

Sociology of Culture
(Soc. 160)
Fall 2014

Professor Ariane Zambiras
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Class: MW 5-6:30pm in Moffit 106

READER:
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Course description

This class will introduce students to sociological approaches to the question of culture. We will start by discussing important theoretical perspectives (culture as system of classification, as an instrument of power, as embodied practices linked to social positions, as a product of social interaction, as a system of signs) and then move on to specific empirical topics (artistic production; culture and organization; identity). The last part of the course will explore in depth the question of cultural difference through an analysis of national culture in comparative perspective, with a special focus on “American” culture. Throughout the semester, we will use empirical examples close to us (from Silicon Valley and its ecosystem of tech companies) when studying themes such as gentrification, innovation, anti-tech mobilizations, high-technology capitalism, and inequality.

Logistics

Communication: The best time and place for questions about the material is in class. Office hours provide time for longer, more complicated, or more personal issues. Email should not be used for questions about the material; it is the “medium of last resort” when you cannot get to office hours for some reason.

Office Hours: Office Hours will be held on Thursdays, 2:30-4:30pm at the International House Café. Don’t forget to cancel online if you cannot make it so that someone else can have your spot. Please reserve one time slot only on the same day.

Sign up at: <http://www.wejoinin.com/sheets/mfofp>

Timely completion of assignments: We will not accept late work. Work turned in after the deadline will be returned ungraded. If you have a real emergency, email both AZ and your GSI at least 24 hours before the deadline. Exceptions will be granted only after a careful review of your situation, and not on an automatic basis.

Academic honesty: You must in no way misrepresent your work or be party to another student’s failure to maintain academic integrity. It is your responsibility to know university policies and abide by the student code of academic integrity (<http://asuc.org/honorcode/>). The standard penalty for violations of academic integrity in this course will be an F grade for the course.

Readings: There is no required book for this class. All the readings are available electronically on bSpace **XX** (<https://bspace.berkeley.edu/>).

Reading tip: Try to practice active reading. This means that instead of using a highlighter, try to take notes in the margins summarizing the key idea, explaining why you agree/disagree with it, and what other text this brings to mind.

Lecture notes. I will post slides twice a week on the course website, usually shortly in advance of class.

Assignments and grading

Your grade in this class has four parts. The first part (25%) is based on a series of six reading quizzes. Most of these will come on Mondays and cover the material from that week (and usually only that week). The quizzes are meant to give you an incentive to do the reading. They will all follow the same format: 10 multiple-choice questions of a straightforward nature. The quizzes will be graded as follows:

7 or more correct out of 10 = 1 point.

6 or fewer correct out of 10 = 0 points.

At the end of the semester, I will take the five highest scores out of the six and multiply that number by five (e.g, 5/6 becomes a “perfect” 25%, i.e. full credit). Put differently, you get one “freebie.”

The second and third parts of your grade are in-class exams: the mid-term exam and final exam. They will both be cumulative, asking you to reflect on and analyze material covered since the beginning of the semester. They will be composed of short answers (to see how much you have retained from the readings and lecture content) and essay questions (to give you a chance to express your own voice as a critical thinker in relation to the material covered).

25% reading quizzes

35% mid-term exam

40% final exam

100% Your total grade

Re-grading policy: If you wish to contest a grade, you must come first to your Graduate Student Reader and submit to him/her a one-page statement explaining why you think the grading is unfair. Only if you are still dissatisfied should you come to me. Please note I will not change any grade without first discussing it with your Graduate Student Reader. Also bear in mind that a re-grade may result in either an increase or a decrease in your score.

What if I miss taking an exam?

Make-up exams will not be given. Exceptions to this rule are made only in dire, unavoidable circumstances (e.g., serious illness or emergency) that are fully documented (e.g., with official correspondence from physicians) and preferably with advance arrangements made directly with the GSR.

SYLLABUS

September 3. Introduction.

What is culture and why does it matter?

Raymond Williams. 1988. "Culture" pp. 87-93 in *Keywords: A Vocabulary of Culture and Society*. London: Fontana.

Becker, Howard S. 1986. "Culture: A Sociological View" pp 11-24 in *Doing Things Together: Selected Papers*. Evanston, IL: Northwestern University Press.

