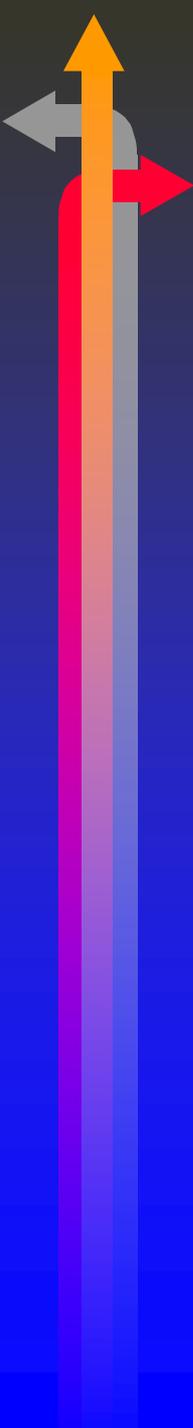


SOCIETY

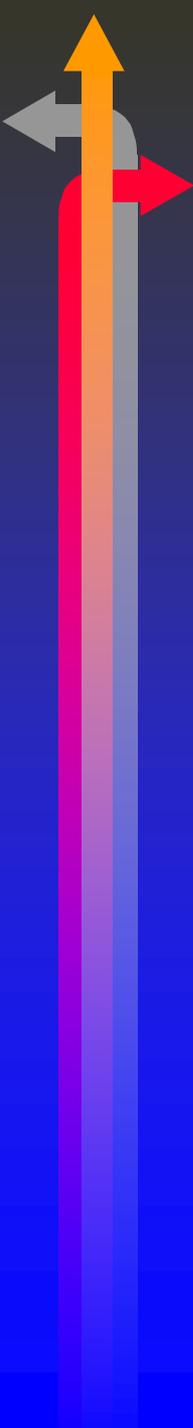
**PEOPLE WHO INTERACT IN A DEFINED
TERRITORY AND SHARE CULTURE**



Visions Of Society

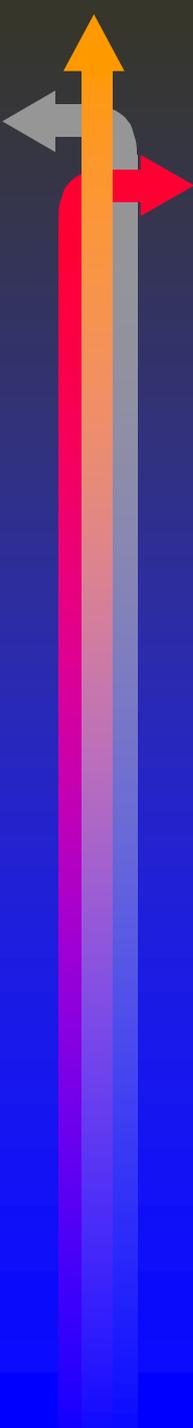
Four Diverse Perspectives On What Accounts For Social Change And Societal Evolution

- **Gerhard Lenski**
 - Society and technology
- **Karl Marx**
 - Society in conflict
- **Max Weber**
 - The power of ideas shapes society
- **Emile Durkheim**
 - How traditional and modern societies hang together



Gerhard Lenski

- Sociocultural evolution
the changes that occur as a society acquires new technology
- Societies range from simple to the technologically complex
- Societies simple in technology tend to resemble one another
- More complex societies reveal striking cultural diversity



Sociocultural Evolution

TECHNOLOGY SHAPES OTHER CULTURAL PATTERNS. SIMPLE TECHNOLOGY CAN ONLY SUPPORT SMALL NUMBERS OF PEOPLE WHO LIVE SIMPLE LIVES.

THE GREATER AMOUNT OF TECHNOLOGY A SOCIETY HAS WITHIN ITS GRASP, THE FASTER CULTURAL CHANGE WILL TAKE PLACE.

HIGH-TECH SOCIETIES ARE CAPABLE OF SUSTAINING LARGE NUMBERS OF PEOPLE WHO ARE ENGAGED IN A DIVERSE DIVISION OF LABOR.

