

THM 422
SOCIOLOGY OF TOURISM

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Society

- ***Society*** is a group of people who shape their lives in aggregated and patterned ways that distinguish their group from other groups.

The Social Sciences

- ***Social Sciences*** are the disciplines that use the scientific method to examine the social world, in contrast to the natural sciences, which examine the physical world.
- Examples of social sciences include economics, psychology, geography, communication studies, anthropology, history, and political science.

How Sociology fits in

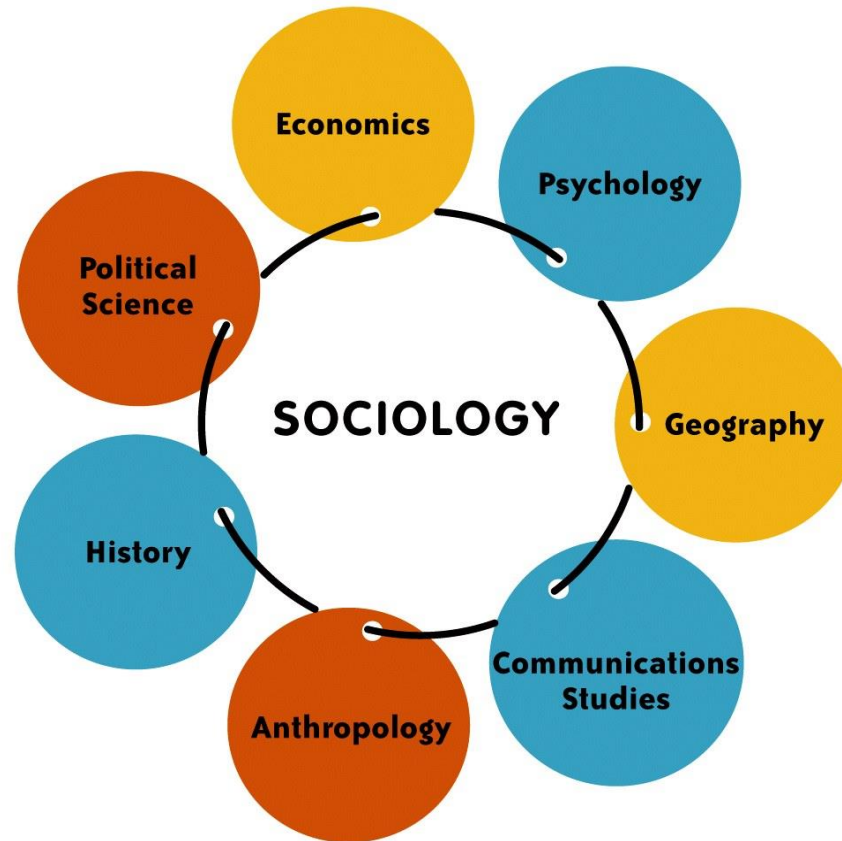


Figure 1.1

The Real World
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What is Sociology?

- **SOCIOLOGY** IS THE SYSTEMATIC STUDY OF SOCIAL BEHAVIOR AND HUMAN GROUPS
- IT FOCUSES PRIMARILY
 - 1) ON THE INFLUENCE OF SOCIAL RELATIONSHIPS UPON PEOPLE'S ATTITUDE AND BEHAVIOR
 - 2) HOW SOCIETIES ESTABLISHED AND SOCIOLOGICAL PERSPECTIVE CHANGE

What is Sociology?

Sociology is a **scientific** way of thinking about society and its influence on human groups.

Sociology is the systematic or scientific study of human society and social behavior, from large-scale institutions and mass culture to small groups and individual interactions.

Why study sociology?