RECOMMENDED:

Edward Sapir. 1929. "The Unconscious Patterning of Behavior in Society" pp. 114-142 in E. S. Dummer, ed., *The Unconscious: A Symposium*, New York, Knopf.

Claudia Roth Pierpont. 2004. "The Measure of America: How a Rebel Anthropologist Waged War on Racism." *New Yorker Magazine*. March 8.

Ruth Benedict. 2002. "The Diversity of Cultures" pp20-27 in Lyn Spillman (ed.) *Cultural Sociology*. Blackwell Pub.

Grindstaff, Laura. 2008. "Culture and Popular Culture: A Case for Sociology." pp. 206-222 in *The Annals of the American Academy of Political and Social Science* 619 (1).

William Sewell, Jr. 1999. "The Concept(s) of Culture" pp. 35-61 in Victoria E. Bonnell and Lynn Hunt (eds.), *Beyond the Cultural Turn: New Directions in the Study of Society and Culture* (Berkeley: University of California Press).

PART I. SOCIOLOGICAL THEORIES OF CULTURE

September 8 and 10. Culture as a system of classification

Emile Durkheim and Marcel Mauss. 1963. *Primitive Classification*. University of Chicago Press. Read the following chapters: The Problem. China. Conclusions.

Halbwachs, Maurice. 1939. "Individual consciousness and collective mind" in *American Journal of Sociology*. 4(6): 812-822.

Mary Douglas. "Jokes", pp. 90-114 in *Implicit Meanings*. London Routledge, 1975.

RECOMMENDED:

Kroeber, Alfred and Talcott Parsons. 1958. "The concepts of culture and of social system." *American Sociological Review*. 23(5):582-583.

Emile Durkheim. 1912. *Elementary Forms of Religious Life*. Read the following chapters: Introduction. Origins of these beliefs. The Negative Cult and its Functions. Conclusion.

September 15 and 17. Culture as embodied practice linked to systems of classification & objective position

Reading Quiz

- Pierre Bourdieu. 1984. *Distinction. A Social Critique of the Judgement of Taste*. Stanford University Press. Chapters 5 and 7.
- Bethany Bryson. 1996. "“Anything But Heavy Metal’: Symbolic Exclusion and Musical Dislikes.” *American Sociological Review*. 61:884-899.

RECOMMENDED:

- Pierre Bourdieu. 1998. "Social Space and Symbolic Space." In *Practical Reason*. Stanford University Press.
- Annette Lareau. 2000. "Social Class and the Daily Lives of Children. A Study from the United States." *Childhood*. 7:155-171.
- Basil Bernstein. 1960. "Language and Social Class." *British Journal of Sociology*. 11(3).
- Georg Simmel. 1957. "Fashion" pp. 541-558 in *The American Journal of Sociology*, Volume. 62, No. 6.
- William Labov. 1972. "Academic Ignorance and Black Intelligence." *The Atlantic Monthly*.
- Bourdieu, Pierre. 1984. *Distinction: Social Critique of the Judgment of Taste*. Stanford University Press. Pp. 11-41

September 22 and 24. Culture, body and the self

Reading Quiz

- Mauss, Marcel (1992) "Techniques of the body [1934], pp. 455–477 in Jonathan Crary and Sanford Kwinter, eds., *Incorporations*. New York: Zone.
- Howard Becker. 1953. "Becoming a Marihuana User." *American Journal of Sociology*. 59(3): 235-242.
- Wacquant, Loic. 2004. "Habitus" pp. 315-319 in *International Encyclopedia of Economic Sociology*. Edited by Jens Beckert and Milan Zafirovski. London: Routledge.

RECOMMENDED

- Arlie Hochschild. 1979 "Emotion Work, Feeling Rules and Social Structure" in *American Journal of Sociology*, 85, pp. 551-575.
- Gary Alan Fine. 1979. "Small Groups and Culture Creation: The Idioculture of Little League Baseball" *American Sociological Review* 44: 733-745.
- Garfinkel, Harold. 1987[1967] "Studies of the routine grounds of everyday activities." In *Studies in Ethnomethodology*. Oxford: Polity Press. Pp. 35-75.
- Hazel Markus and Shinobu Kitayama. 1991. "Culture and the Self: Implications for Emotion, Cognition and Motivation." *Psychological Review* 98(2):224-253.
- Roy d’Andrade. "The Cultural Part of Cognition." *Cognitive Science* 1981. 5: 179-195.
- Mary Douglas. "Deciphering A Meal" *Daedalus* 1972. 101:61-81.
- [about Kayapo] Turner, Terrence. 2007. "The social skin" In *Beyond the Body Proper*. M Lock and J. Fahrquar, eds. Duke University Press.
- Wacquant, Loic. 2005. "Carnal Connections: On Embodiment, Apprenticeship, and Membership". *Qualitative Sociology*, Vol. 28, No. 4, Winter 2005.

