

SOC100H1F – LEC5101 & LEC2501
Introduction to Sociology I – Sociological Perspectives
Fall 2019

Lectures 4-6 pm Thursdays
Convocation Hall

Course Syllabus

SCOPE AND AIMS

This course provides a general introduction to the major institutions and inequalities that sociologists study. You will learn about families, schools, workplaces, and mass media; also, about class, racial (and ethnic), and gender inequalities. We will begin with basic issues: for example, what is sociology and how do people learn the rules of social life from “agents of socialization.” We will draw many of our examples from the realm of consumer behaviour: how we spend our time and money, and why we buy what we buy. In this way, the course will present a sociological picture and critique of everyday life.

PREREQUISITES

There is no prerequisite for this course

INSTRUCTOR INFORMATION

Professor Lorne Tepperman teaches this course. His office is in University College, room 143. Office hours are on Fridays 12-1, or by appointment. His e-mail address is lorne.tepperman@utoronto.ca

READINGS

The assigned readings are available at the U of T Bookstore and Robarts Library.

EVALUATION

Test 1 (October 10).....	20 percent
Test 2 (November 14).....	20 percent
Final Examination.....	50 percent
Tutorial attendance.....	10 percent

Test and Exam locations will be announced after the beginning of classes.

The date of the Final Examination is set by the Faculty of Arts and Sciences and is announced in November. If you miss this examination, or expect to miss this examination, please discuss this problem and its solution with the Registrar of the Faculty of Arts and Sciences.

GRADE EXPECTATIONS

Year after year, the final grade in this course averages around 68-70 per cent. The grades usually range from 20 per cent to 100 per cent, so it is possible to fail the course and possible to get an A+ in the course. The grade you get all depends on you. If you end the course with a poor grade, you will have no opportunity to improve it, except to retake the entire course in another semester.

THE GRADING METHOD

The term tests and final examination will entirely comprise multiple-choice questions based on the lectures and assigned readings. If you attend lectures, take notes, read carefully, and review thoroughly, you can expect to get a good grade. Everyone who gets a good grade in this course follows this practice. Many students also benefit from studying and reviewing the material with other students. If you have problems doing well on multiple choice tests, seek help from the Academic Success Centre at <http://www.studentlife.utoronto.ca/asc/exam-preparation>

ATTENDANCE

Responsibility for being aware of what the professor says in lectures (including administrative announcements) rests with students. As a precaution in case they miss a lecture, students should have a “buddy” who is willing to share their lecture notes. Students are expected to regularly check the course website on Quercus for important information about tutorial and test locations, lecture slides, and grades.

MAKE-UP TESTS

Students who miss a test will receive a mark of zero for that test unless reasons beyond their control prevent them from taking it. **Within three days** of the missed test, students who wish to write the make-up test must email the Course Coordinator a written request for special consideration that explains why the test was missed. A request should be accompanied by contact information (the student’s telephone number and email address) so the date, time and place of the make-up test can be communicated to the student. At the make-up test a student must submit **proper documentation from a physician or college registrar** (see below). 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 on the other test in this course.

Makeup Tests will be held at 4-6 pm on the following dates, in a room to be assigned:

Makeup test #1 – Oct 17

Makeup test #2 – Nov 21

TUTORIAL GROUPS

Mandatory tutorials will be held throughout the term. You may enroll in a tutorial section on ACORN and you will attend this section for each of the eight tutorial weeks (enrollment instructions will be posted on Quercus during the first week of classes).

TUTORIAL ATTENDANCE AND GRADE: Tutorial attendance in this course is *mandatory*. Tutorials are an essential part of learning in this course and will help you synthesize material from lecture and readings. Tutorials are also an excellent opportunity to have questions about the course material clarified. There will be 8 tutorials held during the semester (see the starred weeks on page 4 of the syllabus). As part of your grade for this course, you will receive credit for turning in a “response card” at the **end** of each tutorial.