- Better understand social situations and diverse perspectives
- Be able to collect data and evaluate problems
- Understand the intended and unintended consequences of social policies
- Reveal the complexities of social life
- Learn more about ourselves and our biases
- Develop useful job skills

INTRODUCTION

- **SOCIOLOGISTS**

- 1)-Examine the shared feelings and behavior of fans within the larger social context of societies culture. Not the individual fan's (Madonna, Arnold Schwazenger) personality.
- Origins of Sociology-Great thinkers like Spencer, Durkheim, Marx
 - Perspectives of Sociology
 - Methods of Sociological Research

INTRODUCTION

2) How we can organizing social life

- Culture

- Socialization

- Social Structure

- Groups

INTRODUCTION

3-Social Inequality

- Stratification
- Social Classes
- Colonialism-Neocolonialism
- Multinational Corporations

Race and Ethnicity

Minority Groups

Gender Roles

INTRODUCTION

4) Social Institutions

- Family
- Religion
- Govt and Economy
- Education
- Health

INTRODUCTION

5) Changing Society

- Communities
- Population (Elements of Demography,
Migration)
- Collective Behavior

INTRODUCTION

SOCIOLOGISTS study human society and social behavior by examining the groups that people form. These Groups: Families

Tribes

Communities

Religions, Govts.,

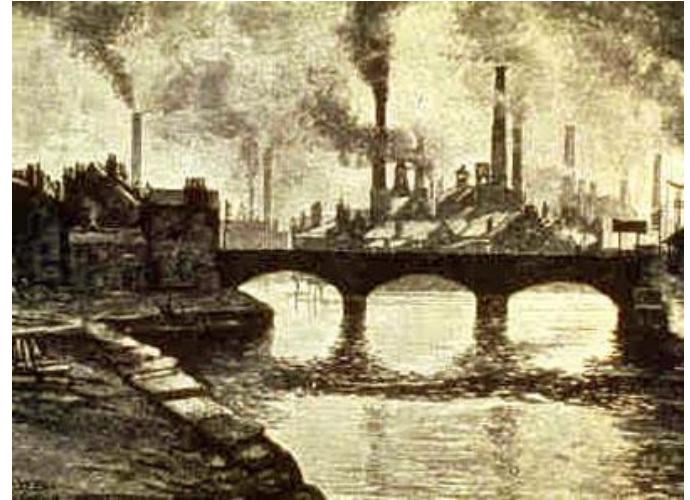
Political Parties, Firms, Labor Unions and variety of other organizations.

How did sociology begin?

- Sociology emerged in the middle of the nineteenth century in Europe
- Three factors led to the development of sociology
 1. Industrial Revolution
 2. Travel
 3. Success of Natural Sciences

Industrial Revolution

- Europe was changing from agriculture to factory production
- Masses of people moved to the cities in search of work
- In cities people met anonymity, crowding, filth, and poverty
- Industrial Revolution challenged the traditional order and opened the door for democratic changes
- Social changes undermined the traditional explanations of human existence



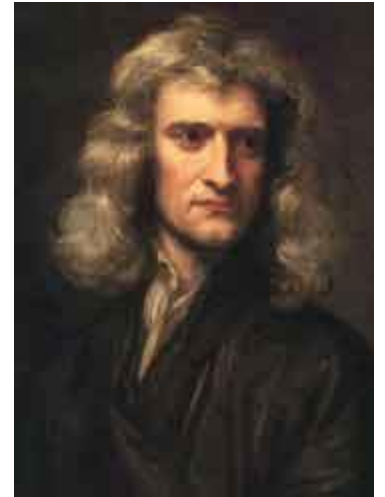
Travel

- The Europeans had been successful in obtaining colonies
- Their colonial empires exposed them to radically different cultures
- Startled by these contrasting ways of life, they began to ask questions why cultures differed



Success in natural sciences

- Newton's laws explained the movement of everything visible in the universe (from planets to buildings)
- It seemed logical to discover the laws underlying social phenomena



The Development of Sociology

- Sociology is the youngest of the recognized social sciences. Beginning in the XIXth century European Theorists and philosophers made pioneering contributions to the development of a science of human behavior.
- At ancient and medieval societies philosophers and religious authorities made countless observations about human society, but those observations were not tested or verified scientifically. So they became the foundation of moral codes.