Lenski's 5 Types Of Societies

- *Hunting and gathering*

- The use of simple tools to hunt animals and gather vegetation

- *Horticultural & pastoral*

- Horticultural – the use of hand tools to raise crops
- Pastoral – the domestication of animals

- *Agricultural*

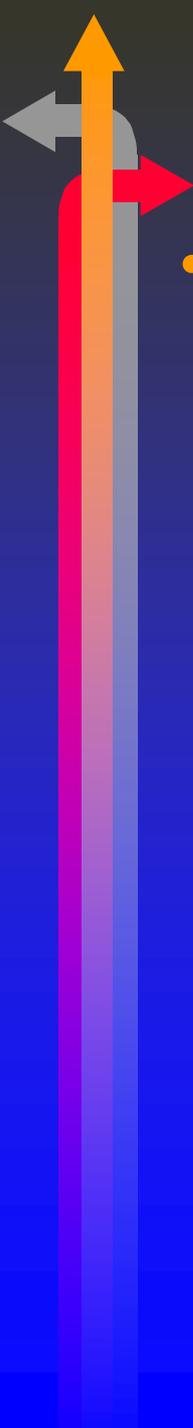
- Large-scale cultivation using plows harnessed to animals or more powerful energy sources

- *Industrial*

- The production of goods using advanced sources of energy to drive large machinery

- *Postindustrial*

- Technology that supports an information-based economy



KARL MARX

- **Social Conflict** – struggle between segments of society over valued resources
 - Capitalists – people who own and operate factories and other businesses in pursuit of profits
 - Proletariat – people who sell their productive labor for wages
 - **Social institutions** – all the major spheres of social life, or societal subsystems organized to meet human needs
 - Infrastructure – society's economic system
 - Superstructure – other social institutions: family, religion, political
 - **Marx rejected *false consciousness*** – explanation of social problems as the shortcomings of individuals rather than the flaws of society
 - (Great Depression in the United States– The problem was larger than individual shortcomings)

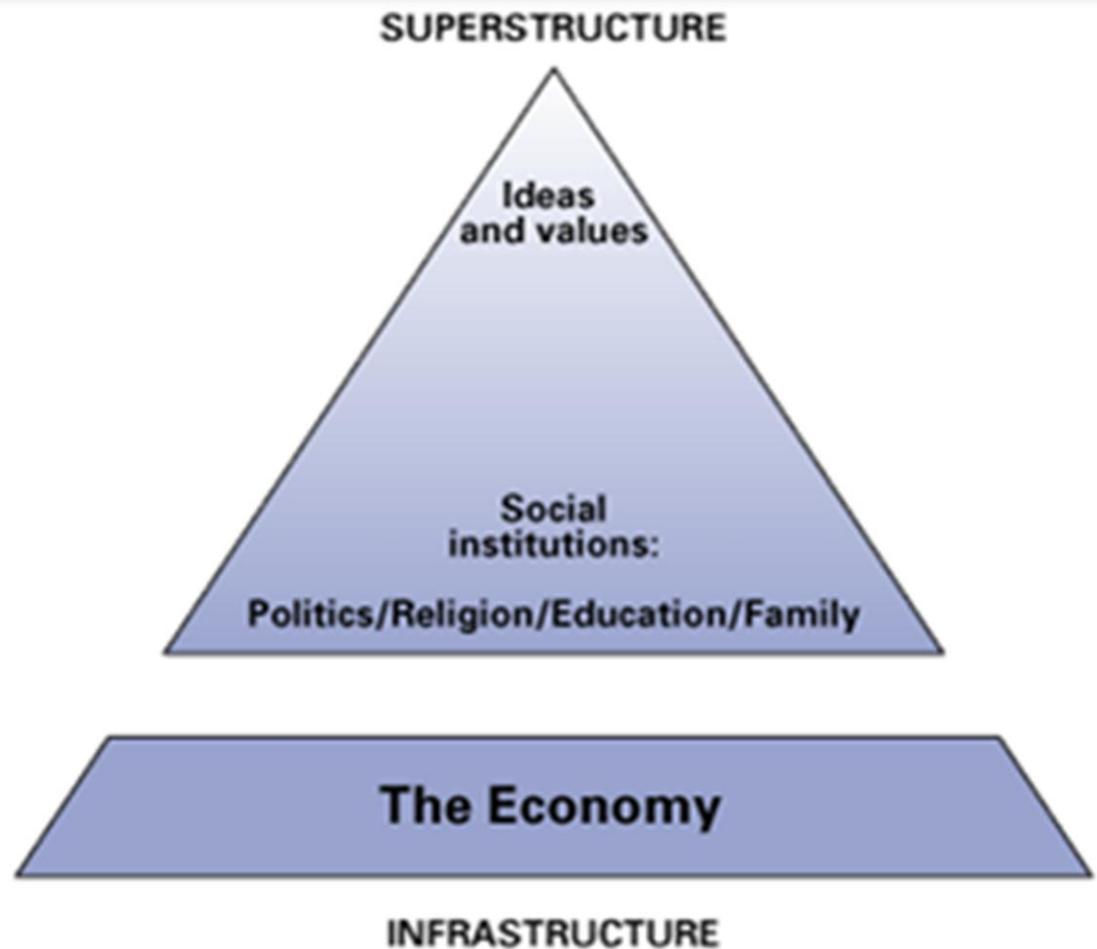
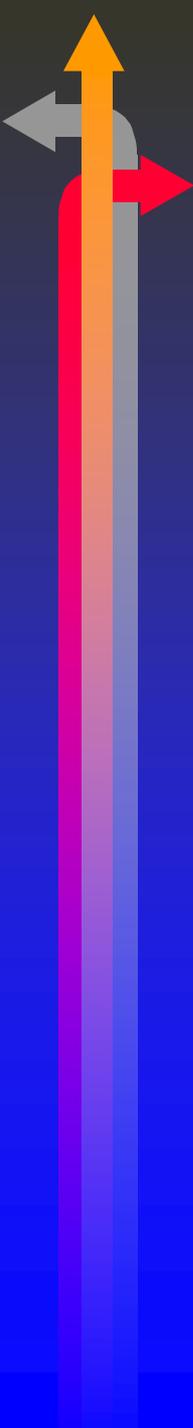
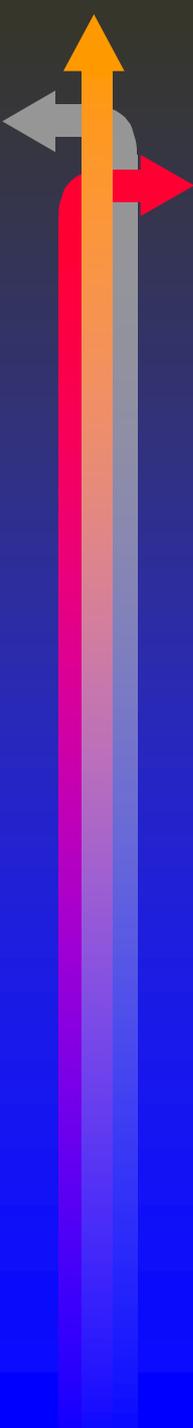