Here's how the response cards work (**read this!**):

- At the end of each tutorial, submit a 3x5 inch index card (it must be 3x5 or you will not get credit)
- On your card, you will have printed your name, your student number, the date, your tutorial section number, and at least **two sentences** of response to the **QUESTION OF THE DAY**, which will be given to you during tutorials by your TA
- You can submit a "response" only if you were actually in class. Do **NOT** turn in a card for someone else—doing so would violate the academic code of conduct.
- The responses are each worth 1.43 marks and you must do **7** for a total of 10 marks, or 10 percent of your final mark.
- Each card is marked pass/fail. If your question demonstrates critical engagement with the question, you will pass. If it doesn't, you will receive a fail (i.e., 0).

There will be no comments given on these assignments, but you can meet with your TA to discuss them, if you wish. Since you have 8 opportunities to submit 7 cards, there will be **NO MAKE-UP opportunities**.

ACCESSIBILITY NEEDS

The University of Toronto is committed to accessibility. If you require accommodations or have any accessibility concerns, please visit <http://studentlife.utoronto.ca/accessibility> as soon as possible.

HELP FROM YOUR TEACHING ASSISTANT

Once the class enrolment has stabilized (toward late January) you will be assigned a T.A. He/she will hold scheduled office hours and respond to your emails. Please be judicious in your use of email. Use it only for questions that are brief and specific. Before sending a question by email, be sure to check the course outline to see if an answer is already available. Emails should not be seen as an alternative to doing the reading or attending the lectures. Expect to receive a response from your T.A. within three working days. For more in-depth discussions of the lectures, readings, tests and position papers, please make use of your T.A.'s office hours.

DOCUMENTATION FROM YOUR PHYSICIAN OR COLLEGE REGISTRAR

If you miss a test or a paper deadline, **do not** contact the instructor or a TA unless you have followed the steps described here. Telling the professor or TA why you missed a deadline or a test probably will not help.

- In case of **illness**, you must supply a duly completed University of Toronto Student Medical Certificate. A doctor's note is acceptable but **MUST** indicate start and anticipated end date of the illness. The VOI (Verification of Illness form can be found at: www.illnessverification.utoronto.ca Please give this Certificate to the Course Coordinator, properly filled-out by a physician – see top of form for approved professionals.
- If a **personal or family crisis** prevents you from meeting a deadline, please ask

your college registrar to send a letter of explanation to Professor Tepperman.

NEED ADVICE?

Students who need advice on any subject relevant to their success and well-being at the University of Toronto should immediately seek help from their College Registrar’s Office. You can rely on their help to be intelligent, compassionate, and confidential.

Lecture Topics and Reading Assignments, by date. The assigned readings include a chapter of the textbook each week, plus 1-2 assigned journal articles. The textbook is available at the bookstore or on reserve at Robarts Library (may also be available at other campus libraries). The articles can be downloaded (free) from the course website.

Date	Lecture	Real Life Sociology chapter
	Foundations	
Sept 5	1 Introduction to sociology	1
Sept 12	2 Culture	3
Sept 19	3 Socialization	4
Sept 26	4 Deviance	5
	Inequalities	
Oct 3	5 Classes	6
Oct 10	TEST #1 (on material from weeks 1-4)	
Oct 17	6 Gender relations	7
Oct 24	7 Ethnicity/immigration	8
	Agents of Socialization	
Oct 31	8 Families	10
Nov 7	Fall Reading Week – no class	
Nov 14	TEST #2 (on material from weeks 5-8)	
Nov 21	9 Schools	11
Nov 28	10 Media/Advertising	14

The following journal article(s) are also assigned (available on course website):

Lecture 1 Introduction

- Lastovicka, J. L., & Sirianni, N. J. (2011). Truly, Madly, Deeply: Consumers in the Throes of Material Possession Love. *Journal of Consumer Research*, 38, pp. 323-342.

