

The Real World

2nd edition

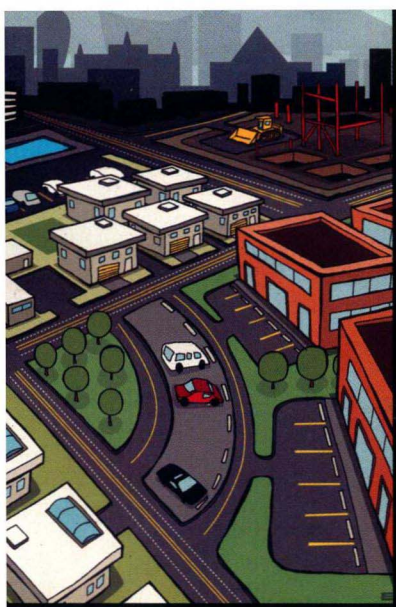
an introduction
to sociology

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Kerry Ferris

and

Jill Stein
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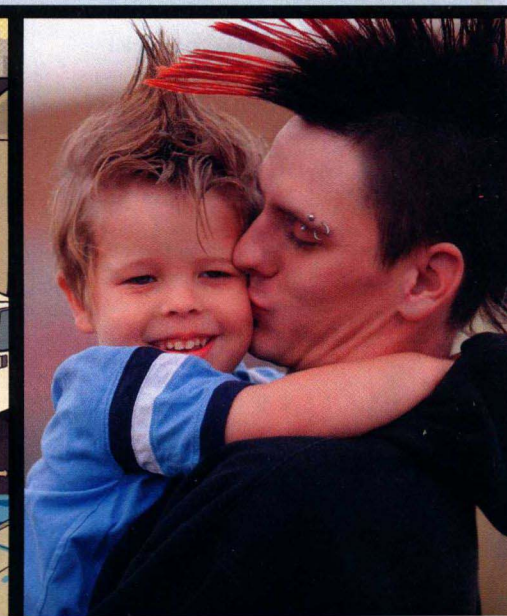
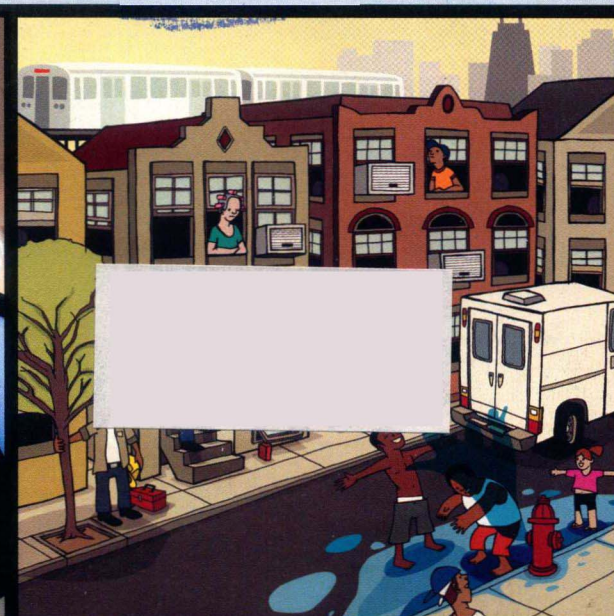
The Real World

AN INTRODUCTION TO SOCIOLOGY

Second Edition



Kerry Ferris and Jill Stein



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About the Authors



Kerry Ferris is Assistant Professor of Sociology at Northern Illinois University. She uses ethnographic methods to study fame as a system of social power. Currently, she is researching the lives of professional celebrity impersonators and analyzing the emotions communicated by celebrities in red-carpet interviews.



Jill Stein is Associate Professor of Sociology and Chair of the Department of Sociology and Anthropology at Santa Barbara City College. In addition to teaching introduction to sociology every semester, she has studied narrative processes in twelve-step programs, the role of popular culture in higher learning, and group culture among professional rock musicians.

Preface

Ut's time for a new Introductory Sociology textbook that is really new.