The Development of Sociology

- EARLY THINKERS-Comte, Martineau and Spencer.
- In France the XIXth Century was time of political instability and social chaos.
- **August Comte (1798-1857)**, one of the most influential philosophers of that time coined the word “sociology” in his work Positive Philosophy, published in 1838.

The Development of Sociology

- **Comte**, insisted that sociology could make a critical contribution to a new and improved human community. In Comte's hierarchy of sciences sociology was at the top. He believed that sociology should be based on **systematic observation and classification**.
- **Martineau**. Scientists were able to learn of Comte's works largely through translations by English sociologists Harriet Martineau (1802-1876). Martineau made observations of the customs and social practices of both her native Britain and the States. Her book **Society in America (1837)** examines religion, politics, child rearing and immigration in the young nation. She also gave special attention to status distinctions and factors as gender and race.

The Development of Sociology

- **Herbert Spencer:** Another important contributor of sociology was H. Spencer (1820-1903). He published his work **Principles of Sociology in 1876**. He applied the theory of organic evolution (Darwin's theory) to human society and developed a grand theory of **"social evolution"**.

The Development of Sociology

- Emile Durkheim: (1857-1917)

The French philosopher, gave the most notable early demonstration of scientific methodology in sociology.

According to Durkheim behavior cannot be fully understood in individualistic terms, that it must be understood within a larger social context.

The Development of Sociology

- In his research on **Suicide (1897)**, Durkheim was primarily concerned not with the personalities of individual suicide victims, but rather with suicide rates and how they varied from country to country. In his **Rules of Sociological Method (1897)**, he outlined the methodology, which he pursued in his study **Suicide**.

The Development of Sociology

- Max Weber: (1864-1920)
- A German philosopher, pointed out that much of our social behavior cannot be analyzed by the kinds of objective criteria, but instead we must learn the subjective meaning people attach to their actions. And he called this VERSTHEN (understanding) an intellectual viewpoint to the social events.

The Development of Sociology

- The other contribution of the Weber is the conceptual tool of the **IDEAL TYPE**. A model that serves as measuring rod against which actual cases can be evaluated.

Max Weber

- Studied religion as a force for social change
- Saw Protestant religions as a force that gave birth to capitalism. Money was a sign of success
- Coined the term *Protestant Work Ethic*



The Development of Sociology

- Karl Marx (1818-1883):
- Although Durkheim and Weber had lived at almost the same periods of time, they never met and probably unaware of each others existence. But Marx, unlike them, analyzed their works and he related to Durkheim's thinking on the impact of division of labor in industrial societies and held convictions on some ideas of Weber.

The Development of Sociology

- Unlike other sociologists **Marx** was so critical of existing institutions that a conventional academic career was impossible, so his life was spent in exile (in France then Britain). In France he met **Frederick Engels (1820-1895)** with whom he formed a lifelong friendship. In 1848 they published the **Communist Manifesto**, in which they argued that the masses of workers should unite to fight for the overthrow of capitalist society. Because workers have nothing to lose but their chains (because they have no resources other than their labor).

The Development of Sociology

- **Marx** thinking was strongly influenced by the work of a German Philosopher **George Hegel**. Hegel saw history as a **dialectical process**- a series of clashes between conflicting ideas and forces.
- **Marx** applied dialectical process and focused on conflict between social classes in capitalist society represented by industrial workers and owners of factories (capitalists). **Historical Materialism**
- **Class conflict is the essential element of social progress**. And working class needed to overthrow the existing class system.

The Development of Sociology

- 20th Century Sociology
- Charles Horton Cooley (1864-1929). American Sociologist study the small units in society (families, groups and friendship networks)
- Jane Addams (1860-1935). Female American Sociologist, combined intellectual inquiry, social service work and political activism.
- Robert Morton (1910-2003). American sociologist. His theory cited to deviant behavior. Macro-sociology: large scale phenomena or entire civilization
- Micro-sociology: small groups and experimental studies in laboratories.