Lecture 2 Culture

- Featherstone, M. (1987). Lifestyle and consumer culture. *Theory, Culture & Society*, 4(1), 55-70.

Lecture 3 Socialization

- Moschis, G., & Churchill, G. (1978). Consumer Socialization: A theoretical and Empirical Analysis. *Journal of Marketing Research*, 15(1), pp. 599-609.
- Fiese, B. H., Foley, K. P., & Spagnola, M. (2006). Routine and ritual elements in family mealtimes: Contexts for child well-being and family identity. *New directions for child and adolescent development*, 2006(111), 67-89.

Lecture 4 - Deviance

- Arndt, A. D., & Ekebas-Turedi, C. (2017). Do men and women use different tactics to cope with the embarrassment of buying condoms? *Journal of Consumer Behaviour*, 16(6), 499-510.
- Morales, A., and Fitzsimons, G. (2007). Product Contagion: Changing Consumer Evaluations through Physical Contact with "Disgusting" Products. *Journal of Marketing Research*, 11(2), pp. 272-283.

Lecture 5 Class inequality

- Chaplin, L. N., Hill, R. P., & John, D. R. (2014). Poverty and materialism: A look at impoverished versus affluent children. *Journal of Public Policy & Marketing*, 33(1), 78-92.
- Saatcioglu, B. & Ozanne, J. (2013). Moral Habitus and Status Negotiation in a Marginalized Working-Class Neighborhood. *Journal of Consumer Research*, 40, pp. 692-710.

Lecture 6 Gender inequality

- Rozin, P., Hormes, J., Faith, M. & Wansink, B. (2012). Is Meat Male? A Quantitative Multimethod Framework to Establish Metaphoric Relationships. *Journal of Consumer Research*, 39, pp. 629-643.
- Schneider, H., Schoenenberg, I., & Ferie, F. (2013). The distribution of influence in purchase decisions by male homosexual couples. *Journal of Consumer Behaviour*, 12(5), 345-357.
- Wang, Y., & Griskevicius, V. (2013). Conspicuous consumption, relationships, and rivals: Women's luxury products as signals to other women. *Journal of Consumer Research*, 40(5), 834-854.

Lecture 7 Racial inequality

- Bone, S., Christensen, G., & Williams, J. (2014). Rejected, Shackled, and Alone: The Impact of Systemic Restricted Choice on Minority Consumers' Construction of Self. *Journal of Consumer Research*, 41, pp. 451-474.
- Sutton-Brady, C., Davis, T., & Jung, M. (2010). Perceived cultural spaces and cultural in-betweens: Consumption among Korean Australians. *Journal of Consumer Behaviour*, 9(5), 349-363.

Lecture 8 Families

- Johnstone, M. L., & Todd, S. (2012). Servicescapes: The role that place plays in stay-at-home mothers' lives. *Journal of Consumer Behaviour*, 11(6), 443-453.
- Belch, M. A., & Willis, L. A. (2002). Family decision at the turn of the century: Has the changing structure of households impacted the family decision-making process? *Journal of Consumer Behaviour*, 2(2), 111-124.

Lecture 9 Schools

- Fischer, D. (2012). Moving beyond unlearning unsustainable consumption. In *PERL International Conference (S. 239–252)*. Berlin.
- Lusardi, A., Mitchell, O. S., & Curto, V. (2010). Financial literacy among the young. *Journal of consumer affairs*, 44(2), 358-380.

Lecture 10 The Media

- D'enbeau, S. (2011). Sex, feminism, and advertising: The politics of advertising feminism in a competitive marketplace. *Journal of communication inquiry*, 35(1), 53-69.
- Sobh, R., Belk, R., & Gressel, J. (2012). Modest seductiveness: Reconciling modesty and vanity by reverse assimilation and double resistance. *Journal of Consumer Behaviour*, 11 pp. 357-267.