After years of experience in college and university classrooms, teaching Introductory Sociology to thousands of students from all backgrounds and walks of life, we had learned a lot about what works and what doesn't when it comes to making sociology exciting and effective. As seasoned instructors, we had developed an approach to teaching and learning that reflected our passion for the subject and our concern with pedagogy. But we were having trouble finding a textbook that encompassed all the elements we had discovered and that made such a difference in our experience. We were tired of the same old formulas found in almost every textbook. And we figured we were not alone. Other students and instructors were probably equally frustrated with repetitive formats, stodgy styles, and seemingly irrelevant materials. That is a great misfortune, for sociology, at its best, is a discipline that is both intellectually stimulating and personally resonant. While the impetus to write this textbook began as a way of answering our own needs, our goal became to create a textbook of even greater benefit to others who might also be looking for something new.

We wrote those words when we embarked on the first edition of *The Real World*, and they are equally true as we roll out the newly revised second edition. We are gratified by the response the textbook has received from instructors and students alike, so we are preserving many of the features that made the first edition a success. At the same time we have made sure to update material and add new examples so that the book remains as current and cutting-edge as possible. For students and instructors, we have maintained a writing style that we hope is accessible and interesting as well as scholarly. One of the basic pedagogical strengths of this textbook is its focus on everyday life, the mass media, and popular culture. In the second edition, we have also included numerous examples in each chapter that deal with the increasingly important role of technology in postmodern society. We know that the combination of these themes is inherently appealing to students. And since the new generation of sociology instructors is looking for something different, another of this book's strengths is an integrated emphasis on critical thinking and analytic skills. Rather than merely presenting or reviewing major concepts in sociology, which can often seem dry and remote, we seek to make the abstract more concrete through real-world applications.

In this text we take a fresh theoretical approach appropriate to our contemporary world. While we emphasize the interactionist perspective, we cover a range of theoretical thought, including postmodernism. We also build innovative methodological exercises into each chapter. We present material that is familiar and relevant to students in a way that allows them to make profound analytic connections between their individual lives and the structure of their society. We provide instructors with ways to reenergize their teaching, and we give even General Education students a reason to be fascinated by and engrossed in their sociology courses. We do this by throwing out the old formulas and bringing our insight, experience, and intellectual rigor to bear on a new way of teaching Introductory Sociology.

Whether you are a student or an instructor, you have probably seen a lot of textbooks. As authors, we have thought very carefully about how to write this textbook and how to make it more meaningful and effective for you. We think it is important to point out the unique features of this textbook and to tell you why they are included and what we hope you will get out of them.

Part Introductions and Original Research

The 16 chapters in this text are grouped into five Parts, and each Part has its own introductory essay. Each Part Introduction focuses on a piece of original sociological research highlighting the major themes that group the chapters together. The in-depth discussion of the featured book shows what the real work of academic sociologists consists of and reveals how sociological research frequently unites topics covered in separate chapters in introductory textbooks.

Opening Vignettes

Each chapter begins with an opening vignette which gives students an idea about the topics or themes they will encounter in the chapter. The vignettes are drawn from everyday life, the media, arts, and popular culture, and they are designed to grab your attention and stimulate your desire to learn more by reading the chapter that follows.

How to Read This Chapter

After the vignette, you will find a section that provides you with some goals and strategies that we believe will be useful in reading that particular chapter. We know from our experience in teaching Introductory Sociology that it is often worthwhile to let students know what to expect in advance so that they can better make their way through the material. Not all chapters require the same approach; we want to bring to your attention what we think is the best approach to each one.

SocIndex

This list of “factoids” at the beginning of each chapter is divided into three categories: “Then and Now,” which makes historical comparisons; “Here and There,” which makes cross-cultural comparisons; and “This and That,” which makes more general comparisons or contrasts. The SocIndex is the one place in this book where we will not be explaining the significance of an example for you. This tactic

is meant as a challenge—to make students think about the variety of human social experience and to connect the statistics or stories presented in the SocIndex with the topics, theories, and themes of each chapter. You may want to refer back to the SocIndex when you reach the end of a chapter—by that time, the links will certainly be clear.

