



SOCIETY

THE BASICS

THIRD EDITION

JOHN J. MACIONIS

Society The Basics

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Kenyon College



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Preface

Across the United States, the number of students studying sociology is increasing rapidly, with almost 1 million men and women per year enrolling in the introductory course alone. Why this swell of interest in sociology? History provides a clue: Just as the rapid changes linked to industrialization stimulated the development of sociology a century ago, the transformations wrought by the emerging postindustrial society are exciting sociological thinking as this century draws to a close.

In the United States, the development of new information technology (coupled with the marked decline of traditional industries) is reshaping the workplace—changing the location and even our conception of work. And, around the world, a single global economy now connects nations the way the burgeoning national economy linked cities a century ago. Change wrought by this process of globalization is rippling through the world's political systems, challenging educators everywhere to rethink their curricula, and setting off waves of migration, especially to the United States. Even the stunning cultural diversity that has long fascinated and frustrated humankind may now be eroding as communications technology—from satellite transmissions to facsimile machines—draws members of thousands of world societies into a global conversation.

Against this backdrop of ongoing change, we are proud to offer the third edition of *Society: The Basics*. This new edition of *Society*—by far the most popular brief text available—is thoroughly revised, refreshed with new features, topics, and images, yet retains its authoritative and inviting voice. Indeed, as daily electronic mail messages from students across the country (and around the world) testify, *Society* is not only good sociology, it is plain fun to read.

Society: The Basics is derived from *Sociology*, fifth edition, which more instructors choose for their students than any other sociology text. Yet this brief edition—sixteen chapters presenting the essentials of sociology in a trim, paperback edition—is favored by colleagues who teach at “quarter” schools, wish to supplement a text with additional readings, or are concerned about minimizing the cost of student texts.

Society: The Basics was not the first brief text in sociology, but it is distinctive. Most brief texts are the cut-down versions of longer books (with scissors wielded as often by editors as by authors). Such “cut-and-paste” books may be attractively priced, but typically they do not earn the loyalty of instructors, who try them for a term only to return to more comprehensive books. By contrast, *Society: The Basics* is the product of extensive *rewriting* by the author. This is why it reads smoothly and seamlessly. Just as important, the author has retained in this brief format each and every major topic found in the longer, hardcover version. There are no holes in the coverage; the presentations are simply more focused and direct, providing fundamentals without frills. We hope that short-text users will conclude that, in this case, less is truly more.

The Organization of This Text

This text carries students through the discipline's basic ideas, insights, and research in sixteen logically organized chapters. Chapter 1 (“Sociology: Perspective, Theory, and Method”) explains how sociology's distinctive point of view illuminates the world in a new and exciting way. In addition, the first chapter presents major theoretical approaches and explains the key methods sociologists use to test and refine their thinking.

The next five chapters examine core sociological concepts. Chapter 2 (“Culture”) explains how and why our species has created fascinating and variable ways of life around the world. Chapter 3 (“Socialization: From Infancy to Old Age”) investigates how people the world over cultivate their humanity as they learn to participate in society. While highlighting the importance of the early years to the socialization process, this chapter describes significant transformations that occur over the entire life course, including old age. Chapter 4 (“Social Interaction in Everyday Life”) presents a micro-level look at how people construct the daily

realities that we so often take for granted. Chapter 5 (“Groups and Organizations”) focuses on social groups, within which we have many of our most meaningful experiences. It also investigates the expansion of formal organization and suggests some of the problems of living in a bureaucratic age. Chapter 6 (“Deviance”) analyzes how the routine operation of society promotes deviance as well as conformity.

The next four chapters provide more coverage of social inequality than is found in any other brief text. Chapter 7 (“Social Stratification”) introduces basic concepts that describe the variety of social hierarchy throughout history and around the world. The chapter then highlights dimensions of social difference in the United States today. Chapter 8 (“Global Stratification”) is a unique chapter that demonstrates this text’s commitment to global education by analyzing contemporary social stratification in the world as a whole. This chapter analyzes inequities of wealth and power among all nations and various world regions.