W.E.B. DuBois 1868-1963

- African-American who studied sociology and race relations
- Sociology he used was not theoretical but for social reform
- Studies led him to write books on social reform in America



Antonio Gramsci



- Italian (born 1891, died 1937)
- University at Turin (Fiat and class conflict)
- Co-founder of Italian Communist Party
- Jailed by Mussolini in 1926
- Main works: *Prison Notebooks*

COMMON SENSE AND SOCIOLOGY

- For thousands of years people used their **common sense** (based on some beliefs) to explain many unfamiliar situations.
- For example-peoples common sense told them that
 - the earth was flat.
 - big objects fell faster than small ones

OR

- today we use our common sense to explain the decline of property values at some place by moving in of some racial groups
- Natural disasters (flood, earthquake) creates panic.

COMMON SENSE AND SOCIOLOGY

- **BUT THE COMMON SENSES ARE NOT TRUE.**
- Because neither of them is supported by **sociological research.**
- Today we know that **the earth is round**, so our common sense tell us the earth is round. But this Common Sense is the result of scientific work made by Pythagoras and Aristotle.

COMMON SENSE AND SOCIOLOGY

- **Race** has little relationship with property values, instead factors as zoning charges, overcrowding and age of housing are more significant
- **Disasters** do not generally produce panic, instead greater social organization and collaboration emerge.

SOCIOLOGICAL IMAGINATION

- To understand social behavior, sociologists rely on unusual type of creative thinking. This creative thinking described as **Sociological Imagination**.
- **An awareness of the relationship btwn an individual and the wider society**
- **A key element of Sociological Imagination** is the ability to view our own society as an outsider might, rather than from the perspective of our limited experiences and cultural biases.

SOCIOLOGICAL IMAGINATION

- *Example #1:* We will start with a simple and common example. Imagine there is a girl who wishes to look thin and fair but somehow she cannot achieve this look. Now this girl goes into a chronic depression and suffers from inferiority complex. In order to be thin she becomes anorexic and faces severe health problems. Now, if we see this case in isolation, we will think that it's her personal problem and she is spoiling her life on her own. But if we apply sociological imagination, we would realize that it's the obsession of society in general for the fair skin and thin body that has indirectly affected this girl

SOCIOLOGICAL IMAGINATION

- It is the media, that represents society, portrays beautiful and desirable girls as thin and fair. This kind of representation affects many people directly or indirectly, as it happened in case of this particular girl. If only few girls suffered from anorexia in society then we could have called it individual or personal problem. But, when there are many girls suffering from the similar problem then it becomes a social issue where stereotypical attitude towards women and social media needs to be scrutinized.

SOCIOLOGICAL IMAGINATION

- *Example #2:* Let's take one of the other prominent sociological imagination examples. Suppose, there is a boy who is not getting a job and is burdened with loan that he needs to pay back. He tries very hard to get a job but fails. Now he joins the underworld gang and engages in illegal and criminal activities. If you analyze this case individually, then you may say that this boy did not try hard enough to get a job and performed illegal activities to get easy money

SOCIOLOGICAL IMAGINATION

- . But if you see this case with the sociological imagination perspective, then you would see that the larger forces such as, economic meltdown, unemployment, and the lack of regulation in the sub prime mortgage industry, etc. had a direct impact on the life of this guy. We could have blamed the personal character of the individual if very few guys went through the similar situation. But when there is a significant number of youth facing the same problem then it becomes a social or public problem where government policies about employment and banking needs to be looked at.

PERSECTIVES IN SOCIOLOGY

- Sociologist view society in different ways
- Some see the society as a stable and ongoing entity looking to the strong ties in family organized religion and other social institutions.
- Some see the society as composed of many groups in conflict, competing for scarce resources.

PERSECTIVES IN SOCIOLOGY

- Some sociologists focus on **the routine interactions among individuals in the society.**

3 Perspectives are the most widely used in sociology:

- 1) Functionalist Perspective
- 2) Conflict Perspective
- 3) Inter-actionist Perspective
- 4) Sociological Approach

PERSECTIVES IN SOCIOLOGY

- 1) Functionalist Perspective
- In view of functionalists, society is like a living organism in which each part contributes to its survival. Therefore functionalist perspective emphasize the way that parts of a society are structured to maintain its stability.
- Falcott Parsons (1902-1979) was the key figure in the development of functionalist theory.

