This class will introduce students to the sociology of culture. We will begin by examining the theoretical debates on what culture is, where it comes from, and about how it works. We will then move on to examine empirical sites of cultural transmission – schools, immigrant communities, and religious institutions. We will end by examining the production of culture perspective and considering how mass media is produced and connected to social change.

Some of the questions this course will answer:

Why do some ideas seem timeless and inherently “true”?  
How is action influenced by culture?  
How does culture reinforce inequality?  
How does ideas travel and become global?  
How is media produced?  
How can culture effect social change?

bCourses  
Please make sure you have access to the bCourses website for this course. All of the readings for this course will be posted on bCourses. I will post also PowerPoint slides twice a week on the course website, usually shortly after class.

Grading  
Midterm #1 – 30%  
Midterm #2 – 30%  
Midterm #3 – 30%  
2 Pop Quizzes – 10%

Grievances  
If you wish to contest a grade, you must come first submit a one-page statement explaining why you think the grading is unfair. Please note that I will not change any grade without first discussing it with your reader. Also consider that your grade may move upwards or downwards should I decide to re-grade.

Academic honesty  
It is your responsibility to check the code of academic integrity at http://students.berkeley.edu/sas/conduct.shtml. The standard penalty for violations of this code will be an F grade for the course
**Week 1 and 2. COURSE INTRODUCTION**

**January 20 Introduction**

**January 25 What is Culture?**


Karl Marx and Frederick Engels “The German Ideology” P. 172-174 in Robert Tucker’s *The Marx Engels Reader* New York: W.W.Norton


**January 27 Meaning Systems**


**Week 3. CATEGORIES AND INSTITUTIONS**

**February 1. The Social Construction of Categories**

Bowker, Geoffrey and Susan Leigh Star *Sorting Things Out* Ch. 1

Bourdieu, Pierre “Naming as Power.” (Cultural Sociology by Wray)

**February 3. Categories and Institutions (Race)**


**Week 4. CULTURE AND ACTION**

**February 8 Boundary Shifts**

Cherry, Elizabeth “Shifting Symbolic Boundaries: Cultural Strategies of the Animal Rights Movement.”
February 10 Tool Kits


WEEK 5. NATIONAL COMPARISONS

February 15

Tobin, Joseph et. al Preschool in Three Cultures. Ch. 1-3

February 17.

Tobin et. al. Conclusion

Midterm Review

WEEK 6. MIDTERM 1

FEB 22 – Midterm One

FEB 24 – NO CLASS

WEEK 7. CULTURAL CAPITAL AND PRIVILEGE

February 29 Habitus and Cultural Capital


Khan, Shamus R. 2010. Privilege: The Making of an Adolescent Elite at St Paul’s School Princeton: Princeton University Press Ch. 3 77-113

March 2 Privilege

Khan, Shamus 2010. Privilege Ch. 5 p. 151 – 192
WEEK 8. CULTURE and IMMIGRATION.

March 7 Ethnicity and Adaptation


Jimenez, Tomas 2008 “Mexican Immigrant Replenishment and the Continuing Significance of Race and Ethnicity” American Journal of Sociology 113:6 pg. 1527-56

March 9 – Ethnicity/Race Across Generations


WEEK 9 GLOBALIZATION OF CULTURE – RELIGION

March 14 – How does culture become global?


March 16 - The Case of Global Pentecostalism


Week 10. SPRING BREAK

Week 11 – GLOBALIZATION OF CULTURE AND MIDTERM 2

March 28 – Global Pentecostalism Continued


March 30 – Midterm 2
Week 12. PRODUCTION OF CULTURE

April 4. Media and Hegemony


Bielby and Bielby “Making Hits” (from Wray)

April 6 Reality TV

Grindstaff, Linda “The Money Shot”

WEEK 13 MARKETING AND CONSUMPTION

April 11. Targets and Markets


April 13. Latino Marketing

Davila, Arlene 2001 Latinos Inc

Week 14. MAKING NEWS

April 19- Ritual and Constraint in News


Domingo et. al Making Online News

April 21- News and Race

WEEK 15 - MEDIA AND SOCIAL CHANGE

April 26. Music and Social Movements

Danaher “Music and Social Movements” Sociological Compass


April 28- Social Media and Change

Harlow, Summer “Social Media and Social Change: Facebook and Online Guatemalan Justice Movement that Moved Off Line” New Media and Society.