Society: The Basics also provides full-chapter coverage of two additional dimensions of social difference. Chapter 9 (“Race and Ethnicity”) explores racial and ethnic diversity in the United States, as well as the social rankings accorded to racial and ethnic categories of our population. Chapter 10 (“Sex and Gender”) describes patterns of human sexuality and explains how societies transform the biological facts of sex into systems of gender stratification.

Next are three chapters that survey social institutions. Chapter 11 (“Economics and Politics”) explains how the Industrial Revolution transformed the Western world, contrasts capitalist and socialist economic models, and investigates how economic systems are linked to a society’s distribution of power. This chapter also contains coverage of the military and important issues of war and peace.

Chapter 12 (“Family and Religion”) spotlights two institutions central to the organization and symbolism of social life. The chapter begins by focusing on the variety of families in the United States, making frequent comparisons to kinship systems in other parts of the world. Basic elements of religious life are discussed next, with an overview of recent religious trends.

Chapter 13 (“Education and Medicine”) examines two institutions that have gained importance in the modern world. The historical emergence of schooling is addressed first, noting many ways in which educational systems are linked to other social institutions. Like education, medicine has become a central institution during the last century. The chapter concludes by explaining the distinctive strategies various countries—

including the United States—employ to promote public health.

The final three chapters of the text focus on important dimensions of social change. Chapter 14 (“Population and Urbanization”) spotlights the growth of population and the swelling of cities in the United States and, especially, in poor nations of the world. Chapter 15 (“The Natural Environment”) introduces a new and important area of sociological study to brief texts, explaining ecological trends and exploring links between the state of the natural world and patterns of social organization. Finally, Chapter 16 (“Social Change: Modernity and Postmodernity”) summarizes major theories of social change, looks at how people forge social movements to encourage or to resist change, points up various benefits and liabilities of modern social patterns, and highlights the recent emergence of a “postmodern” way of life.

Continuity: Established Features of *Society: The Basics*

Although brief texts have much in common, they are not the same. The extraordinary popularity of *Society: The Basics* results from a combination of a dozen popular features.

Emphasis on Social Diversity. A key principle guided the crafting of *Society: The Basics*. First, this text acknowledges the diversity of today’s students—who are an unprecedented mix of people of African, Hispanic, Asian, European, and Native-American heritage; women and men; and older learners as well as traditional students in their teens and twenties. This text is broadly inclusive of all people in its content, language, and tone, reflecting the author’s own twenty-five years of teaching in diverse academic settings, including large universities, small colleges, community colleges, and even a prison and a police academy. From these experiences, I have learned that inclusiveness is good sociology because a text that acknowledges *all* categories of students provides more learning for *each* by portraying the rich variety of U.S. society.

A Global Focus. *Society: The Basics* analyzes the structure and trends of U.S. society in global context. That is, this text not only reveals how individual lives are shaped by placement in one society, but offers the extended reach of showing how U.S. society is itself

affected by our country's position in the world as a whole. Global sophistication is all too rare among today's students. After all, of 12 million U.S. college students, only 50,000—less than 1 percent—have firsthand experience studying abroad. (This number pales in comparison to the 350,000 foreign students currently studying in the United States.)

This text, which reflects not only global research but the author's own experiences in dozens of countries, truly brings the world to student readers. *Society: The Basics* does so as it links social patterns in the United States to processes and trends around the globe. Various chapters explain, for example, how our own way of life is prompting the development of a global culture, and how the increasingly global economy is generating more pronounced economic inequality in this country. This world-wide emphasis in no way lessens the text's focus on the United States; on the contrary, it provides a richer and more accurate understanding of our society.

Emphasis on Critical Thinking. Critical-thinking skills include the ability to challenge common assumptions, formulate questions, identify and weigh appropriate evidence, and reach reasoned conclusions. This text empowers students to discover as well as to learn, to seek out contradictions as well as to formulate consistent arguments, and to forge connections among the various dimensions of social life.

Unsurpassed Writing Style. Equally important, this text offers a writing style widely praised by students and faculty alike as elegant and engaging. *Society: The Basics* is an inviting text that encourages students to read—even beyond their assignments.

