. all of above

28. Mills believed that the U.S. was not a democracy, but was controlled by what he

called a \_\_\_\_\_\_\_\_\_\_\_\_.

29. Foucault referred to new forms of surveillance in modern society as \_\_\_\_\_\_\_\_\_\_\_\_.

30.-35. Identify three laws of the market place and explain how the theory of monopoly capitalism raises questions about them.

a.

b.

c.

36.(m/c) In early American society corporations were a subordinate institutions. Which of the following were limits placed on them?

a. They had to be chartered for a specific function and time.

b. They had a limited capitalization.

c. Shareholders were liable.

d. They could not buy other corporations.

d. all of above

37. The \_\_\_\_\_\_\_\_\_ Amendment was used to establish the rights of corporations as person.

38.-40. Martin Heidegger referred to the modern world view as Lords of the Earth. Identify this

new hierarchy.

a.

b.

c.

Extra Credit:

Explain how New Orleans was an example of unintended and unexpected consequences of the above world view.

Exam #2

1. Define democracy:

2. Authority in a democracy is \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

3. The values that democracy embraces are \_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_.

4.(t/f) One of the assumptions of a democracy is that people are capable of rational action.

5.-10. Identify and EXPLAIN the social conditions necessary for democracy;

a.

b.

c.

11. (m/c) All of the following are true about the government in a democracy EXCEPT:

a. It is constituted by the people b. Its power is authorized by the people

c. It grants us rights d. Its authority is limited by law

e. None of the above are exceptions.

12.-14. Explain why the activities of government in a democracy must be transparent (three points).

15. An example of lack of transparency regarded Dick Cheney’s 2001 \_\_\_\_\_\_\_\_ Plan.

16. Define mass media.

17.(t/f) The central assumption of the theory of the mass media is that people can be manipulated by appeals to their emotions.

18.(m/c) According to the above theory, the mass media has the power to shape:

a. how we think b. what we know c. what we believe

d. how we believe e. all of the above

19. An example of the power of the media to shape opinion was the U.S. and WWI when the \_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_ was set up to change America’s feelings about WWI.

20. In the average American home television is on \_\_\_ hours a day.

21. The news on corporate-owned advertising supported media is for profit. All of the following were

means to increase profitability EXCEPT:

a. fire reporters b. close news bureaus c. no investigative reports

d. shorter stories e. none of the above are exceptions

22. News as entertainment/profit emphasizes violent crime. News directors refer to this as

“\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_”

23.-25 Consequences of cost-cutting measures have left the news dependent upon:

a.

b.

c.

26.(t/f) According to your professor, balance (interviewing experts from both sides of an issue) should be the goal of news in a democracy.

27.-30. Identify and EXPLAIN the goal of advertising (two points each).

a.

b.

31. The program in the 1920s to create consumers was called the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

32.(m/c) All of the following were means used by the above program EXCEPT:

a. radio b. higher wages c. installment

d. soap operas e. none of the above were exceptions

33. In the 1950s advertisers referred to television as the \_\_\_\_\_\_\_\_\_\_\_

34.(t/f) The reference group for 1950s advertising was the middle class.

35.-36. In order to sell cars over and over GM introduced the ideas of \_\_\_\_\_\_\_\_\_ and\_\_\_\_\_\_\_\_

obsolescence.

37.-39. Identify three of the characteristics of the “consumer consciousness.”

a.

b.

c.

40.(m/c) Which of the following are true about Emerson’s power/dependency theory?

a. It is an example of exchange theory.

b. It is what sociologists call a micro-theory.

c. One of its sources is psychological behaviorism.

d. a and b e. all of the above

I. Social Movement Theory

A. New phenomena: social movements

1. Post WWII/Mid-Twentieth century

a. U.S.: social change

b. Global: movements of national liberation

2. Late Twentieth-early Twenty-first century

a. anti-globalization

b. fundamentalist

B. Theories

1. Social Strain Theory

2. Political Process Theory

II. Political Process Theory (Doug McAdam)

A. Two goals

1. develop a general theory of social movements

a. avoid weaknesses of classical theory

b. avoids weaknesses of social strain theory

c. uses “the black insurgency” as the empirical model

2. explain the rise, success, and failure of the black insurgency

(aka Civil Rights Movement) 1930-1970.