Figure 4-1 (p. 101)
Karl Marx's Model of Society
Detail



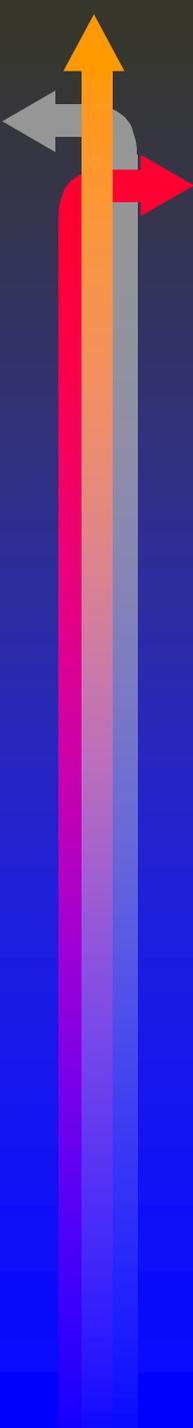
KARL MARX

- Marx believed that the history of all existing society is the history of *class struggle* (or *class conflict*) – conflict between entire classes over the distribution of a society's wealth and power
- Marx believed that workers must replace *false consciousness* with *class consciousness* – workers' recognition of themselves as a class unified in opposition to capitalists and, ultimately, to capitalism itself. Workers would then rise up and destroy capitalism in a socialist revolution