September 29 and October 1. The construction of Masculinity

- Judith Lorber. 1993. "Believing is Seeing: Biology as Ideology." *Gender and Society* 7(4): 568-581.
- Tony Jefferson. 1998. "Muscle, 'Hard Men,' and 'Iron' Mike Tyson: Reflections on Desire, Anxiety and the Embodiment of Masculinity." *Body & Society* 4(1): 77-98.
- Loic Wacquant. 1995. Review Article: "Why Men Desire Muscles", pp. 163-179 in *Body & Society*, March vol. 1 no. 1.

RECOMMENDED

- Gayle Rubin. 1984. "Thinking Sex: Notes for a Radical Politics of Sexuality" pp. 267-319 in *Pleasure and Danger: Exploring Female Sexuality*. Ed. Carole Vance. Boston: Routledge.
- Karin Martin. "Becoming a Gendered Body: Practices of Preschools." *American Sociological Review* 63:494-511.
- Joseph Tobin. 2009. Excerpt from *Preschool in Three Cultures Revisited*. Yale University Press.
- Paul Willis. 1990. "Masculinity and Factory Labor." Pp183-195 in Jeffrey Alexander and Steven Seidman (eds.) *Culture and Society: Contemporary Debates*. Cambridge 1990.
- Michael A. Messner. 1992. "The Embodiment of Masculinity." Chapter 4 (pp. 61-84) in *Power at Play: Sports and the Problem of Masculinity*. Boston: Beacon Press.
- Judith Lorber and Lisa Jean Moore. 2007. "Adonis, Don Juan, and 'Real Men': *Constructing Men's Bodies*" Chapter 5 (pp. 113-136) in *Gendered Bodies: Feminist Perspectives*. Los Angeles: Roxbury Publishing.

October 6 and 8. Culture as a system of signs

Reading Quiz

- Roland Barthes. 1990. "The World of Wrestling". Pp87-93 in Jeffrey Alexander and Steven Seidman (eds.) *Culture and Society: Contemporary Debates*. Cambridge University Press.
- John Levi Martin. 2000. "What Do Animals Do All Day? The Division of Labor, Class Bodies and Totemic Thinking in the Popular Imagination." *Poetics*. 27:195-231.
- Ferdinand de Saussure, "Signs and Language," in: Alexander and Seidman, *Culture and Society: Contemporary Debates*, pp. 55-63

RECOMMENDED

- Dick Hebdidge, "Object as Image: The Italian Scooter Cycle," in *The Consumer Society Reader Edited by Juliet B. Schor and Douglas B. Holt*. (New York: &e New Press, 2000), pp. 117-154.
- Clifford Geertz. 2005. "Deep Play: Notes on the Balinese Cockfight." *Daedalus*. 134(4): 56-86.

Review (Oct 13) and Midterm (Oct 15)

PART II. US AND THEM

October 20 and 22. Looking (critically) around us: Silicon Valley as a culture of innovation

Reading Quiz

Viviana Zelizer, *The Social Meaning of Money*, “The Marking of Money,” pp. 1-36.

Enrico Moretti. 2013. *The New Geography of Jobs*. Mariner Books; Reprint edition: Introduction, pp. 1–18.

Boyd, Danah and Kate Crawford. 2012. “Critical Questions for Big Data: Provocations for a Cultural, Technological, and Scholarly Phenomenon” pp. 662-679 in *Information, Communication, & Society*, 15:5.

RECOMMENDED:

Sapp, Stephen G. and Peter F. Korsching. 2004. “The Social Fabric and Innovation Diffusion”. *Rural Sociology*. Volume 69, Issue 3, pp. 347–369.