B. Success

1. political process theory is accepted as the paradigm for

explaining social movements

2. excellent account ( empirical) of the Black insurgency

C. Political Process Theory: Assumptions

1. Elite concept of power

a. elite control institutions

b. not homogenous: different goals

2. excluded groups

a. powerless within normal political processes

b. necessary to act extra-institutionally and unconventionally

3. social movements are rational

a. excluded groups have real grievances

b. insurgency is common action to achieve goals

4. social movement are long term political/historical processes

5. social strain and psychological deviance inadequate to explain

social movements

a. social strain: always present

b. participants most integrated into community

D. Argument

1. political opportunity

a. breakdown in control by elites

b. causes:

i. social change = realignment of power relationships

ii. opportunities to define and achieve goals

c. differences pre 1930 vs post 1930

i. black migration

ii. black voters

iii. WWII

iv. Cold War

2. indigenous organizations

a. infrastructure: buildings to equipment

b. popular support: membership

c. leadership

d. interaction: leadership and populace

e. post-19030s: churches and universities

3. cognitive liberation

a. system no longer perceived as just, or inevitable

c. belief in the power to change things

4. sustaining organizational strength

a. need to build new organizations

b. formal movement organizations: SNCC, CORE, SCLC

5. need external support: Northern liberal groups

F. Repression

1. strength of movement vs elite

2. tactics: how radical (non-violence vs violence)

3. goals: how threatening (Jim Crow vs capitalism)

III. Right Wing Populism: 1970s to present

A. Most important movement

1. shaping institutions: political, education, marriage and family

2. shaping laws and daily life

B. New Right: two main groups

1. Neo-conservatives

2. Christian right

C. Popular base:

1. evangelical/fundamentalist Protestants

and conservative Catholics (mainly middle class)

2.. white working class (semi-skilled and unskilled)

D. Backlash movement

1. liberation movements: civil rights, women’s movement,

AIM, Gay rights

2. economic crisis 1970s

3. cultural change

a. abortion, homosexuality, sexuality

D. Ideology

“ Secular humanists (aka liberal elite, or godless Communists, pro-terrorist who hate America) control society. They want to undermine our freedoms by imposing “big government” (New Deal liberalism and the U.N.) on us. They also are trying to undermine traditional American values (God, family, and country) and way of life (the joys of high level consumption ). The secular humanists want to replace those traditional values with liberal values: abortion, homosexuality, sexual promiscuity (aka sex education), social welfare culture, and impose politically correct lifestyles on us all.

“We want to put God back into American institutions (political, legal,education), reassert the values of family and support the American way of life.”

E. Goals:

1. Neo-conservative

a. role back New Deal

b. Free market

c. U.S. as global power

2. Christian Right

a. theocracy

b. converting world to Christianity

F. Political Process and RWP 1970s

1. Political Opportunity

a. decline in power of Democratic Party

b. decline in power of labor

2. Indigenous organizations

a. church

b. private schools

c. corporate media

d. think tanks

3. cognitive liberation:

a. free market capitalism

b. 21st Century and Millenialism

4. Formal movement organizations

a. grass roots: Christian Coalition, Focus on the

Family

b. mega-churches

c. more think tanks

i. web sites

ii. magazines

iii. newspapers

d. television networks/shows

i. CBN

ii. 700 Club

e. radio networks and stations

f. publishing/book stores

5. External resources

a. Foundations: Four Sisters

i. $1 billion to top 20 think tanks

ii. Bradley, Scaife ($350 million),

Richardson, Olin + Coors and Koch

b. Corporations

G. Success

1. Republican Party and Democratic (Welfare Reform, Drug War, media)

2. Policy

a. economic

i. tax

ii. regulation

. education

i. sex education

ii. religion inschool

iii. law schools, science schools

c. mass media

i. concentration

ii. decency

d. foreign policy

i. Middle East

ii. Israel: Christian Zionists

e. health

i. women and reproduction

ii. global aids

iii. global birth control

f. family: anti-gay agenda

g. science: research, theory

Study Guide Exam #3

1. Globalization Theory.

a. Definition and characteristics.

b. Argument: institutional shape, cultural model, means (free trade agreements,

regulatory system).

c. Terms: NAFTA, FTAA,CAFTA, World Trade Organization, NAFTA Ch 11

Tribunal, Modernization Theory, Developmental Theory.