Intriguing Chapter Openings. The engaging vignettes that begin each chapter have been a popular feature of earlier editions. These openings—which highlight current research (such as Deborah Tannen's best-selling analysis of how gender shapes interpersonal communication) or contemporary issues (for instance, the "family values" debate)—spark the interest of the reader as they introduce important ideas. For this edition, six of the vignettes are new.

Instructive and Engaging Examples. Readers consistently praise this text for offering high-quality examples and illustrations that enhance clarity because they are meaningful to students. On every page, class-tested examples and illustrations give life to concepts and theories and demonstrate to students the value of applying sociology to their everyday lives.

Inclusive Focus on Women and Men. Few brief texts devote a full chapter to the important concepts of sex and gender. *Society: The Basics* does this and more by "mainstreaming" gender into *every* chapter. This text explains that gender not only affects our answers about how society works but also shapes the way we frame questions in the first place.

Theoretically Clear and Balanced. This text makes theory easy. The discipline's major theoretical approaches are introduced in Chapter 1 and are reapplied systematically in later chapters. In addition to the social-conflict, structural-functional, and symbolic-interaction paradigms, chapters incorporate social-exchange analysis, ethnomethodology, sociobiology, and cultural ecology.

Recent Sociological Research. *Society: The Basics* blends classic sociological statements with the latest research as reported in leading publications in the field. Hundreds of new studies are included in the third edition; on average, more than three-fourths of each chapter's citations are of articles and books published since 1980. As in earlier editions, the statistical data are the most recent available, typically from the 1990 census or newer sources.

Learning Aids. This text has specific features to help students learn. Each chapter begins with a **topic outline** that shows readers at a glance that chapter's content and organization. Throughout the text, **key concepts**, identified by boldfaced type, are each followed by a *precise, italicized definition*. An alphabetical listing of key concepts and definitions appears at the end of each chapter, and a complete **glossary** is found at the end of the book. Each chapter also contains a numbered **summary** to assist students in reviewing material and assessing their understanding. Every chapter concludes with four **critical-thinking questions**—new to the third edition—that provoke student reflection about important issues.

Outstanding Images: Photography and Fine Art. The author has searched extensively for the finest images of the human condition and thoughtfully developed a unique program of photography and artwork. Not only are images of extraordinary quality, but they represent photographs and paintings by artists of various social backgrounds and historical periods. In addition to widely celebrated art by George Tooker and Vincent Van Gogh, for example, this edition has paintings by African-American artists Jacob Lawrence and Henry Ossawa Tanner, Hispanic artists Frank Romero and Diego Rivera, folk artists including

Grandma Moses, and the Australian painter and feminist Sally Swain.

Thought-Provoking Theme Boxes. Although boxes are common to introductory texts, *Society: The Basics* provides a wealth of uncommonly good boxes. Each chapter typically contains two boxes, which fall into five types that strengthen the central themes of the text. *Social Diversity* boxes focus on multicultural issues and enhance the voices of people of color and women. *Global Sociology* boxes provoke readers to think about their own way of life by examining the fascinating cultural diversity found in our world. *Critical Thinking* boxes teach students to ask sociological questions about their surroundings and help them to evaluate important, controversial issues. *Sociology of Everyday Life* boxes show that, far from being detached from daily routines, many of sociology's most important insights involve familiar, everyday experiences. Finally, *Social Policy* boxes, new to this edition, highlight the application of sociological theory and research to today's pressing problems and political debates.

Innovation: Changes in *Society: The Basics*, Third Edition

Each new edition of *Society: The Basics* has broken new ground by introducing new material and innovative features. A revision raises high expectations, and, after two years of work guided by the generous suggestions of faculty and students, we are confident that no one will be disappointed. Here is a summary of the innovations that define the third edition.

An Unparalleled Map Program. The last edition of *Society: The Basics* introduced “Window on the World” global maps to the brief text market. This series of nineteen global maps, four of them new to this edition, are truly sociological maps that present, in global perspective, important patterns such as income disparity, favored languages, the extent of prostitution, permitted marriage forms, the degree of political freedom, the incidence of HIV infection, the extent of the world's rain forests, and a host of other issues. **Windows on the World** use a new, non-Eurocentric projection, devised by cartographer Arno Peters, that accurately portrays the relative size of all the continents.

