

Year : 2018/19

75582 - Sociology

Syllabus Information

Subject:	75582 - Sociology
Credits:	6.0
Course language:	null: Grupo 1: English Grupo 101: English, Pending Grupo 102: English, English
Professors:	Valeria Bello
Degrees where it is taught:	322 - Degree in Global Communication Management
Course typology:	Compulsory
Academic year:	1
Semester:	Second semester

Requirements and previous knowledge

None

Subjects to be taken simultaneously

None

Description

[Core Group](#)[Description](#)

This course will provide students with an introduction to the main theories and authors of the discipline of sociology that have had an impact on the developments of thoughts and theories of all social and political sciences, including International Relations. Through the presentation of the different theories and perspectives, from the first sociological authors to most contemporary thinking, the course will show how thinkers do not only develop from the sensitivity of the societies that surround the authors but the process of development of sociological theories also anticipate and drive some social changes.

[Learning Unit 1. Powers and cultures](#)

Description

This learning unit provides a first contact with some indispensable sociological concepts, those of power and

culture, which have an important impact in management and daily life. Students will have the opportunities to understand what is power, what is culture, and how the boundaries between these two concepts depend on the theory through which we conceive them. Students will be assisted in the process of understanding these concepts through their impact on topical issues that managers and global communicators have to deal with.

Learning Unit 2. Identity, societies and organizations

Description

This second unit will make students consider those issues that stem from personal and collective identities to role identities and how these affect life in societies and groups, along with communication and role within different organizations.

Course objectives, skills and learning outcomes

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The objectives of the classes are thus intended to develop students' ability to understand that one can "think" and consequently understand and analyze reality according to different perspectives. In order to illustrate this, a final role-playing will show how the discourse and solutions find by managerial levels when dealing with important issues reflect one or more of thoughts developed from these theories. The final scope of the course is that students can develop analytical skills to analyze reality and its most important phenomena and their consequent management through different lenses.

Contents

Contents Core Group

First block

First Week: Introduction to Sociology and its connections with the real world

1. From Positivism to Historical Materialism: August Comte and Karl Marx
2. Structural functionalism: Émile Durkheim and Talcott Parsons
3. Antipositivism: George Simmel and Max Weber
4. Harriet Martineau to W.E.B. Du Bois
5. From Cultural Marxism to the Frankfurt School: Antonio Gramsci, Herbert Marcuse and Theodor Adorno
6. Phenomenology and Ethnomethodology: Alfred Schütz and Harold Garfinkel. Intermediate Test (Individual Exercise1).

Second Block

7. Symbolic interactionism: Herbert Blumer and Erving Goffman
8. From Relational Theory to Poststructuralism: Norbert Elias, Pierre Bourdieu, Michel Foucault, Jean Baudrillard
9. Social Constructivism: From Peter Berger and Thomas Luckmann to Alexander Wendt
10. From the Risk Society to Liquid Modernity: Ulrich Beck, Zygmunt Baumann
11. From Critical Theory to Post-colonial Studies: Antony Giddens, Jürgen Habermas, Arjun Appadurai
12. From System Theories to Postmodern feminism: Immanuel Wallerstein, Niklas Luhmann; Dorothy Smith

Week 14: Concluding Week with Final Test (Individual exercise 2) and Role Playing "The management of different work cultures in an intercultural environment". Through this role-playing students will discuss a case study of Global Communication and Management through the lenses of different sociological theories.

Learning Unit 1. Powers and cultures

Sessions 1 and 2

The concept of power and the concept of culture.

Crossing the borders of concepts.

Sessions 3 and 4

Interculturalism and multiculturalism within organizations and societies.

The role of communication within intercultural relations.

Sessions 5 and 6

Contemporary challenges and opportunities: Migration and globalization.

Global communication and migration management.

Learning Unit 2. Identity, Societies and Organizations

Sessions 1 and 2

Identity, community and membership.

Practices, meanings and community engagement: life in an organization.

Session 3 and 4

Personal identity and collective identity.

Roles and belonging in different organizations: what roles do identities play?

Session 5 and 6

Negotiation and participation.

Imagination and the business of identity.

Methodology

The lectures represent the core activity in the classroom.

Bibliography will be introduced and discussed during the classes.

Texts and historical cases will be analysed.

The achievement of the competences of the course demands time and effort outside the classroom in addition to the work devoted in the lectures.

Evaluation

The evaluation of the students will follow the continue learning and evaluation principles.

The grade from the core course will be calculated in the following way: 40% individual exercise 1 (intermediate test); 40% individual exercise 2 (Final Test); 20% participation in the role-playing.

The grade of the LU1 will consist on a mid-term in-class exercise (40%), and a final in-class exercise (60%).

LU2 will be evaluated through on a mid-term in-class exercise (40%), and a final in-class exercise (60%).

Bibliography

[Reading material:](#)

Compulsory Readings first block:

- *Seminal Sociological Writings: From Auguste Comte to Max Weber: An Anthology of Groundbreaking Works that Created the Science of Sociology*, by Richard Altschuler, Gordian Knot Publishing, 2010

- *Seminal Sociological Writings, Volume 2: From Harriet Martineau to W.E.B. Du Bois*, by Richard Altschuler, Gordian Knot Publishing, 2014

- *Modern Sociological Theory*, by George Ritzer, Douglas J. Goodman, 6th edition, 2018, Sage (Chapts: 2, 3, 4, 5, 7)

Compulsory Readings Second Block:

- *Modern Sociological Theory*, by George Ritzer, Douglas J. Goodman, 6th edition, 2018, Sage (Chapts: 6, 10, 11, 12, 13, Appendix A5)

- *The Gulf War Did Not Take Place*, J. Baudrillard, Bloomington: Indiana University Press

Compulsory Readings Learning Unit 1:

Frameworks of Power, Stewart R Clegg, Sage, 2013, first edition 1989.

Cultures and Societies in a Changing World, Wendy Griswold, Sage 2013.

Power in the Global Age. Ulrich Beck, Cambridge: Polity Press 2005.

Compulsory Readings Learning Unit 2:

- *Social Identity*, Richard Jenkins, Routledge, 2008.

- *Communities of Practice. Learning, Meaning, and Identity*, Etienne Wenger, Cambridge University Press, 15th edition 2007. Part 1 and 2 and chapter 11.

- *Identities in Talk*. Charles Antaki and Sue Wsiddicombe, Sage, 2006. *Chapt. 1, 4, 6, 7, 10.*

Additional readings:

- *Social Theory for Today: Making Sense of Social Worlds*, by Alex Law, Sage 2014

- *The Routledge Companion to Critical and Cultural Theory* (Routledge Companions)

- *Symbolic Interactionism: Perspective and Method*. H. Blumer, New Jersey, Prentice-Hall (1969)

- *Stigma*, Erving Goffman;

- *The Social Construction of Reality*, Berger and Luckmann

- *The Risk Society*, U. Beck

- *Modernity at Large*, A. Appadurai

- *The conceptual practices of power: A feminist sociology of knowledge*, by Dorothy Smith, Boston: Northeastern University Press.