

**DEPARTMENT OF SOCIOLOGY
UNIVERSITY OF TORONTO
SOC382H1S: PRODUCTION AND CONSUMPTION OF CULTURE**

**SUMMER 2016
TUESDAY & THURSDAY 6-8PM**

Instructor: Joshua Harold
Office Location: Sociology Department, 725 Spadina Ave, Room 389
Office Hours: Thursday 5-6pm
Email: josh.harold@mail.utoronto.ca
Class Location: SS 1085

Teaching Assistant: Diana Miller
Office Hours: July 8: 1:30-3:30; July 25: 2:30-4:30; August 3: 1:30-3:30
Room 225e - Department of Sociology, 725 Spadina Avenue
Email: diana.miller@mail.utoronto.ca

Course Description

The diverse usage of the term “culture” can often make it difficult to define. This course explores the sociology of culture by looking at the meanings of culture, particularly the linkages between culture and the social world. The course delves into the relationships between cultural objects, cultural producers, cultural consumers, and the social world. We explore the reciprocal relationship whereby culture influences social forces and social forces influence cultural meaning.

NOTE: Prerequisites

Prerequisites: A 200+ level SOC course
Students without this prerequisite will be removed at any time they are discovered and without notice

Attendance

It is important to attend all scheduled lectures. Material that is not covered in the course readings will be discussed during lectures, and this material will be on the tests. Other important information about assignments and course administration more generally will be provided during lectures. If you miss a lecture, it is YOUR responsibility to get the information you missed from your peers. The course instructor and teaching assistant will not provide you with information about missed lectures.

Course Materials & Readings

Textbook: Griswold, Wendy. 2013. *Cultures and Societies in a Changing World*. 4th edition. Thousand Oaks, California: Sage Publications.

Articles: Assigned journal articles are available for download through the U of T library portal.

It is important to do all the required readings and to come to lecture having read the material in advance of that class. If you need assistance accessing the readings through the university website, you are strongly encouraged to book a research consultation. This is done directly through the library (Robarts, for example).

Course Website

The course website (Blackboard) can be accessed at <http://portal.utoronto.ca>. You will need a valid UTORid to access the website. On the website you will find the course syllabus, various announcements as they are made, your grades, and other course-related materials. It is your responsibility to make sure you are up to date with course news and materials.

Electronic Communication

To ensure your emails receive a response, please note the following about email correspondence:

- Emails about assignments, tests, and course materials should be directed to the TA.
- Emails **MUST** be sent from your University of Toronto email account. Emails sent from other accounts (e.g., Hotmail, Yahoo, Gmail, etc.) will not receive a response.
- All emails **MUST** have the course code (e.g., SOC382) in the subject line. Emails without the course code in the subject line will not receive a response.
- All emails should contain the student's full name and student number.
- Avoid sending emails that ask for readily available information. Emails that ask for information that is provided in the course outline (e.g. "how much assignment X worth") will not receive a response.
- Every effort will be made to respond to student emails in a timely manner; however, instant or even overnight responses are not always possible. Please be patient. We will respond to emails as soon as we can.

Course Evaluation

Assignment 1: 15% (due: July 12)

Midterm Test: 25% (July 14)

Assignment 2: 35% (due: August 2)

Final Test: 25% (August 4)

****Details about the tests and assignment will be distributed in class****

COURSE SCHEDULE:

Every effort will be made to follow the schedule outlined below; however, some changes may be needed and will be made at the discretion of the instructor.

A Note on Optional Readings: You are not required to read the optional readings, however, some themes, concepts, and ideas from them may be brought up in lectures from time to time. You are responsible for knowing the material from optional readings brought up in lectures.

June 28: Introduction & Overview

- Overview of course themes, assignments, tests, and expectations
- Introduction to culture and society

June 30: Making Sense of Culture

Griswold: Chapter 1 "Culture and the Cultural Diamond," pp. 1-18

Schudson, Michael. 1989. "How Culture Works: Perspectives from Media Studies on the Efficacy of Symbols." *Theory and Society* 18: 153-180.

July 5: Cultural Meaning

Griswold: Chapter 2 "Cultural Meaning," pp. 19-45

Baumann, Shyon. 2008. "The moral underpinnings of beauty: A meaning-based explanation for light and dark complexions in advertising." *Poetics* 36:2-23.

July 7: Culture as Collective Product

Griswold: Chapter 3 "Culture as a Social Creation," pp. 47-69

Crossley, Nick. 2008. "Pretty Connected: The Social Network of the Early UK Punk Movement." *Theory, Culture & Society* 25: 89-116

July 12: Culture Industries (ASSIGNMENT 1 DUE AT BEGINNING OF LECTURE)

Griswold: Chapter 4 "The Production, Distribution, and Reception of Culture," pp. 71-96

Mears, Ashley. 2010. "Size zero high-end ethnic: Cultural production and the reproduction of culture in fashion modeling," *Poetics* 38: 21-46.

July 14: MIDTERM IN-CLASS TEST

No New Readings; In-class Test

July 19: Reception and Consumption of Culture

Tanner, Julian .Mark Asbridge and Scot Wortley, 2008. "Our favourite melodies: musical consumption and teenage lifestyles" *The British Journal of Sociology* 59:118-144.

Babon, Kim M. 2006. "Composition, coherence, and attachment: The critical role of context in reception." *Poetics* 34, 3: 151-179.