PERSECTIVES IN SOCIOLOGY

- Example: let's examine **Prostitution**
 - when we look it.....
 - it's practice so widely condemned
 - But it continues to go on.....
 - Functionalists suggest that prostitution satisfies **needs of clients (customers)**
 - That may not be readily met through **more socially acceptable forms such as marriage.**

PERSECTIVES IN SOCIOLOGY

- The “buyer” receives sex without any responsibility.
- The “seller” gains a livelihood through this exchange.
- So through such analysis, we can conclude that the Prostitution does perform certain functions that society seems to need.

PERSECTIVES IN SOCIOLOGY

- But what about legitimacy, desirability, social problems created through this social behavior.
- Functionalists do not interested in such judgments, instead hope to explain how this aspect of society manage to survive in spite of certain attacks.

PERSECTIVES IN SOCIOLOGY

2) Conflict Perspective

- According to conflict perspective **social behavior is best understood in terms of conflict between competing groups.**
- **Conflict means**
- -labor negotiations
- -party politics
- -competition between religious groups
- -disputes over budget
- Struggle btwn. Social classes

PERSECTIVES IN SOCIOLOGY

- Key figure here is Karl Marx.
- According to Marx struggle btwn. Social classes is inevitable, if you consider the exploitation of workers under capitalism.
- Sociologists of **conflict perspective** see **conflict not merely as a class phenomenon but as a part of everyday life in all societies.**

PERSECTIVES IN SOCIOLOGY

- In studying any culture, organization or social group, sociologists
- want to know...who benefits
who suffers
who dominates
at the expense
of others

PERSECTIVES IN SOCIOLOGY

- They are concerned with...the conflicts
- btwn.
- Men and women
- Parents and children
- Cities and suburbs
- White and blacks

PERSECTIVES IN SOCIOLOGY

- In studying **those problems** conflicts theorists are **interested in** how **societies, institutions** may help to maintain **priveliges** of some **groups** and keep others **slavish and suppressed**.
- The **social-conflict paradigm** is a framework for building theory that sees society as an arena of inequality that generates conflict and change.

PERSECTIVES IN SOCIOLOGY

- Society is held together by who has power at a moment in time
 - Power allows some to dominate others
 - Dominance leads to conflict
 - Conflict and change are inevitable
 - Conflict holds society together as new alliances are formed and others fail

PERSECTIVES IN SOCIOLOGY

- 3) Interactionist Perspective
- The interactionist perspective generalizes about fundamental or everyday forms of social interaction
- They focus on the everyday behavior of small groups.....conducting meeting
-two friends talking each other
-a family celebrating a birthday

PERSECTIVES IN SOCIOLOGY

- And try to reach some generalization about the whole society.
- They see human beings and their relations as “objects”
- These objects may include...
 - material things
 - Actions
 - Other people
 - Relationship
 - symbols

PERSECTIVES IN SOCIOLOGY

- Herbert Mead is regarded as the founder of this perspective (1863-1931)
- Interactionist see symbols as an especially important part of human communication:
- Smiling
- Nodding a head
- Frowning (bad looking)

PERSECTIVES IN SOCIOLOGY

- This is also called **symbolic interaction** and known as **nonverbal communication**.
- Example: Let's examine how **various societies define suicide without using words**.
- In the USA **people point a finger at the head (shooting)**
- In JAPAN **people bring a fist against the stomach (stabbing)**
- In PAPUA NEW GUINEA **people clench a hand at the throat (hanging)**

PERSECTIVES IN SOCIOLOGY

4) Sociological Approach:

Sociology as a science use of all 3 approaches, since each of them offers unique insights to the same problem.