2. Theory of Maldevelopment.

a. Definitions and characteristics.

b. Argument: powerful, goals, means, demands.

c. Terms: structural adjustment, tariffs, non-tariff barriers, intellectual property rights, subsidies, third world elites, developmental loans, export processing zones.

3. Instrumental Theory of Technology.

a. Thesis and assumptions.

b. Argument: technology as tool, progress, human control, technology transfer,

solving social problems.

Terms: Lords of the Earth.

4. Critical Theory of Technology.

a. Thesis and assumptions.

b. Argument: technology and power, unintended consequences, solutions.

c. Terms: precautionary principle, product responsibility principle, terminator gene, GMOs, deskilling.

5. Feminist Social Theory.

a. Point of View, goal and types.

b. Liberal feminism: focus, argument, successes.

c. Terms: Declaration of Sentiments, gender, gender socialization,

gender segregation.

6. Radical Feminist Theory.

a. Thesis and argument, history and function violence, solutions.

b. Terms: rule of thumb.

7. Network Theory.

a. Definition, new phenomena, model.

b. Consequences: Network and other institutions.

Exam #3

1.(t/f) According to Globalization Theory, globalization is inevitable and will be good for all countries and most people.

2. According to Globalization Theory, the global economic system will be what kind of system? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3.(m/c) NAFTA, GATT, and the FTAA are examples of \_\_\_\_\_\_\_\_\_\_\_.

a. free trade agreements b. regulatory institutions c. foreign aid organizations

4.(m/c) All of the following make up the global power elite EXCEPT:

a. Multi-national corporations b. First World governments

c. Third World elite d. none are exceptions

5. According to your professor, the Theory of Maldevelopment was previously known as \_\_\_\_\_\_\_\_\_\_\_\_.

6.-11. Identify and briefly explain the method or means by which the power elite take control of Third World countries (two points each).

a.

b.

c.

12. \_\_\_\_\_\_\_\_\_\_\_ is area of economic production for multi-national corporations that is separated from the economy of the host company. It is gated, produces for export, and pays no taxes.

13. The documentary Trading Democracy involved a corporate challenge through a NAFTA Ch 11 Tribunal regarding a California environmental law and what chemical?

\_\_\_\_\_\_\_\_.

14.-15. What is the thesis of the Instrumental Theory of Technology?

16.-21. Identify and briefly explain three unintended consequences of technological

development.

a.

b.

c.

22.(t/f) Feminist Social Theory tries to explain society from the point of view of women.

23.(m/c) \_\_\_\_\_\_\_\_\_\_\_ focuses on inequality between men and women in society.

a. Liberal feminism b. Radical feminism c. Socialist feminism

24.(m/c) \_\_\_\_\_\_\_\_\_\_\_\_emphasis violence against women as the main means that patriarchy is maintained.

a. Liberal feminism b. Radical feminism c. Psychoanalytic feminism

25.(t/f) Gender refers to the way in which society socializes men and women differently.

26.-28. Identify three ways that patriarchy benefits men according to Radical feminism.

a.

b.

c.

29.(t/f) According to Political Process Theory, social strain cannot be the cause of social movements because social strain is always present for excluded groups.

30. According to Political Process Theory, the main reason that social movements arise

when they do is \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_.

31.(m/c) According to Political Process Theory, all of the following are true about social movements EXCEPT:

a. they are rational. b. they are long term

c. the participants are irrational d. none of the above are exceptions

32.-40. Define the following (two points each).

a. Technology transfer

b. Precautionary Principle

c. Rule of thumb

d. Network Theory

e. Declaration of Sentiments