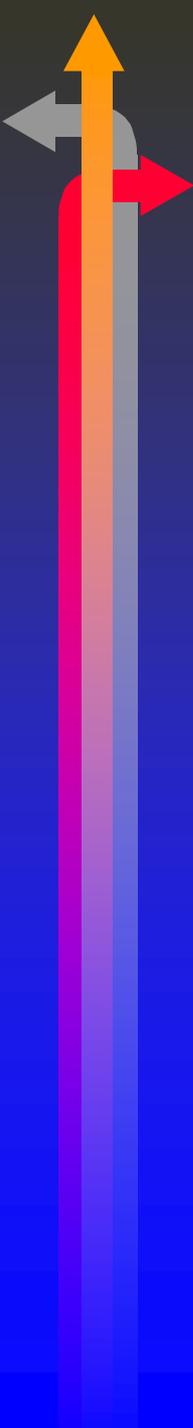
CAPITALISM AND ALIENATION

- Alienation – the experience of isolation & misery resulting from powerlessness
- Capitalism alienates workers in four specific ways :
 - From the act of working
 - Workers have no say in production, work is tedious & repetitive
 - From the products of work
 - Workers have no ownership in the product that is merely sold for profit
 - From other workers
 - Work has become competitive rather than cooperative
 - From human potential
 - Workers deny, not fulfill themselves in their work



REVOLUTION

- The only way out of capitalism is to remake society
- *Socialism* is a system of production that could provide for the social needs of all
- Marx believed that in time, the working majority would realize they held the key to a better future
- The change would be revolutionary and perhaps even violent
- Marx believed a socialist society would bring class conflict to an end



Max Weber

- Rationalization of Society – the historical change from *tradition* – sentiments & beliefs passed from one generation to another to *rationality* – deliberate, matter-of-fact calculation of the most efficient means to accomplish a task, as the dominant mode of human thought
- Rationalism, Calvinism, and industrial capitalism
 - Predestination and God's favor
 - religious ethic transformed to work ethic

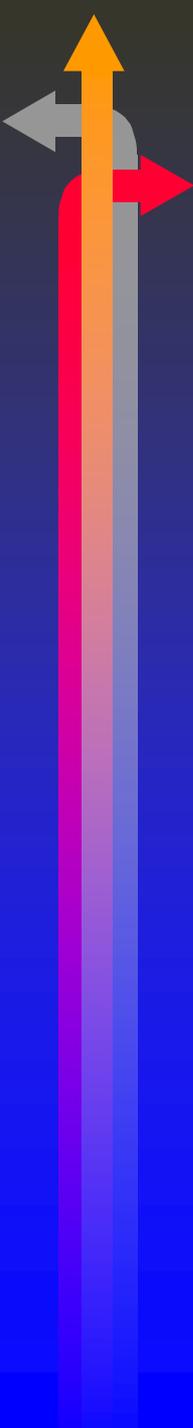
Weber's Rational Social Organization

Distinctive Social Institutions That See to Meeting the Demands of a Growing, Complex Society

Seven characteristics:

1. Distinctive social institutions
2. Large-scale organization
3. Specialized tasks
4. Personal discipline
5. Awareness of time
6. Technical competence
7. Impersonality