The third edition also presents a new series of seventeen “Seeing Ourselves” U.S. maps; data

provided for the 3,014 counties in the United States include suicide rates, median household income, labor force participation, college attendance, divorce rates, most widespread religious affiliations, air quality, and, as a measure of popular culture, where most of the Elvis fans live.

Each **Seeing Ourselves** map includes an explanatory caption and also poses questions to students to stimulate their critical thinking and appreciation of social forces. A complete listing of both the **Window on the World** global maps and the new **Seeing Ourselves** national maps follows the table of contents.

A New Chapter: “The Natural Environment.” The last two decades have witnessed a groundswell of interest in the state of the natural environment. Environmental dynamics is a great concern in the natural sciences; however, as sociologists have long recognized, the state of the physical environment is primarily a matter of how we organize social life. Therefore, *Society: The Basics* (along with the full hard-cover version, *Sociology*) proudly offers the first full chapter on the natural environment to be found in an introductory textbook.

Chapter 15, “The Natural Environment,” takes a decidedly sociological look at environmental issues, explaining how changing technology, population increase, and cultural notions about the desirability of “growth” affect humanity's consumption of resources and generate various problems of pollution. While highlighting issues of special concern in the United States, this new chapter also discusses how and why environmental patterns are necessarily global in scope.

New “Looking Ahead” Conclusions. Concerns about the well-being of the U.S. population and rapid change around the world have prompted speculation about the future. Although social scientists have a relatively poor track record in terms of specific predictions, we can report current trends and likely directions of future developments. Nine of the chapters in this edition of *Society: The Basics*—beginning with Chapter 8 (“Global Stratification”) through the end of the text—now conclude with thought-provoking “Looking Ahead” sections.

New Topics. *Society: The Basics* offers topic coverage that is unparalleled among short texts. The third edition is now even stronger, with more global material, better coverage of social diversity issues, and dozens of new or expanded discussions of timely issues. Here is a partial listing, by chapter, of new material:



All maps distort reality, since they portray a three-dimensional world in two dimensions. Most of us are familiar with the Mercator projection (devised by the Flemish mapmaker Gerhardus Mercator, 1512–1594), which accurately presents the shape of countries (a vital concern to early seafaring navigators). But Mercator maps like the one at left distort the size of land masses (more so the farther they lie from the equator), thereby exaggerating the dimensions of Europe and North America. The Peters projection, at right, is used in this text because it accurately displays the size of all nations.

Chapter 1: New opening, a statistical look at the “global village”; a greatly expanded discussion of the importance of global perspective, including a new Global Map displaying world economic development; new National Map showing suicide rates across the United States; new Social Diversity box on conducting research with Hispanics; new discussion of feminist research methods.

Chapter 2: New section speculating on the question “A Global Culture?”; new discussion of “high culture” versus “popular culture”; new National Map on the many languages of U.S. children; new graph on U.S. immigration; new Global Sociology box on reading gestures across cultures.

Chapter 3: New presentation of Lawrence Kohlberg’s research on moral development; new section highlighting Carol Gilligan’s analysis of gender and social development; new Social Policy box on elder-care responsibilities of the “sandwich generation”; new discussion of the politics of the Hollywood elite; new National Maps tracing people’s proclivity toward either television-watching or newspaper-reading.

Chapter 4: New opening, a demonstration of how gender undermines effective communication; new Social Diversity box on Deborah Tannen’s research on

gender and communication; new National Map profiling Elvis fans.

Chapter 5: New opening plus in-depth coverage of the McDonaldization of U.S. society; new National Map showing where people are most likely to file lawsuits; new discussion of the gender and racial composition of U.S. executives.

Chapter 6: New discussion of hate crimes, including a new Social Policy box on the topic; new National Map showing states that have enacted hate-crime legislation.

Chapter 7: An update on South Africa’s struggle for racial equality; new Social Policy box on child poverty in the United States; new line art illustration showing attitudes toward government policy to lessen income disparity in global perspective; new National Map on median income across the United States.

Chapter 8: New pie chart showing the distribution of world income; two new Global Sociology boxes, one on infanticide and sexual slavery in poor societies and the second on the effects of modernization on women in Bangladesh; new Global Map showing median age at death for the world’s countries; new map depicting Africa’s colonial history; new “Looking Ahead” conclusion.