Ex: Studying the high levels of unemployment

Functionalists wish to study

- How unemployment reduces the demand for goods, but increases the need for public services, therefore leading to new jobs in gvt. Sector.

PERSECTIVES IN SOCIOLOGY

- Interactionists focus on
 - Impact of unemployment on family life, as expressed in divorce, domestic violence and dependence on drugs and alcohol.
- Conflict Perspective draw attention
 - To the uneven distribution of unemployment within the labor force and how likely to affect women and ethnic minorities.

PERSECTIVES IN SOCIOLOGY

- These 3 perspectives overlap to each other, so sociological approach benefit all 3 perspectives and **must follow** the **scientific method** which we are going to discuss next section.

METHODS OF SOCIOLOGICAL RESEARCH

- A-The Scientific Method:

The scientific method is a **systematic, organized series of steps** that ensures **maximum objectivity and consistency** in researching a problem.

- A **key element** in the scientific method is **planning**. It demands **precise preparation** in developing useful research.

METHODS OF SOCIOLOGICAL RESEARCH

- There are **five (5) basic steps** in the scientific method that sociologist and other researchers follow.
- These are:
 - 1) Defining the Problem
 - 2) Reviewing the Literature
 - 3) Formulating the Hypothesis
 - 4) Selecting the Research Design and then Collecting and Analyzing Data
 - 5) Developing the Conclusion

METHODS OF SOCIOLOGICAL RESEARCH

B) Normative Methods of Investigation

The scientific method of investigation consist of stating a question (problem), collecting evidence and drawing conclusions.

The Normative Method of investigation states the question in such a way that the conclusion is indicated. States a conclusion and asks evidence to support this conclusion

METHODS OF SOCIOLOGICAL RESEARCH

- Most **Marxian Scholars** are Normative. They begin with the conclusion that “**class oppression is the cause of most social ills**”
- The **findings of normative research**, are not necessarily “**wrong**”, but they are **always incomplete**. Because the researchers look for only the **kinds of evidence which support pre-assumed conclusion**.

METHODS OF SOCIOLOGICAL RESEARCH

1) Defining the Problem:

- The first step in any sociological research project is to state as clearly as possible what you hope to investigate.

2) Reviewing the Literature:

- The next step in sociological research is to review the literature. By conducting a review of the relevant scholarly studies and information, researchers refine the problem

METHODS OF SOCIOLOGICAL RESEARCH

- under study, clarify possible techniques to be used in collecting data and reduce the no of mistakes they make.
- 3) Formulating the Hypothesis
- After reviewing earlier research and drawing on the contributions of sociological theorists, the researchers **formulate the hypothesis**.
- A hypothesis is a speculative statement about the relationship btwn. two or more factors known as variables

METHODS OF SOCIOLOGICAL RESEARCH

- Income, religion, occupation and gender can all serve as variables in a study. A variable is a measurable characteristic that is subject to change under different conditions.
- In formulating a hypothesis, researchers generally suggest how one aspect of human behavior influences another.
- If a variable is hypothesized to cause or influence another, social scientist call the first

METHODS OF SOCIOLOGICAL RESEARCH

- variable **the independent variable** and second (that is influenced by independent variable) called **dependent variable**.

4) Selecting the Research Design and Collecting and Analyzing Data:

In order to test a hypothesis and determine if it is supported or refuted researchers need to select a research design and then collect and analyze data.

METHODS OF SOCIOLOGICAL RESEARCH

- A **research design** is a **detailed plan** or method for obtaining data scientifically. Sociologists regularly use **surveys, observations, experiments.**
- **An experiment is an artificially created situation which allows the researcher to manipulate variables**
- **Ex: 2 groups of people selected and compared for similar characteristics**

METHODS OF SOCIOLOGICAL RESEARCH

- **Experimental group** is exposed to an independent variable.
- The **control groups** is not.
- If scientists were testing a new type of anti-biotic drug, they would administer injections of that drug to an experimental group, but not to a control group.
- A survey; is a study, generally in the form of an interview or questionnaire which provides