Deborah Perry Piscione. 2014. *Secrets of Silicon Valley: What Everyone Else Can Learn from the Innovation Capital of the World*. Palgrave Macmillan Trade; Reprint edition. Chapter 6: “The Unique Profile of the Silicon Valley Entrepreneur” and Chapter 7: “What Makes Silicon Valley Business Models Different”.

Mitchell, Timothy. 2002. *Rule of Experts: Egypt, Technopolitics, Modernity*. Berkeley: California [selected chapters]

October 27 and 29. The Spatial dynamics of culture

Neighborhood revitalization, gentrification, contestation.

Sharon Zukin. “Culture and Capital in the Urban Core”. In *The gentrification reader*, edited by Loretta Lees, Tom Slater and Elvin Wyly. London ; New York : Routledge, 2010. pp. 220–233.

Carolyn A. Mills. ““Life on the Upslope”: The Postmodern Landscape of Gentrification”. In *The gentrification reader*, edited by Loretta Lees, Tom Slater and Elvin Wyly. London ; New York : Routledge, 2010. pp. 171-189.

Alexandra Goldman. 2013. The “Google shuttle effect”: gentrification and San Francisco's dot com boom 2.0.” Professional Report. Entire. http://svenworld.com/wp-content/uploads/2014/01/Goldman_PRFinal.pdf

RECOMMENDED:

Francisco Diaz Casique. “Race, Space and Contestation: Gentrification in San Francisco's Latina/o Mission District, 1998-2002 [electronic resource].

Development without displacement : resisting gentrification in the Bay Area / written by Causa Justa--Just Cause ; with health impact research and data and policy analysis contributed by the Alameda County Public Health Department, Place Matters Team.

Cameron Y. Yee ... [et al.]. *There goes the neighborhood: a regional analysis of gentrification and community stability in the San Francisco Bay Area*. San Francisco, CA: Urban Habitat Program, 1999.

- Jean Tepperman. Gentrification is not inevitable: a new report on displacement in Oakland and San Francisco also provides a roadmap for how to stop things from getting worse. <http://oskicat.berkeley.edu/record=b21261873~S1>
- Japonica Brown-Saracino. *The gentrification debates*. New York: Routledge, 2010. <http://oskicat.berkeley.edu/record=b18059670~S1>

November 3 and 5. Culture meets Tech. How are our lifestyles, our values and social norms influenced by technology?

- Langdon Winner. 1980. "Do Artifacts have Politics?" pp. 121-136 in *Daedalus*, Vol. 109, No. 1, Modern Technology: Problem or Opportunity?
- Danah Boyd. 2011. "Social Privacy in Networked Publics: Teens' Attitudes, Practices, and Strategies" pp. 1-25 in *A Decade in Internet Time: Symposium on the Dynamics of the Internet and Society*, September.
- Danah Boyd. 2011. "White Flight in Networked Publics? How Race and Class shaped American Teen Engagement with MySpace and Facebook. Pp. 203-222 in *Race After the Internet*, eds. Lisa Nakamura and Peter A. Chow-White. Routledge.

RECOMMENDED:

- Danah Boyd. 2014. *It's Complicated: The Social Lives of Networked Teens*. New Haven: Yale University Press.
- Merton, Robert. K. 1973. *The Sociology of Science: Theoretical and Empirical Investigations*. Chicago: The University of Chicago Press. Chapter 13 "The normative structure of science." Pp. 267-278 and chapter 20 "The Mathew Effect in Science" Pp. 439-459.
- Kuhn, Thomas. 1962. *The Structure of Scientific Revolutions*. Chicago: Chicago University Press. (Use 2nd and 3rd editions with postscript)

November 10 and 12. Who Are We? The Problem of Identity. From self to identity

- Dick Hebdige. 1979. *Subculture. The Meaning of Style*. London: Methuen, pp. 47-70.
- Stuart Hall. 1996. "Who Needs Identity?" pp. 15-29 in Hall and Du Gay, eds. *Questions of Cultural Identity*. Sage.
- Miliann Kang and Katherine Jones. 2007. "Why Do People Get Tattoos?" *Contexts* 6(1): 42-47.
- Sherry Turkle. 1998. "Aspects of the Self," Ch. 7, p.177-209 in *Life on the Screen: Identity in the Age of the Internet* (Simon and Schuster).