Chapter 9: New opening, a reflection on the continuing turmoil in the former Yugoslavia; updated Social Diversity box and new National Map focusing on the “minority-majority”; new “Looking Ahead” conclusion.

Chapter 10: New opening, an assessment of the “beauty myth”; expanded discussion of sexual orientations; new Global Sociology box on opposition to patriarchy in Botswana; new National Map showing regional support for feminism; new “Looking Ahead” conclusion.

Chapter 11: Expanded coverage of the emerging global economy and global political forces; new National Map on labor force participation across the United States; two new Global Sociology boxes, one on Singapore’s “soft authoritarianism” and a second on alleged war-crimes in the former Yugoslavia; new “Looking Ahead” conclusion.

Chapter 12: New Social Policy box on childcare; expanded discussions of grandparenting and gay parenting; new National Map on divorce; new chart showing the relative importance of romantic love in global perspective; a new estimate of the religiosity of U.S. adults; new Global Sociology box on the changing face of religion in Great Britain; new National Map showing the religious diversity of the United States; new “Looking Ahead” conclusion.

Chapter 13: Expanded discussion of school choice; new Social Policy box on illiteracy; new National Map showing rates of college attendance for all U.S. counties; new discussion of eating disorders; new pie chart identifying sources of transmission of HIV in the United States; new Global Sociology box on health problems in Africa caused by poverty; new “Looking Ahead” conclusion.

Chapter 14: Expanded coverage of demographic transition theory; new Global Sociology box contrasting birth control policies in the two Chinas; new National Map that reveals where members of the baby boom generation have chosen to live; new “Looking Ahead” conclusion.

Chapter 15: Completely new chapter on the natural environment featuring a National Map on air quality, a Global Map showing the world’s rain forests, a Global Sociology box on how hamburger consumption in the United States affects the rain forest in Costa Rica, and a new Social Policy box on recycling; new “Looking Ahead” conclusion.

Chapter 16: New Global Sociology box on the world’s disappearing cultures; new discussion of postmodernity; new Critical Thinking box on U.S. cultural decline;

new National Map showing where most migration in the United States occurs; new Global Map on life expectancy; new “Looking Ahead” conclusion.

The Latest Statistical Data. From beginning to end, this text makes use of the most recent statistical data available. In every case, we employ data from the 1990 census or newer sources, in some instances for 1993 and even 1994. Moreover, this revision is informed by hundreds of new research findings, with three-fourths of each chapter’s citations referring to material published since 1980. This revision also illustrates concepts and theories with examples from recent current events familiar to faculty and students alike.

A Word About Language. This text’s commitment to representing the social diversity of the United States and the world carries with it the responsibility for thoughtful use of language. In most cases, we prefer the terms *African American* and *person of color* to the word *black*. We use the terms *Hispanic* and *Latino* to designate people of Spanish descent. Most tables and figures refer to “Hispanics” because the U.S. Census Bureau employs this term in collecting statistical data about our population.

Students should realize, however, that many individuals do not describe themselves using these terms. Although the term “Hispanic” is commonly used in the eastern part of the United States, and “Latino” and the feminine form “Latina” are widely heard in the West, across our country people of Spanish descent identify with a particular ancestral nation, whether it be Argentina, Mexico, some other Latin American country, or Spain or Portugal in Europe.

The same holds for Asian Americans. Although this term is a useful shorthand in sociological analysis, most people of Asian descent think of themselves in terms of a specific country of origin (say, Japan, the Philippines, Taiwan, or Vietnam).

In this text, the term “Native American” refers to descendants of the inhabitants of the Americas, including the Hawaiian Islands. Here again, however, most people in this broad category identify with their historical society (for example, Cherokee, Hopi, or Zuni). The term “American Indian” designates only those Native Americans who live in the continental United States, not including Native peoples living in Alaska or Hawaii.

Learning to think globally also leads us to use language more carefully. This text avoids the word “American”—which literally designates two continents—to refer to just the United States. Thus, for example, the “American economy” is more correctly

termed the “U.S. economy.” This convention may seem a small point, but it implies the significant recognition that we in this country represent only one society (albeit a very important one) in the Americas.

