Study Guide #3

You are responsible for all lectures, in-class videos, and the following readings, Semm Mass Media (posted on Blackboard under Assignments), “Human Agency: Individuals and Groups in Society Changing Social Structure,”(posted on Blackboard as “Human Agency” under Documents) “Gender Inequality,” and “Racial Inequality.”

1. Mass Media

a. Mass Media as Modern Cave: hours spent with media, concentration of ownership, function of for-profit media, media as institution of socialization and social control.

b. Manufacturing Consent: assumptions, means, goals, success.

c. Corporate News: function of news/journalism in economy, function of corporate news, means of increasing profit, consequences of cost cutting, local journalism as “advertainment.”

Terms: socialization, social control, media, social role, norm, value, wish list, journalism, filter, Fourth Estate, investigative report, press releases, press conferences, VNR, GNR, “balance.”

2. Human Agency/Social Movements

a. Importance, examples, goals, successes, resistance, role of ideological institutions (media and education).

b. Progressive social movements: definition, characteristics; labor, civil rights and women’s rights movements as examples.

Terms: disenfranchisement, de jure segregation, social role, collective bargaining, COINTELPRO, Ludlow Massacre, “American exceptionalism,” Lawrence Textile strike, grassroots, shape up, speed up, ideology, non-violent civil disobedience, direct action, sit-down strike, general strike, Fight for Fifteen.

3. Gender Inequality

a. Gender: definition, sociological perspective and argument.

b. Gender and power: definition of patriarchy, patriarchy in the U.S..

c. Gender socialization: gender typing, doing gender, gender play, toys, social interactions.

d. Gender and television: men and women in entertainment, advertising, news.

e. Gender Inequality: work, home, divorce, health care, and violence.

Terms: gender socialization, gender typing, Rosie the Riveter, June Cleaver, patriarchy,

Doctrine of separate spheres, conservation of energy, rule of thumb, lobotomy, pink collar jobs, glass ceiling, second shift, love labor, downward mobility,

4. Race

a. Race as a social construction: origin of the word and concept and its use, genetic science and race.

b. Theory of biological determinism: its claims and consequences, Social Darwinism, Eugenics.

c. Race in the U.S: “color-blind society,” historically, types of structural racism.

Terms: colonialism, genetic science, genetic marker, human genome, ethnicity, Requirement of 1512, Anglo-Saxon, “feeble-minded”, Manifest Destiny, model minority, affirmative action, sharecropping, debt servitude, Compromise of 1877, sundown towns,

Suburbanization, white flight, redlining, federal abandonment, tipping, steering, concentrated poverty areas, environmental racism, institutional racism, prejudice, discrimination, Voting Rights Act.