July 21: Culture and Construction of Identity

Griswold: Chapter 5 "Identities, Problems, and Movements," pp. 97-116

Milkie, Melissa. 1999. "Social Comparisons, Reflected Appraisals, and Mass Media: The Impact of Pervasive Beauty Images on Black and White Girls' Self-Concepts." *Social Psychology Quarterly* 62: 190-210.

July 23: Organizations and Subcultures

Griswold: Chapter 6 "Organizations in a Multicultural World," pp. 117-140

Harold, Joshua. 2015. "Institutionalizing Liminality: Jewish Summer Camps and the Boundary Work of Camp Participants." *Sociology of Race and Ethnicity* 1(3):439-453.

July 28: Media and Culture

Griswold: Chapter 7 "Culture and Connection," pp. 141-162

Saeed, Amir. 2007. "Media, Racism, and Islamophobia: The Representation of Islam and Muslims in the Media." *Sociology Compass* 1/2:443-462.

August 2: Culture and Power (ASSIGNMENT 2 DUES AT BEGINNING OF LECTURE)

Griswold: Chapter 8 "Culture and Power," pp. 163-180

Baumann, Shyon. 2007. "A general theory of artistic legitimation: How art worlds are like social movements." *Poetics* 35:47-65

August 4: FINAL IN-CLASS TEST

No New Readings; In-class Test

LATE ASSIGNMENTS

All students are expected to submit a digit copy to blackboard AND submit a hard copy of their assignment at the beginning of class on the due date. Late submissions that are more than 5 days late will not be accepted. The penalty for late assignments is 5% per day, including weekends and holidays. For example, if you submit your paper 2 days late and get a grade of 80%, you will lose 10% and get a grade of 70%. This penalty is strictly enforced unless proper documentation of medical illness is provided. You **MUST** submit a Verification of Student Illness or Injury form (available at www.illnessverification.utoronto.ca). This form may only be completed by a physician, surgeon, nurse practitioner, dentist or clinical psychologist. NO other medical documentation will be accepted. A doctor's note is NOT sufficient. Submit the form to the instructor in a sealed envelope addressed to the instructor, in class or during the instructor's office hours. In case of personal or family crisis, you must get a letter from your registrar. College registrars are very experienced, very discreet, and there to help you. A letter from your registrar should also be submitted to your instructor in a sealed envelope addressed to the instructor, during class or during the instructor's office hours.

Submission of late Assignments:

- Submissions that are more than 5 days late will not be accepted.
- Assignments will not be accepted via email. You must upload your assignment to blackboard AND submit a hard copy. The electronic file and the hard copy must be identical.
- Hard copies should be dropped off in Room 225 at 725 Spadina Avenue, 2nd Floor (open Monday to Friday, 9:00 a.m. to 4:30 p.m.).
- You **MUST** use the date/time stamp machine on your assignment and then place it in the third year drop box. This is the only place to leave your assignment.
- Assignments placed in the drop box without a date/time stamp will receive a grade of zero, no exceptions.
- Please note you cannot drop off the assignments on the weekends or on the evenings as the department is closed.

MISSED TESTS

Students who miss a test will receive a grade of zero; UNLESS within 48 hours (2 days) of the missed test, students who wish to write the make-up test apply to do so by submitting a written request to the instructor that explains why the test was missed, accompanied by proper medical documentation (Verification of Student Illness or Injury form). A written request **MUST** include the name, student number, telephone number, and email address of the student so that the date, time, and place of the make-up test can be communicated to the student. Under no circumstances will a make-up test be granted without proper documentation from a physician or college registrar. The make-up test will be the last opportunity to write the test, even if valid documentation can be provided. A student who misses a test and the subsequent make-up test for

a valid reason will not have a third chance to take the test. Instead, the grade assigned for the missed test will be the same as the grade the student earns for the other test in the course.

PLAGIARISM

Any form of cheating and misrepresentation will not be tolerated. Be careful to avoid plagiarism. Students who commit an academic offence face serious penalties. Avoid plagiarism by citing properly: practices acceptable in high school may prove unacceptable in university. To avoid any confusion about plagiarism, you should familiarize yourself with the Academic Handbook and the “Code of Behaviour on Academic Matters” available through the Faculty of Arts and Science. The University of Toronto’s Code of Behaviour on Academic Matters outlines the behaviours that constitute academic misconduct, the processes for addressing academic offences, and the penalties that may be imposed. You are expected to be familiar with the contents of this document.

GRADE APPEALS

The instructor and teaching assistant take the marking of assignments and tests very seriously, and will work diligently to be fair, consistent, and accurate. Nonetheless, mistakes and oversights occasionally happen. If you believe that to be the case, you must adhere to the following rules:

- If it is a mathematical error simply alert the instructor of the error.
- In the case of more substantive appeals, you must:
 1. Wait at least 24 hours after receiving your mark.
 2. Carefully re-read your assignment, all assignment guidelines and marking schemes and the grader’s comments.
 3. You have 14 days after receiving a mark to appeal it.

If you wish to appeal:

- A. You must submit to the instructor a written explanation of why you think your mark should be altered. Please note statements such as “I need a higher grade to apply to X” are not compelling. Also, please note that upon re-grade your mark may go down, stay the same, or go up.
- B. Attach to your written explanation to your original assignment, including all of the original comments. Submit a hardcopy of the package to the instructor during office hours, in class, etc.
- C. You will receive a response via email or in person about your re-grade.

ACCESSIBILITY AND ACCOMMODATIONS

If you require accommodations or have any accessibility concerns, please contact Accessibility Services at (416) 978-8060 or visit their website www.accessibility.utoronto.ca