RECOMMENDED:

- Elizabeth Armstrong. *Forging Gay Identities. Organizing Sexuality in San Francisco 1950-1994*. University of Chicago Press.
- Fredrik Barth. 1969. "Introduction." Pp9-38 in Fredrik Barth (ed.) *Ethnic Groups and Boundaries*. Boston: Little Brown.
- Jane Collier. 1997. "Identity: From Villagers to Andalusians." Pp 195-217 in *From Duty to Desire. Remaking Families in a Spanish Village*. Princeton University Press.
- Philip Gourevitch. 1998. Pp47-74 in *We Wish To Inform You That Tomorrow We Will be Killed With Our Families: Stories From Rwanda*. Farrar, Strauss and Giroux.

Michele Lamont. 2002. "Symbolic Boundaries and Status" pp. 98-107 in Spillman, *Cultural Sociology*, edited by Lyn Spillman. New York: Blackwell.

PART III. CULTURAL PRODUCTION

November 17 and 19. Art Worlds / cultural production

Reading Quiz

Bourdieu, Pierre. 1993. *The Field of Cultural Production*. pp. 29-73. New York: Columbia University Press.

Herbert Gans. 1999. "Popular Culture–High Culture Distinction: Still Relevant?" pp. 1-26 in *Popular Culture and High Culture: An Analysis and Evaluation Of Taste*.

RECOMMENDED:

Paul Di Maggio. 1987. "Classification in Art." *American Sociological Review*. 42(4): 440-455.

Pierre Bourdieu. 2001. "Cultural Power." Pp. 69-76 in *Cultural Sociology*, edited by Lyn Spillman. New York: Blackwell.

Michèle Lamont, 1989. "The Power/Culture Link in a Comparative Perspective." *Comparative Social Research* 11: 131-150.

Bourdieu, Pierre. 1997. "The Forms of Capital" Pp 46-58 in *Education: Culture, Economy, Society* edited by A.H. Halsey et al. New York: Oxford University Press.

Michael Baxandall. 1988. *Painting and Experience in Fifteenth Century Italy*. Oxford University Press.

Norbert Elias. 1995. "Mozart: The Artist in the Human Being". (From: Mozart: Portrait of a Genius. Pp. 95-105 in S. Mennel and J. Goudsblom (eds.) *Norbert Elias. On Civilization, Power and Knowledge*. University of Chicago Press.

Howard Becker. 1982. "Art Worlds and Collective Activity" (Pp1-39) and "Aesthetics, Aestheticians, and Critics" pp. 131-164 in *Art Worlds*. University of California Press.

November 24 and 26. "American Culture" .

Reading Quiz

Ann Swidler. 2003. "Ties that do not bind." Pp135-159 in *Talk of love*. Chicago University Press.

Amy T. Schalet. 2000. "Raging Hormones, Regulated Love: Adolescent Sexuality and the Constitution of the Modern Individual in the United States and the Netherlands". *Body & Society*. Vol. 6(1): 75–105.

RECOMMENDED:

Robert Bellah et al. 1985. "The Pursuit of Happiness" and "Culture and Character". Pp3-51 in *Habits of the Heart. Individualism and Commitment in American Life*. Harper and Row.

Adam Gopnik. 2000. "Trouble at the Eiffel Tower." Pp123-125 in *Paris to the Moon*. Random House.

Peter Schneider. "Scenes From A Marriage." *New York Times Magazine*, August 12, 2001.

Michèle Lamont. 1994. *Money, Morals and Manners. The Culture of the French and American Upper-Middle Class*. University of Chicago Press.

Raymonde Carroll. 1990. Chapters 1-3 in *Cultural Misunderstandings. French-American Experience*. University of Chicago Press.

Griswold, Wendy. 1987. "The Fabrication of Meaning: Literary interpretation in the United States, Great Britain, and the West Indies." *American Journal of Sociology*. 92(5):1077-1117.

December 1 and 3. Conclusion/Review

Edward Sapir. "The Unconscious Patterning of Behavior in Society." Pp114-142 in CM Child, KA Koffka, JE Watson, JB Sapir, E. Thomas, WI Kenworthy, ME Wells, FL White, A. William. *The Unconscious: A Symposium*. Alfred Knopf.

Final exam: Friday, December 19, 2014 3-6P