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CONTEMPORARY
SOCIOLOGICAL THEORY
AND ITS CLASSICAL ROOTS
THE BASICS, 3E



当代社会学理论

[美] 乔治·瑞泽尔 著

(双语第3版)

GEORGE RITZER

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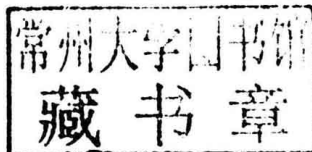


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出版前言

美国马里兰大学乔治·瑞泽尔教授对于中国读者尤其是社会学界早已不再陌生。《社会的麦当劳化》是作者最早被引入国内的著作之一，对人类正在走向以麦当劳化为代表的“理性牢笼”提出质疑。作为美国社会学理论社会学分会主席（1989），瑞泽尔教授不但在后现代社会和应用性理论阐释以及元理论的基础研究等方面皆有杰出贡献，更撰写了一系列自面世以来即享有极佳口碑的社会学理论教材，它们先后被译成10多种语言，在世界各地广泛流传。

瑞泽尔社会学理论系列教材最大的特色在于内容全面、脉络清晰，且将许多艰深晦涩的理论概念解释得深入浅出，易于理解。相比于一些充斥着冗长注释和艰涩概念的学术著作，它们更能有效地引导初学者一窥社会学的全貌，使其寻门径而入，尤其适合作为高校社会学专业的参考书和向一般读者普及社会学知识的读物。理论阐发与思想史论述两条线索相结合的方式，外加简约准确的行文，令读者以点带面地建立对知识点的系统理解和记忆。上述特色在我们于2014年先后推出《古典社会学理论（第6版）》的影印版及中文版已得到充分体现，近年来读者也给予了大量积极反馈，认为这两本书在奠定学科基础的阶段确是不可多得的参考读物。

《当代社会学理论（第3版）》（英文书名直译应为“当代社会学理论及其古典根源”，为兼顾系列定位，影印版更名为“当代社会学理论”）是瑞泽尔社会学理论系列教材中的另一本佳作。从它的框架设计，我们不难看出这一系列素来口碑卓越的权威性与全面性。瑞泽尔一直认为古典大家是社会学的理论根基，无论对现代抑或当代社会学理论的阐释，实质上要归结为后世社会学家对早期经典理论所做的不同解读和扬弃。换句话说，西方社会学理论的演进可谓是一个与经典对话并不断重回经典的过程。因此，本书中先以简要篇幅介绍早期社会学名家——涂尔干、马克思、韦伯、齐美尔等人的思想精萃，接着再叙述功能主义、冲突理论、一般系统理论、新马克思主义等当代社会学核心理论，余下的内容则用来展示社会学理论在当代的若干发展趋势，比如整合宏观研究与微观研究分歧的持续努力、对后现代思潮去中心化和反整体化的回应以及全球化现象在学界中引起的种种关注，等等。自进入后工业社会以来流行一时的种种思潮，作者皆择要收录，并酌情安排其序列、篇幅。瑞泽尔在每次教材增订之

际必然会补入新的内容,以便与时俱进地反映社会学理论的新发展。为方便读者阅读,我们在英文章节标题处增加了相应的中文,以帮助读者更快速地了解全书架构。

除了本次推出的《现代社会学理论》及《当代社会学理论》的影印版,我们还将很快推出这两本著作的中文版,希望这一系列社会学理论著作的出版,有助于读者更全面地掌握社会学理论的精髓,进一步形成综合性概览。

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About the Author 关于作者

GEORGE RITZER is Distinguished University Professor at the University of Maryland. Among his awards are an Honorary Doctorate from La Trobe University, Australia, and the American Sociological Association's Distinguished Contribution to Teaching Award. He has chaired the American Sociological Association's Section on Theoretical Sociology, as well as the Section on Organizations and Occupations. His other McGraw-Hill textbooks include *Classical Sociological Theory*, *Modern Sociological Theory*, and *Sociological Theory*. Among his books in metatheory are *Sociology: A Multiple Paradigm Science* and *Metatheorizing in Sociology*. In the application of social theory to the social world, his books include *The McDonaldization of Society*, *Enchanting a Disenchanted World*, and *The Globalization of Nothing*. Sage has published two volumes of his collected works, one in theory and the other in the application of theory to the social world, especially consumption. In the latter area, he is founding editor of the *Journal of Consumer Culture*. He has edited the *Blackwell Companion to Major Social Theorists* and co-edited the *Handbook of Social Theory*. He has edited the two-volume *Encyclopedia of Social Theory* and the eleven-volume *Encyclopedia of Sociology*. His books have been translated into over 20 languages, with over a dozen translations of *The McDonaldization of Society* alone.

Preface 前言

Compared to the second edition of this book, the fundamental structure of the third edition is unchanged. However, a number of substantial changes have been made within that overall structure and, of course, many more minor changes have been made throughout the text. The following are the changes made in this edition:

- In Chapter 5, a lengthy discussion of neo-Marxian spatial analysis, with a focus on the work of Henri Lefebvre and David Harvey, has been added (it replaces the section on Fordism and post-Fordism).
- In Chapter 6, the discussion of rational choice theory has been enhanced with much detail on the thinking of James Coleman.
- The most substantial changes are in Chapter 10, Globalization Theory. First, a detailed discussion has been added of neo-liberal economic theory, as well of the work of a major critic of that perspective, Karl Polanyi. Second, a more general discussion of political theories of globalization has been added, as has an analysis of the fate of the nation-state in the global age.
- Three new Biographical/Autobiographical Vignettes have been added: Alexis de Tocqueville (Chapter 1), C. Wright Mills (Chapter 4), and Harriet Martineau (Chapter 8)
- Additions to the Key Concepts are The Prosumer and Prosumption (Chapter 9), Globalization, and Civil Society (Chapter 10).
- The new Contemporary Applications are From Web 1.0 to Web 2.0 (Chapter 5), Domestic Violence (Chapter 9), The Death of Consumer Culture? If So, What Next?" (Chapter 9), The Great Global Economic Meltdown 2008 (Chapter 10), and Is Global Neo-Liberal Capitalism Dead? (Chapter 10). Dropped in order to make room for these were Terri Schiavo (Chapter 8), Surveillance (Chapter 9), and Al-Jazeera (Chapter 10).
- Among the lesser changes are additions to the glossary where needed, to bibliographies at the end of each chapter, a better placement of boxes closer to the relevant text and the addition of birth and death dates to the biographical/autobiographical vignettes.

Supplementary Material

Available to instructors only, this text is accompanied by an online Instructors' Manual which includes chapter outlines, chapter summaries, student exercises and discussion topics. Visit this site at <http://mhhe.com/ritzer3e>.

Acknowledgments

Once again I would like to thank Patricia Lengermann and Gillian Niebrugge for revising the material on feminist theory and, more generally, for their long-term and continuing support for this book, as well as my other theory texts with McGraw-Hill. At McGraw-Hill I would like to thank my current editor, Gina Boedeker, as well as a past editor, Phil Butcher, who came out of "retirement" to oversee the production of this edition.

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