Theory in Everyday Life

Although we provide thorough coverage in Chapter 2, we find that students often need additional help with understanding the mechanics of social theory and how to apply it to various real-world phenomena. These boxes in every chapter break down the major theoretical approaches and illustrate how each perspective might be used to analyze a particular real-world case study. This serves as a simple, practical model for students to then make their own applications and analyses.

Bolded In-Text Terms

As a student of sociology, you will be learning many new concepts and terms. Throughout each chapter, you will see a number of words or phrases in bold type. You may already recognize some of these from their more common vernacular use. But it is important to pay special attention to the way that they are used sociologically. For this reason you will find definitions in the margins of each page, where you can refer to them as you read. You should consider these bolded words and phrases your “tools” for doing sociology. As you progress through the chapters in this textbook, you will be collecting the contents of a toolkit that you can use to better understand yourself and the world around you. The bolded terms can also be found in the Glossary at the back of the book.

Relevance Boxes

In each chapter you will find Relevance Boxes with three different themes: “On the Job,” “In Relationships,” and “Changing the World.” Relevance Boxes allow students to see the practical implications of sociology in their lives. “On the Job” explores the ways different people use sociological insights in a variety of work settings. “In Relationships” looks at how sociology can help us to better understand our friendships, intimate partnerships, and family relations. “Changing the World” focuses on the role sociology and its insights play in bringing about social change. We include these boxes to show how taking this course could bear fruit in your life beyond just fulfilling your college requirements.

Data Workshops

Each chapter features two Data Workshops, one on “Analyzing Everyday Life” and one on “Analyzing Mass Media and Popular Culture.” Data Workshops are designed to give students the opportunity to gain hands-on experience in the practice of sociology while they are learning. We think this is one of the fun parts of being a sociologist. Students will use one of the research methods covered in Chapter 3 to deal with actual data from the real world—whether they are data they collect themselves or raw data provided from another source. The Data Workshops lead students through the process of analyzing data using the conceptual tools they have just acquired in the chapter. Each Data Workshop offers two options for completion from which instructors can choose. The Data Workshops can serve as a homework assignment, small-group activity, in-class discussion, or material for an essay. The Data Workshops can also be found on the Study Space website for the textbook, where students can submit completed work online.

Global Perspective Boxes

While this textbook focuses primarily on contemporary American society, we believe that in this time of increasing globalization, it is also important to look at other societies around the world. Each chapter includes a Global Perspective Box that highlights some of the differences and similarities between the United States and other cultures. This feature will help students develop the ability to see comparative and analogous patterns across cultures, which is one of the key functions of a sociological perspective.

Images and Graphics

We think that it is important to include not only written information but also images and graphics in the textbook. This kind of presentation helps students absorb a variety of materials and learn in different ways. We also know that students share our interest in mass media and popular culture, and we want to show the connections between real life and sociological thinking. For these reasons, you will find many kinds of visual images and graphics in each chapter. These are not just decorations; they are an integral part of the text, so please study these as carefully as you would the rest of the printed page.

Closing Comments

Each chapter ends with a set of closing comments that wrap up the discussion and give some final thoughts about the

important themes that have been covered. This gives us a chance not so much to summarize or reiterate but to reflect, in a slightly different way, on what we have discussed, as well as to point to the future. We hope that the closing comments will give you something to think about, or even talk about with others, long after you’ve finished reading the chapter.

End-of-Chapter Materials

The end of each chapter contains a variety of materials that will enhance the learning process. The Chapter Summary provides a succinct review of the chapter’s main theories and concepts. The Questions for Review not only helps you prepare for exams but also encourages you to extrapolate and apply what you have learned to other relevant examples. The Suggestions for Further Exploration provides a list of additional readings (fiction, nonfiction, and scholarly research), movies, music, websites, video games, and even field trips that are relevant to the topics of the chapter. Pursuing these suggestions will deepen your understanding of each chapter’s themes and should be enjoyable too.