Supplements

Society: The Basics, third edition, is the heart of a comprehensive learning package that includes an unsurpassed range of proven instructional aids. John Macionis has supervised the development of all of the supplements, ensuring their quality and compatibility with the text. No other brief text offers so much high-quality material that will truly enhance teaching and learning.

The Annotated Instructor’s Edition. Faculty can request *Society: The Basics* in an annotated instructor’s edition (AIE). The AIE is a complete student text annotated by the author with additional material. Annotations have won praise from instructors because of how well they enrich class presentations. Margin notes include summaries of research findings, statistics from the United States or other nations, insightful quotations, information illustrating patterns of social diversity in the United States, and high-quality survey data from the National Opinion Research Center’s (NORC) General Social Survey.

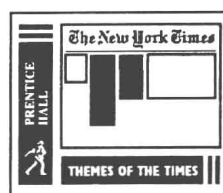
Data File. This is the “instructor’s manual” that is of interest even to those who have never used one before. The *Data File* provides far more than detailed chapter outlines and discussion questions; it contains statistical profiles of the United States and other nations, summaries of important developments and significant research, and supplemental lecture material for every chapter of the text. The *Data File* has been prepared by Stephen W. Beach (Kentucky Wesleyan College) and John J. Macionis, and is also available in DOS format.

Test Item File. A revised test item file for this edition has been prepared by Edward Kick, University of Utah. This file is available in both printed and computerized form. The file contains 1600 items—100 per chapter—in multiple choice, true/false, and essay formats. Questions are identified as either simple “recall” items or more complex “inferential” issues; the answers to all questions are page-referenced to the text. *Prentice Hall Custom Test* is a test generator and classroom management system designed to provide maximum flexibility in producing and grading tests and quizzes. It is available in both DOS and Macintosh

formats. Prentice Hall also provides a test preparation service to users of this text that is as easy as one call to our toll-free 800 number.

Core Test Item File, 2/e. This general test item file consists of over 600 additional test questions appropriate for introductory sociology courses. All of the questions have been class tested, and an item analysis is available for every question.

Social Survey Software. This is the supplement that is changing the way instructors teach and students learn. *STUDENT CHIP Social Survey Software* is an easy yet powerful program that allows users to investigate U.S. society and other nations of the world by calling on the best source of survey data available, the General Social Survey. John J. Macionis and Jere Bruner (Oberlin College) have transformed 260 GSS items into CHIP data sets keyed to the chapters of *Society: The Basics*. Jere W. Bruner and Karen Lynch Frederick (Saint Anselm College) have written a helpful *Instructor’s Manual* as well as an easy-to-understand *Social Survey Software Student Manual* that leads students through multivariate analysis of attitudes and reported behavior by sex, race, occupation, level of income and education, and a host of other variables. *Social Survey Software*, which investigators can now operate either by keyboard or mouse, also has a new graphing feature. The *STUDENT CHIP* microcomputer program, developed by James A. Davis (Harvard University), is available in both DOS and MacIntosh formats.



The New York Times Supplement. *The New York Times* and Prentice Hall are sponsoring *Themes of the Times*, a program designed to enhance student access to current information relevant to the classroom.

Through this program, the core subject matter provided in the text is supplemented by a collection of timely articles from one of the world’s most distinguished newspapers, *The New York Times*. These articles demonstrate the vital, ongoing connection between what is learned in the classroom and what is happening in the world around us.

To enjoy the wealth of information of *The New York Times* daily, a reduced subscription rate is available. For information, call toll-free: 1-800-631-1222.

Prentice Hall and *The New York Times* are proud to co-sponsor *Themes of the Times*. We hope it will make the reading of both textbooks and newspapers a more dynamic, involving process.

Seeing Ourselves: Classic, Contemporary, and Cross-Cultural Readings in Sociology, 3/e. Create a powerful teaching package by combining this text with the new, third edition of sociology's most popular anthology, *Seeing Ourselves*, edited by John J. Macionis and Nijole V. Benokraitis (University of Baltimore). Better than ever, *Seeing Ourselves*, third edition, now has seventy-five selections, thirty-one new to this edition. Instructors relish this reader's unique format: Clusters of readings—from classic works to well-rounded looks at contemporary issues and cross-cultural comparisons—correspond to each major topic in *Society: The Basics*, third edition.