METHODS OF SOCIOLOGICAL RESEARCH

- Sociologists with information concerning how people think and act.
- A survey must be based on precise representative sampling, if it is to reflect a broad range of the population. There are many kind of samples, but random sample is frequently used by sociologists. Random sample, is a sample for which every member of the entire population has the same chance of being selected

METHODS OF SOCIOLOGICAL RESEARCH

- **Questionnaire**: a printed research instrument employed to obtain desired information from a respondent.
- **Interview**: A face-to-face or telephone questioning of a respondent in order to obtain desired information.
- **Observation**: A research technique in which an investigation collects information through direct involvement with and observation of a group, tribe or community.

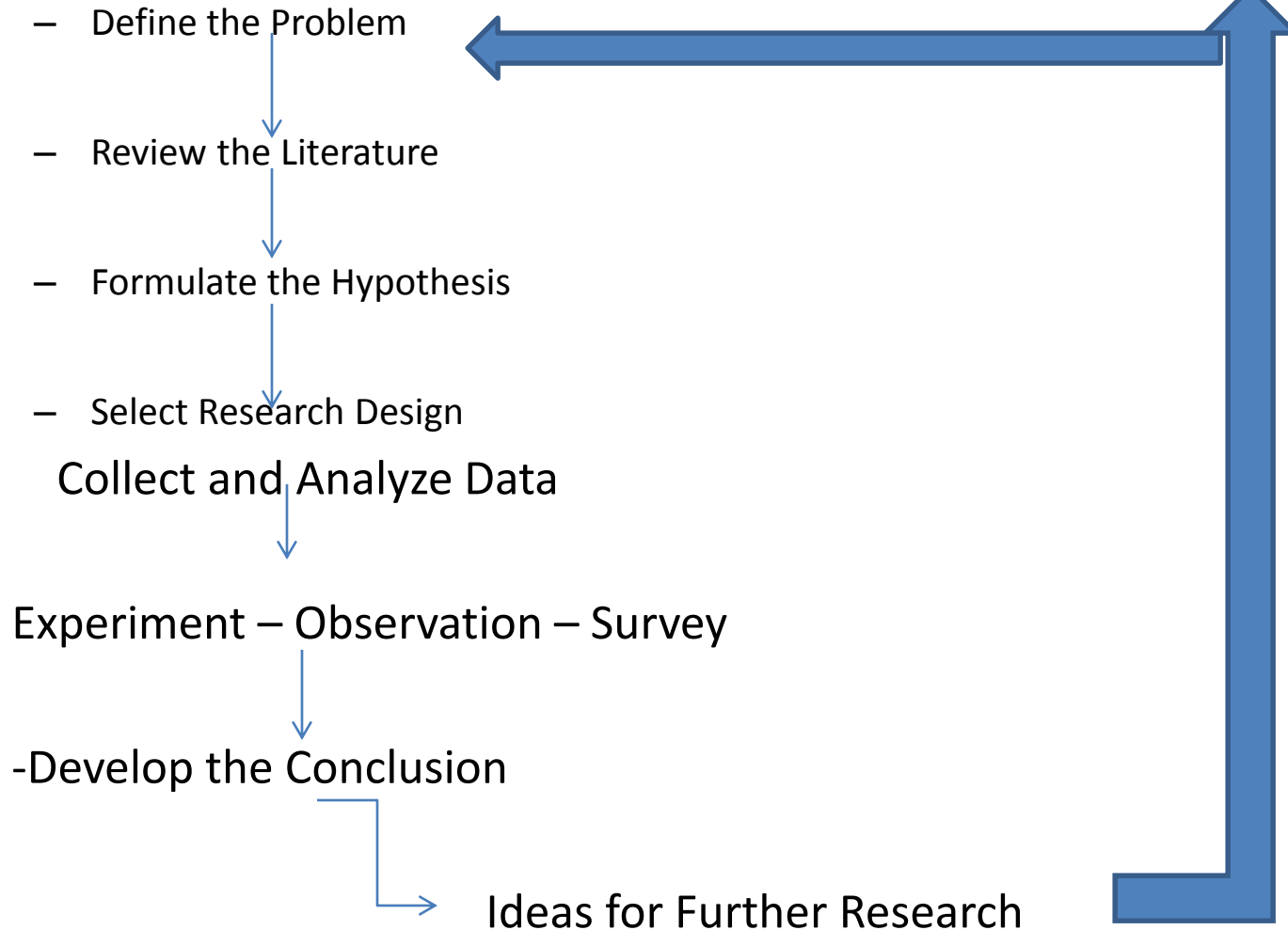
METHODS OF SOCIOLOGICAL RESEARCH

- 5) **Developing the Conclusion**

After collecting and analyzing the data, the researchers come to final step in the scientific method. **They develop the conclusion.**

- Were the hypothesis confirmed or disconfirmed?
- What further study is suggested by this research?
- What has this research added to our knowledge?

THE SCIENTIFIC METHOD



THE SCIENTIFIC METHOD

1 Research Question → **Do Students suffer academically by not living on campus?**

2 Review the Literature → **Check - Social Science Index**
- Education Index

- Sociological Abstracts

- New York Times Index

(Every possible headings and sub-headings should be checked)

THE SCIENTIFIC METHOD

3 Formulate the Hypothesis

Hypothesis One “Students not living on campus receive lower grades than students living on campus

Hypothesis Two “ Students not living on campus, take part in fewer college activities or “have fewer friends among other students”

THE SCIENTIFIC METHOD

4 Planning Research

Design & Collect

Analyze Data

We have to be sure

that **two groups** we
compare **are similar**
in all important
respects except
residence

1 Students living on campus

2 Students living off campus

THE SCIENTIFIC METHOD

- all terms and categories must be **designed**
- we must select sources of data, kinds of data and procedures for collecting & processing them
- actual **collecting and processing** data according to the research design