Expressed in bureaucracy and capitalism



DURKHEIM

- SOCIETY

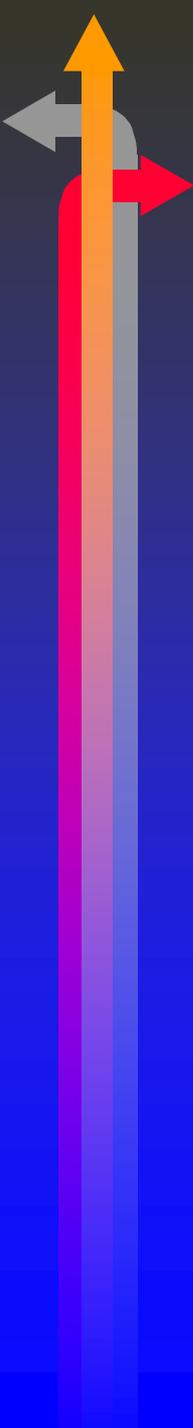
- MORE THAN INDIVIDUALS

- SOCIETY HAS *A LIFE OF ITS OWN* - BEYOND OUR PERSONAL EXPERIENCES

- SOCIAL FACTS

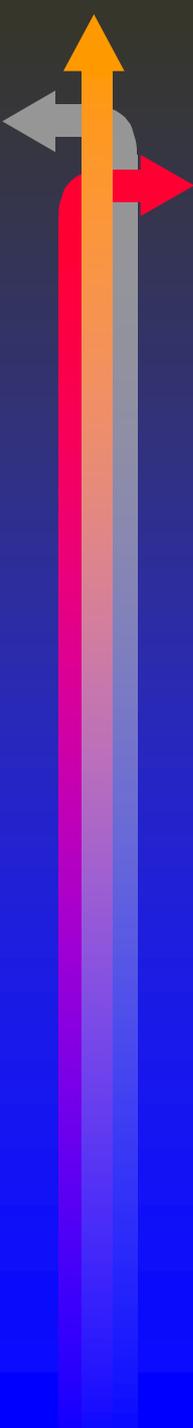
- ANY PATTERNS ROOTED IN SOCIETY RATHER THAN THE EXPERIENCE OF INDIVIDUALS

- SOCIETY HAS AN “OBJECTIVE REALITY” BEYOND OUR OWN SUBJECTIVE PERCEPTIONS OF THE WORLD
 - EXAMPLES: NORMS, VALUES, RELIGIOUS BELIEFS, AND RITUALS
- POWER TO GUIDE OUR THOUGHTS & ACTIONS
- WE INTERNALIZE SOCIAL FACTS (NORMS & VALUES) THAT IN TURN SHAP OUR BEHAVIOR



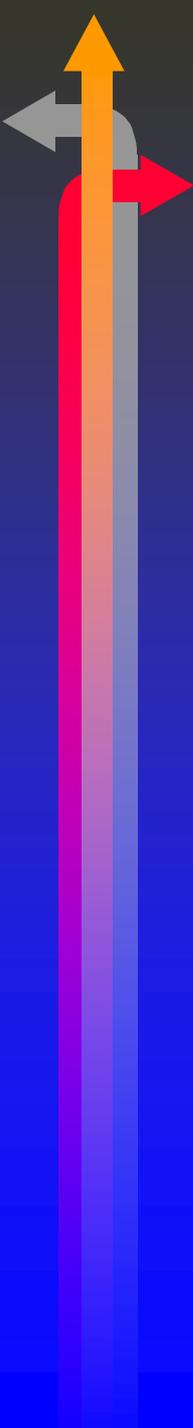
DURKHEIM

- Warned that modern society creates *anomie* – a condition in which society provides little moral guidance to individuals
- Change from *Mechanical solidarity* – social bonds based on common sentiment & shared moral value that are common among members of preindustrial societies
- To *Organic solidarity* – social bonds based on specialization & interdependence that are strong among members of industrial societies
- Key to the change is an expanding *division of labor* – specialization of economic activity



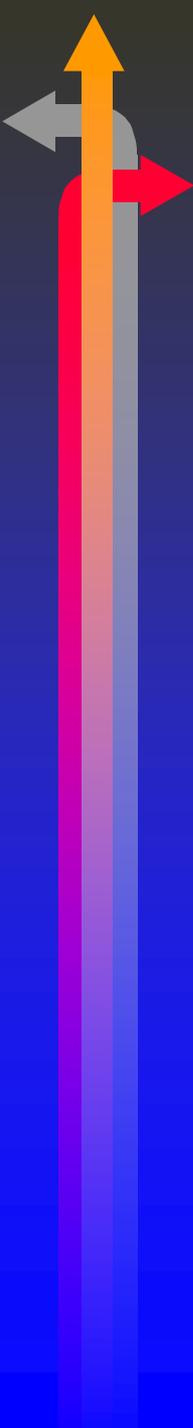
What Holds Societies Together?

- **Gerhard Lenski**
 - A shared culture
- **Karl Marx**
 - Elites force an 'uneasy peace'
- **Max Weber**
 - Rational thought, large-scale organizations
- **Emile Durkheim**
 - Specialized division of labor



How Have Societies Changed?

- **Gerhard Lenski**
 - Changing technology
- **Karl Marx**
 - Social conflict
- **Max Weber**
 - From traditional to rational thought
- **Emile Durkheim**
 - From mechanical solidarity to organic solidarity



Are Societies Improving?

- **Gerhard Lenski:**
 - Modern technology offers expanded human choice, but leaves us with new sets of dangers
- **Karl Marx:**
 - Social conflict would only end once production of goods and services were taken out of the hands of the capitalists and placed into the hands of all people
- **Max Weber:**
 - Saw socialism as a greater evil than capitalism, as large, alienating bureaucracies would gain even more control over people
- **Emile Durkheim:**
 - Optimistic about modernity and the possibility of more freedom for individuals, but concerned about the dangers of anomic feelings