In our experience, the most important thing for students to take away from an introductory sociology class is a sociological perspective—not just a storehouse of facts, which will inevitably fade over time. Sociology promises a new way of looking at and thinking about the social world, which can serve students in good stead no matter what they find themselves doing in the future. We hope that this textbook delivers on that promise, making introductory sociology an intellectually stimulating and personally relevant enterprise for professors and students, in the classroom as well as outside it.

Resources for Students

The practical study aids and exciting new media that accompany *The Real World* are designed to extend the themes of the book and inspire students to connect what they learn in the classroom with the social worlds around them.



The Real World ebook
Available at NortonEbooks.com

“Same great book, half the price”

The Real World is also available in the Norton ebook format. An affordable and convenient alternative, the ebook retains the content of the print book and allows students to highlight and take notes with ease.



Everyday Sociology Blog www.everydaysociologyblog.com

Designed for a general audience, this exciting and unique online forum encourages visitors to actively explore sociology's relevance to popular culture, mass media, and everyday life. Karen Sternheimer of the University of Southern California moderates the blog, and four other sociologist contributors write biweekly postings on topical subjects. The Everyday Sociology Blog is organized around such categories as Popular Culture and Consumption; Social Problems, Politics and Social Change; Crime and Deviance; Behind the Headlines; Relationships, Marriage and Family; Theory; and Video: Everyday Sociology Talk.



StudySpace www.wwnorton.com/studyspace

Based on proven learning strategies, the StudySpace website contains assignments that will help you *organize* your study, *learn* essential course material, and *connect* your knowledge across chapters and concepts. *The Real World's* StudySpace contains free and open study tools and links to premium content.

ORGANIZE

- Chapter Reviews
- Chapter Outline
- Printable Study Sheet

LEARN

- Diagnostic Quizzes offer diagnostic feedback to students over the text content
- Vocabulary Flashcards
- Learning Objectives

CONNECT

- Data Exercises challenge students to apply concepts with recent real-world data
- Everyday Sociology Blog RSS feed
- Everyday Exercises (based on Everyday Sociology Blog postings)
- The Norton Slideshow Maker with Visual Sociology Exercises allows students to use their own photographs and captions to respond to questions
- Video Clip Quizzes focus on the Instructor DVD content
- Sociology in the News RSS feed

Resources for Instructors

Sociology in Practice Documentary DVDs

These DVDs contain over four hours of video clips drawn from documentaries by independent filmmakers. The *Sociology in Practice* DVD series has been expanded to include a new DVD of 21 documentary clips on inequality. The DVDs are ideal for initiating classroom discussion and encouraging students to apply sociological concepts to popular and real-world issues. The clips are also offered in streaming versions on StudySpace. Each streamed clip is accompanied by a DVD quiz.

Instructor's Website www.norton.com/instructors

The Instructor's Website features instructional content for use in lecture and distance education, including coursepacks, test-item files, PowerPoint lecture slides, images, figures, and more.

The Instructor's Website features

- FREE, customizable Blackboard, WebCT, Angel, and D2L coursepacks
- Instructor's Manual
- Discussion Boards for smaller, more focused discussions about the Everyday Sociology Blog
- Lecture PowerPoints with Clicker Questions
- Art from book in PowerPoint and JPEG formats
- Glossary
- Test Bank in ExamView, WebCT, Blackboard, and RTF formats
- Website quizzes in Blackboard and WebCT formats

New Online Course-specific Blackboard Coursepack Content

Written by Christina Partin of University of South Florida and Pasco-Hernandez Community College. Each chapter contains 20 multiple-choice questions unique to the coursepack as well as a WebQuest activity and rationale. WebQuests encourage students to explore sociological topics using preselected online resources. Each WebQuest introduces a topic, gives students a task to complete, and provides the resources necessary to complete the task.

