Study Guide: Exam 3

I. Weber

a. Rationalization: definition and characteristics

b. Bureaucratization: definition, characteristics, irrationality of rationality.

c. McDonaldization of Society: definition, characteristics, example (Wal\*Mart).

d. Holocaust and Rationalization.

e. Terms: formal rationality, instrumental rationality, rational-legal authority,

Wannsee Conference, “banality of evil”, monocrop farming, factory farming, siltation.

II. Social Darwinism

a. Gilded Age: two worlds, conspicuous consumption.

b. Social Darwinism: theorists, thesis, evolution, biological determinism, free market.

c. Social Darwinism as ideology: slavery, colonialism, genocide, eugenics.

d. Eugenics: definition, goals, means.

e. Terms: “robber barons,” “Millionaires Row,” Horatio Alger, Acres of Diamonds,

“survival of the fittest,” craniometry, miscegenation laws, forced sterilization, Buck v Bell

III. Durkheim

a. Historical context, classical theorist, and intellectual influence.

b. Main social problem and function of sociology.

c. Society and Individual.

d. Solving the problem: corporatism and education.

e. Durkheim and deviance: theat and positive function, power and deviance, examples.

f. Terms: Paris Commune, Dreyfus Affair, anomie, egoism, division of labor, organic solidarity, regional council, collective conscience, collective representations, resocialization

IV. Control, Power and the Subject

a. Great Tranformation: reason, science, democracy, capitalism and social theory.

b. Le Bon: the crowd, definition, psychology, symptoms, participants and means of control.

c. Tarde: the public, definition, psychology, symptoms, and means of control.

d. Political Theory and social control and Public Relations: Lippmann and mass democracy.

e. Propaganda and social control: Edward Bernays, techniques.

f. Manufacturing consent: WWI and the Gulf War.

g. Terms: Creel Commission, House of Truth, third person, front groups, focus groups