

**DEPARTMENT OF SOCIOLOGY
UNIVERSITY OF TORONTO
SOC280H1S: SOCIOLOGY OF CULTURE**

SUMMER 2019

MONDAY & WEDNESDAY 2PM-4PM

Class Location: RW 143 (Ramsay Wright Laboratories, 25 Harbord Street)

Instructor: Joshua Harold

Office Location: Sociology Department, 725 Spadina Ave, Room 335

Office Hours: Wednesdays 1-2pm, or by appointment

Email: josh.harold@utoronto.ca

Teaching Assistant: James Lannigan

Email: james.lannigan@mail.utoronto.ca

COURSE DESCRIPTION

The course examines the social origins of culture, the cultural patterns found in various groups and institutions, and the influence culture has on important aspects of society. In particular, the course explores the relationship between media, culture, and society by attending to how cultural products, messages, and ideas are produced and consumed. The course explores the production of culture in a variety of culture industries, including fashion, music, and advertising and examines how cultural production and consumption is tied to different forms of social inequality.

ACCESSIBILITY AND ACCOMMODATIONS

If you require accommodations or have any accessibility concerns, please contact Accessibility Services at (416) 978-8060 or by email accessibility.services@utoronto.ca or visit their website <https://www.studentlife.utoronto.ca/as>. The office is located at: 455 Spadina Avenue, 4th Floor, Suite 400

NOTE: PREREQUISITES & EXCLUSION

Prerequisites: 0.5 SOC FCE at the 100+ level.

Students without this prerequisite will be removed at any time they are discovered and without notice

Exclusion: SOC281H1; SOC202H5

CLASSROOM ETIQUETTE

Students are expected to arrive at class on time. Laptop usage is allowed in class, but they should be used for notes only. Other uses (e.g., emailing, web surfing) will result in the student being required to turn off the laptop.

- Videotaping and recording lectures is strictly forbidden without written permission from the instructor.

ATTENDANCE

It is important to attend all scheduled lectures. Material that is not covered in the course readings (such as films, discussions, etc.) will be included in lectures, and this material is critical to your success in the course. Other important information about assignments and course administration more generally will also be communicated 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

It is important to do all the required readings and to come to lecture having read the material in advance of that class. Course readings are journal articles and are available for reading or downloading through the university's library website. A couple of the readings and other materials are not available through the library website, but will be distributed by the instructor. 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 (Quercus) can be accessed at q.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, assignment instructions, your grades, and other course-related materials. You will also submit your assignments through the course website. It is your responsibility to make sure you are up to date with course news and materials.

LATE ASSIGNMENTS

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 75%, you will lose 10% and get a grade of 65%. 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. A doctor's note is acceptable, but MUST indicate start and anticipated end date of the illness. Submit the form to the instructor in a sealed envelope addressed to the instructor, in class or during the instructor's office hours.

In the event 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. The registrar may also contact the instructor directly via email.

Submission of late Assignments:

- Submissions that are more than 5 days late will not be accepted.
- Assignments WILL NOT under ANY circumstances be accepted via email. You must upload your late assignment to Quercus. The electronic file will be date and time stamped.

- DO NOT bring hard copies of late papers to the sociology department and do not leave assignments under doors or in mailboxes.

MISSED TESTS

Students who miss a test will receive a grade of zero; UNLESS within 24 hours (1 day) 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, found at:

www.illnessverification.utoronto.ca).

A written request MUST include the name, student number, and U of T 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.

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.

WRITING SUPPORT

There is a wide range of writing supports available to students at the University of Toronto. You are strongly encouraged to make use of these resources. Please visit <https://writing.utoronto.ca/> for details.

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 7 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.

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 should be sent from your University of Toronto email account. Emails sent from other accounts (e.g., Hotmail, Gmail, etc.) may not receive a response.
- All emails **MUST** have the course code (e.g., SOC280) 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, usually within 48 hours.

COURSE EVALUATION

Cultural Object Analysis: 20% (due: July 17)

Midterm Test: 25% (July 22)

Analytical Paper: 30% (due: August 7)

Final Test: 25% (August 12)

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.

July 3: Introduction & Overview

-Overview of course themes, assignments, tests, and expectations

-Introduction to sociology of culture

-No reading assigned

July 8: Conceptualizing Culture

Sewell, William. 1999. "The Concept(s) of Culture." Pp.35-61 in *Beyond the Cultural Turn: New Directions in the Study of Society and Culture*, eds. Victoria E. Bonnell and Lynn Hunt. Berkeley: University of California Press

Griswold, Wendy. 2013. "Culture and the Cultural Diamond" pp. 10-17 in *Cultures and Societies in a Changing World*. Thousand Oaks, California: Sage Publications.

July 10: Culture Industries and Cultural Production

Peterson, Richard A., and N. Anand. 2004. "The Production of Culture Perspective." *Annual Review of Sociology* 30:311-334

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

July 15: Culture and Gender

Fraterrigo, Elizabeth. 2015. "The Happy Housewife Heroine and the Sexual Sell: Legacies of Betty Friedan's Critique of the Image of Women." *Frontiers* 36(2): 33-40.

Katz, Jackson. "Advertising and the Construction of Violent White Masculinity" in *Gender, Race, and Class in Media* pp. 349-358

Optional Reading:

Littlefield, Marci Bounds. 2008. "The media as a system of racialization: exploring images of African American women and the new racism." *American Behavioral Scientist* 51(5):675-685.

July 17: Culture, Media, & Advertising

[CULTURAL OBJECT ANALYSIS DUE (20%)]

Goldman & Papson. "Advertising in the Age of Accelerated Meaning" (pp.81-98). In *The Consumer Society Reader* edited by Juliet Schor and Douglas Holt. New Press: New York

July 22: MIDTERM TEST [25%]

No New Readings; In-class Test

July 24: Cultural Capital, Distinction, & Class Cultures

Bourdieu, Pierre. 1986. "The Forms of Capital." Pp. 241-258 in *Handbook of Theory and Research for the Sociology of Education*, edited by John G. Richardson. New York: Greenwood Press.

Bookman, Sonia . 2013. "Coffee brands, class and culture in a Canadian city." *European Journal of Cultural Studies* 16(4): 405-423.

July 29: Art Worlds & Inequality

Becker, Howard. 1982. *Art Worlds*. Los Angeles: University of California Press. ****Selections****

Li, Peter. 1994. "A world apart: The multicultural world of visible minorities and the art world of Canada." *Canadian Review of Sociology and Anthropology* 31(4): 365-391

July 31: Culture, Media, & Race

Baumann, Shyon, and Loretta Ho. 2014. "Cultural Schemas for Racial Identity in Canadian Television Advertising." *Canadian Review of Sociology* 51(2): 152-169.

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

August 5: Civic Holiday; University Closed

No New Readings

August 7: Subcultures & Cultural Resistance**[ANALYTICAL PAPER DUE (30%)]**

Radway, J. A. 1983. Women read the romance: The interaction of text and context. *Feminist Studies*, 9(1): 53-78

Carducci, Vince. 2006. "Culture Jamming: A Sociological Perspective." *Journal of Consumer Culture* 6(1): 116-138.

August 12: FINAL IN-CLASS TEST [25%]

No New Readings; In-class Test