New Online Instructor's Forum

This new instructor website allows instructors to submit questions and other teaching materials and browse an evolving bank of materials submitted by other faculty. For more information, please visit wwnorton.com/instructors

Expanded Instructor's Manual

Written by Natasha Chen Christensen of Monroe Community College. *New* materials include:

- One service learning project per chapter
- Everyday Sociology Blog exercises
- Handouts for Data Workshops and estimated completion times
- Suggested documentary clips from the *Sociology in Practice* DVD (divided by chapter) including a description of how to incorporate them in the classroom

Expanded materials include longer recommended film, reading, and web reference lists. In addition, there will be a section on teaching in the online classroom by Christina Partin of University of South Florida and Pasco-Hernandez Community College. Available in print and PDF.

Expanded Test Bank

Written by Neil Dryden of University of California, Santa Barbara and Jill Stein. Each chapter includes a new concept map and 30 new multiple-choice questions bringing the total to approximately 20 True/False, 75 multiple-choice, and 10 essay questions per chapter. *New* features include graphs and tables from the text that are reproduced in the test bank and followed by a series of new questions regarding the material covered in the image. This test bank will include concept maps as well as labels for concept, question type, and difficulty for the multiple-choice questions. Available in print, Word, ExamView, and Blackboard, and WebCT formats.

DVD Library

Integrate engaging examples from television and film with the Norton DVD Library (1 per 50 new copies ordered).

Netflix Offer

Create your own video list! With orders of 100 or more new copies, Norton will provide a four-month subscription to Netflix. During the term of subscription, instructors may rent up to three DVDs at a time from Netflix's library of over

50,000 titles. The Instructor's Manual provides advice on incorporating many selections from the Netflix library into lectures.

Transparencies

Lecture-ready transparencies of all figures and selected maps from the text.

Acknowledgments

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We have many others to thank as well. We are especially grateful to our project editors, Rebecca Homiski and Sarah Mann; production manager Jane Searle; and editorial assistants Kate Feighery, Sarah Johnson, and Becky Charney, for managing the countless details involved in creating this book. Copy editor Ellen Lohman did a marvelous job suggesting improvements to the manuscript that have contributed in important ways to the book's final form. Stephanie Romeo and Julie Tesser showed wonderful creativity in the photo research that they did for *The Real World*. Electronic media editor Eileen Connell and ancillary editor Rachel Comerford developed the best textbook support materials in sociology. Finally, art director Rubina Yeh, along with Alex Meyer, Gia-Bao Tran, John McAusland, and Hope Goodell deserve special thanks for creating the beautiful design and art for the book. And we are very appreciative of the exceptional Norton "travelers"; it is through their efforts that this book has gotten out into the world.

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We are grateful to colleagues who have served as mentors in our intellectual development and as inspiration to a life of writing. And finally, we offer our thanks to all of the students we have had the privilege to work with over the years. Getting to share the sociological imagination with you makes it all worthwhile.

Kerry Ferris
Jill Stein

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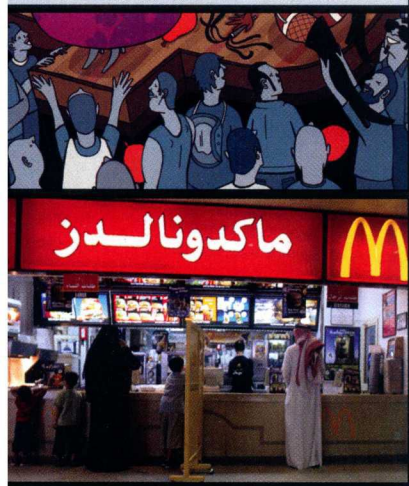
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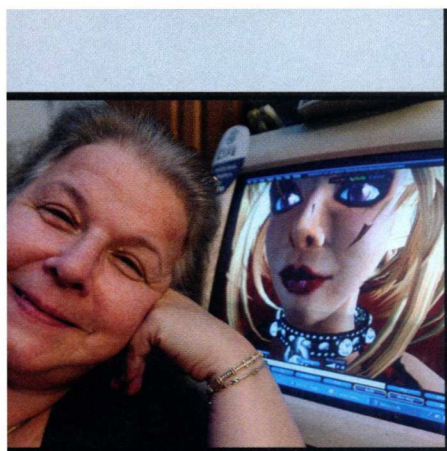
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