Study Guide #2 Sociology 403

The second exam will include all lecture material and in-class videos. There will also be questions on the exam from the assigned readings in Domhoff and Klein.

1. Class domination theory

a. Who belongs to the upper class in America? How to they rule? And how does Domhoff support his claims that the upper class is both an economic class and a social class?

b. How does the upper class control the economic system?

c. How does the upper class control the political system?

Terms: power networks, power indicators, shared monopolies, interlocking directorates, outsourcing, off shoring, downsizing, rights sizing, capital flight, Bohemian Grove, Alfalfa Club, special interest process, policy-planning process, candidate selection process, opinion shaping process, think tanks, foundations, collective power, distributive power, domination, campaign financing, strategic alliances, producer networks, corporate community.

2. Neo-Marxism, Culture and Power

a. Power: 1984 vs Brave New World

b. Neo-Marxism: questions about the Enlightenment, strengths and weaknesses of Marxism, the autonomy of the superstructure.

c. Neo-Marxism: culture as power, the social construction of consumer utopia and consumer psychologies.

d. Power: PR, Freud, images, advertising and technology.

Terms: base, superstructure, forces of production, relations of production, fetishization of the commodity, false consciousness, subjectivity, one dimensionality, critical thinking, Frankenstein, culture industry, ,consumer subjectivity, consumer utopia, culture industry, monopoly capitalism.