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Exceptionally effective tools must be used with care and, thus, carry at least a few liabilities.

I still ate the cake. I invite you to as well in your teaching and lessons.
Social Structure

1. Identifying the major **components** of culture.

2. Examples of how culture **influences** the individuals in it.

3. Discussion of important social **institutions** in society.

4. Analyzing how social structures and cultures **change**.

Experience. Practical. Resources.
Social Structure

1. Identifying the major components of culture.
3. Discussion of important social institutions in society.

Culture appears to be normal to its adherents:
1. Active sociology is a reflexive activity.
2. Learning normal means learning abnormal.

Practical Application:
1. We must break norms to learn them.
2. Called “breaching experiments.”

Nicholas J. Rowland, Associate Professor of Sociology, The Pennsylvania State University

njr12@psu.edu
2. Examples of how culture *influences* the individuals in it.
3. Discussion of important social *institutions* in society.

**Culture appears to be *natural* to its adherents:**

1. Sociology should *challenge* learners.
2. We must question what appears *natural*.

**Practical Application:**

1. Consider the “*human-dog*” relationship.
2. Notice that it is *ethnocentric*.
3. Talk to them about *dog fur coats*.
WHAT IS ETHNOCENTRISM?

Ethnocentrism: a tendency to use our own group's ways of doing things as a yard-stick for judging others.

Ex. dog and cat fur coats and fur trim.

Law prohibits the import or sale of dog and cat fur products. But if the amount of fur on a product is valued at less than $150, no label is required.
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Conformity and deviance – which is which?
1. Sociology confronts personal choice.
2. When is deviance a kind of conformity?

Practical Application:
1. Talk about tattooing practices.
2. Discuss rules for this rebellious practice.
3. Distinguish form from function.
HOW INDIVIDUALITY BECAME THE NEW CONFORMITY

by Hal Niedzviecki
It would hardly be an exaggeration to say that the daily struggle for a life of one’s own has become the collective experience of the Western world. --Beck

Needing to become what one is is the hallmark of modern living. --Bauman

The meaning of one’s life ... for most Americans is to become one’s own person, almost to give birth to oneself. --Bellah
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What is the current social structure of society?
1. This is the oldest question in sociology.
2. What shapes what shapes us?

Practical Application:
1. Talk about McDonald’s-like production.
2. Discuss the dominance of convenience.
3. Draw-out the consequences good and bad.

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AGENDA:
1. Minute about exams
2. McD’s: McDonaldization
McDonaldization

Social Structure is the stable set of patterns of social relationships within a group or society. Example, 9-5 work day. Example, direction of cars on roads. Example, scheduling of Olympics or Elections.

“The McDonaldization of Society”: “McDonald's-like” rationalization of tasks and characteristic bureaucracy have expanded far beyond the factory and office and now pervade our personal lives.

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