Study Guide #2

The exam will cover all lectures, in-class videos and the following reading assignments: Lewontin Chapters 1 and 2, Gould Chapter 5, and Ewen Part 3.

1. Social Construction of the “Other.”

a. Early colonialism and the “Other”: Requirement of 1512, Puritans, Colonial Americans.

b. Later colonialism and the “Other”: age of empire, race science, biological determinism, superiority of the Anglo-Saxon race, cultural imperialism.

c. The social construction of the “other” justified what practices and policies?

Terms: colonialism, craniometry, phrenology, Manifest Destiny, White Man’s Burden, Dredd Scott, Plessy v Ferguson, genocide, eugenics, internment, monogenesis, Anglo-Saxonism.

2. Social Construction of the “Truth”

a. Modernity: world view, institutions, contradictions, tensions, emerging middle class.

b. Fear of Chaos: Le Bon and the “Crowd,” Tarde and the “Public.,”

c. House of Truth: WWI, public opinion, goals, means, successes, implications.

d. Unconscious, Image and “Truth”: Freud and the unconscious/Id, Lippman and democratic realism, Bernays and the artful construction of the “truth.”

Terms: Reason, science, free market, democracy, Paris Commune, robber barons, bewildered herd, manufacturing consent, id, unconscious, bureau of experts, public relations.

3. Social Construction of Fascist Utopia

a. Fascist movements: places, characteristics.

b. Third Reich: system of governance, structure of economy, role of military, function of social and cultural institutions.

c. Reich Ideology: 1000 year utopia, Fuhrer Principle, Lebensraum, enemies.

d. Social Factors: Fascist Social Theory, saturation of cultural space, architecture, events, mass rallies, propaganda.

Terms: nationalism, patriotism, mongrelization, Das Volk, paramilitary, Third Reich, Aryan race, Lebensraum, Roma, Treaty of Versailles, Great Depression, religious anti-Semitism, racial anti-Semitism, natural hierarchy, Social Darwinism, biological determinism, “pseudo-reality,”

4. Social Construction of Consumerism

a. Consumerism: psychology, world view, utopia, whose interests?

b. 1920 and the “birth” of consumerism: urbanization, national markets, “public”, industrialization/Fordism, Gospel of Mass Consumption, advertising and the unconscious, techniques and means.

c. 1950s and American Dream: social construction, television and the power of the image, advertising, new techniques, television entertainment and the American Dream.

d. Consumerism today: saturation of cultural space and psychic space, wishing and dreaming, transformation of wants into “needs,” globalization of consumerism.

Terms: “keeping up with the Joneses,” installment, Fordism, industrialization, urbanization.

5. Lewontin

a. “A Reasonable Skepticism”: Lewontin argues that scientists (and society) view science in what way? How has this understanding allowed science to take the place of religion? He argues that science is something quite different? What is his argument?

b. “All in the Genes?”: According to Lewontin, how is genetic science used to justify the contradictions of modern society? And how does Lewontin refute this argument?

6. Gould: “The Hereditarian Theory of the IQ: An American Invention”

a. What were Binet’s goals and fears when he created the Binet scale(s)?

b. How did mental testing in the U.S. distort Binet’s original goals and justify his fears?

c. What political and cultural biases does Gould reveal about the American architects of hereditarian theory?