

**Sociology 160**  
**Sociology of Culture – Spring 2016**  
Professor G. Cristina Mora

Office Hours – On T 4-5 & Th 2:30 – 3:30  
498 Barrows Hall  
Signup at: <https://wejoinin.com/sheets/vbjif>  
Or by appointment – [cmora@berkeley.edu](mailto:cmora@berkeley.edu)

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 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?**

Williams, Raymond. "Culture" in *Keywords: A Vocabulary of Culture and Society*. London: Fontana 1988.

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

Miner, Horace. "Body Ritual among the Nacirema." *American Anthropologist* 1956. 58(3): 503-507.

### **January 27 Meaning Systems**

Berger, Peter 1967. *The Sacred Canopy*. New York: Anchor Books p. 3-25

Schalet, Amy 2000. "Raging Hormones, Regulated Love: Adolescent Sexuality and the Construction of Modern Personhood in the United States and the Netherlands." *Body and Society* 1-31

## **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)**

Mora, G. Cristina. 2014 "Cross Field Effects and Ethnic Categorization: Hispanic Panethnicity 1960-1990" *American Sociological Review*

## **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**

Swidler, Ann. 1986 “Culture in Action: Symbols and Strategies” *American Sociological Review* Vol. 51(2):273-286

Ng, Kwai 2002. “Seeking the Christian Tutelage: Agency and Culture in Chinese Immigrants’ Conversion to Christianity” *Ethnic and Racial Studies*. 63(2): 195-214

## **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**

Bourdieu, Pierre. “Artistic Taste and Cultural Capital” p. 205-215 in Jeffrey Alexander and Seidman’s *Culture and Society: Contemporary Debates* Cambridge: Cambridge University Press

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**

Gans, Herbert 1979 “Symbolic Ethnicity: The Future of Ethnic Groups and Cultures” *Ethnic and Racial Studies* v. 2

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**

Kibria, Nazil 1997. “The Construction of Asian American”

## **WEEK 9 GLOBALIZATION OF CULTURE – RELIGION**

### **March 14 – How does culture become global?**

Appadurai, Arjun “Disjuncture and Difference in the Global Cultural Economy” pp.216-226 in Simon During *The Cultural Studies Reader* New York: Routledge

### **March 16 - The Case of Global Pentecostalism**

Chesnut, Andrew 1997. *Born Again in Brazil: the Pentecostal Boom and the Pathogens of Poverty* New Brunswick: Rutgers University Press Ch. 1, 3 pp (25-50, 73-91).

## **Week 10. SPRING BREAK**

## **Week 11 – GLOBALIZATION OF CULTURE AND MIDTERM 2**

### **March 28 – Global Pentecostalism Continued**

Chesnut, Andrew 1997. *Born Again in Brazil: the Pentecostal Boom and the Pathogens of Poverty* New Brunswick: Rutgers University Press Ch. 5 pp (108-128).

### **March 30 – Midterm 2**

## **Week 12. PRODUCTION OF CULTURE**

### **April 4. Media and Hegemony**

Horkheimer, Max and Theodor Adorno. "The Culture Industry: Enlightenment as Mass Deception" in Lynn Spillman *Cultural Sociology* Oxford: Blackwell Publishing p. 39-47

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**

Turow, Joseph 1997. *Breaking Up America: Advertisers and the New Media World* Chicago: University of Chicago Press p. 55-90

### **April 13. Latino Marketing**

Davila, Arlene 2001 *Latinos Inc*

## **Week 14. MAKING NEWS**

### **April 19- Ritual and Constraint in News**

Tuchman, Gaye 1972. "Objectivity as Strategic Ritual: An Examination of Newsmen's Notions of Objectivity" *American Journal of Sociology* 70(4): 660-679

Domingo et. al *Making Online News*

### **April 21- News and Race**

Entman, Robert and Andrew Rojecki 2000 *The Black Image in the White Mind: Media and Race in America* Chicago: University of Chicago Press p. 60-78

## **WEEK 15 - MEDIA AND SOCIAL CHANGE**

### **April 26. Music and Social Movements**

Danaher “Music and Social Movements” *Sociological Compass*

Roscigno, Vincent and William F. Danaher 2001. “Media and Mobilization: the Case of Radio and Southern Textile Worker Insurgency 1929-1934” *American Sociological Review* 66(1):21-48

### **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*.