The **classics** (twenty-nine in all) now include selections by Emile Durkheim, Karl Marx, George Herbert Mead, Max Weber, Georg Simmel, Ferdinand Toennies, Margaret Mead, C. Wright Mills, W. E. B. Du Bois, Mirra Komarovsky, Jessie Bernard, and others.

The **contemporary** readings (twenty-four) range from Shulamit Reinharz on feminist research and Dianne Herman pointing out the cultural roots of sexual violence to William Bennett's contention that the United States is entering a period of cultural decline, Deborah Tannen's insights on why the two sexes often talk past each other, Sally Helgeson on the competitive edge women bring to the corporate world, Robert Reich's investigation of the domestic consequences of the global economy, William Julius Wilson's account of the ghetto underclass, William O'Hare's profile of affluent Latinos, Naomi Wolf on the "beauty myth," Betty Friedan's views on aging, James Woods on homosexuality in the workplace, Catharine MacKinnon's analysis of pornography as a power issue, Lester Brown's survey of the state of the world's environment, and Robert Bellah's thoughts on the difficulty of finding a sense of meaningful participation in modern society.

Cross-cultural selections (twenty-two) include well-known works such as "The Nacirema" by Horace Miner, "India's Sacred Cow" by Marvin Harris, and "The Amish: A Small Society" by John Hostetler. Other cross-cultural articles explore particular issues and problems: how race and class affect socialization, ways in which advertising depicts people of various backgrounds, differences between Japanese corporations and their U.S. counterparts, global patterns of crime, the staggering burden of African poverty, varying cultural attitudes toward homosexuality, traditional arranged marriage in India, Islam's view of women, academic achievement among Southeast Asian immigrants, how the AIDS epidemic is ravaging other continents, and the plight of indigenous peoples worldwide. *Seeing*

Ourselves is a low-cost resource that provides exceptional quality and flexibility for instructors seeking to supplement reading assignments in the text with primary sources.

Media Supplements



ABC News/Prentice Hall Video Library for Sociology Series I, II, III (Issues in Sociology), IV (Global Culturalism), V (Issues in Diversity), and VI. Video is the most dynamic supplement you can use to

enhance a class. But the quality of the video material and how well it relates to your course still make all the difference. Prentice Hall and ABC News are now working together to bring you the best and most comprehensive video ancillaries available in the college market.

Through its wide variety of award-winning programs—*Nightline*, *Business World*, *On Business*, *This Week with David Brinkley*, *World News Tonight*, and *The Health Show*—ABC offers a resource for feature and documentary-style videos related to the chapters in *Society: The Basics*, third edition. The programs have extremely high production quality, present substantial content, and are hosted by well-versed, well-known anchors.

Prentice Hall and its authors and editors provide the benefit of having selected videos and topics that will work well with this course and text and include notes on how to use them in the classroom. An excellent video guide in the *Data File* carefully and completely integrates the videos into your lecture. The guide has a synopsis of each video showing its relation to the chapter and discussion questions to help students focus on how concepts and theories apply to real-life situations.

Prentice Hall Images in Sociology: Laser Videodisc, Series II. Newly updated, *Images in Sociology* presents illustrations both from within the text and from outside sources in an integrated framework appropriate for classroom use. These images include maps, graphs, diagrams, and other illustrations, as well as video segments taken from the ABC News/Prentice Hall Video Library for Sociology. See your local Prentice Hall representative for details on how to preview this videodisc.

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Film/Video Guide: Prentice Hall Introductory Sociology, Fifth Edition
Study Guide
Critical Thinking Audiocassette Tape

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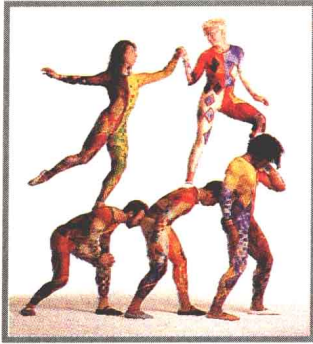
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