THE SCIENTIFIC METHOD

-What contrasts btwn. These two groups appear. We could suggest additional hypothesis and data will be fed again.

5 Developing the Conclusion

-Students living on campus are **academically suffering or vice versa & other conclusions related to this main conclusion**

ETHICS OF RESEARCH

- A Biochemist cannot inject a serum into a human, if it has not been widely tested. Otherwise it would be **unethical and illegal**.
- Sociologist must also conform with certain specific standards in conducting research, (by a **code of ethics**) “the standards of acceptable behavior developed by and for members of a profession”.

ETHICS OF RESEARCH

- American Sociological Association (ASA) first published the **Code of Ethics** in 1971, that put forward the following principles:
- 1) Maintain objectivity & integrity in research
- 2) Respect the subjects right to privacy & to dignity
- 3) Protect subjects from personal harm
- 4) Preserve confidentiality
- 5) Acknowledge research collaboration & assistance
- 6) Disclose (make known) all sources of financial support.

CULTURE AND SOCIALIZATION

- **CULTURE**: Culture is the totality of learned, socially transmitted behavior that includes the ideas, values, customs, knowledge and habits shared by the members of a society.
- In sociological term **culture** doesn't refer solely to the fine arts and intellectual taste. It consists of all objects and ideas within a society. **We can divide culture into two.**
- **Non-material Culture**
- **Material Culture**

CULTURE AND SOCIALIZATION

- **Non-material Culture:** Consists of the words people use, the ideas, customs and beliefs they hold and the habits they follow.
- **Material Culture:** Consists of manufactured objects, such as tools, furniture, automobiles, buildings, cultivated farms, roads, bridges and any physical substance which has been changed and used by people.

CULTURE AND SOCIALIZATION

- **DEVELOPMENT OF CULTURE:**
- Tracing development of culture is not easy. Our early ancestors, the **hominids** were primates that had characteristics of human beings. Hominids made important advances in the use of tools.
- Like the **hominids, human beings** have made dramatic advances. Despite their differences, all societies, have attempted to meet basic human needs by developing aspects of shared

CULTURE AND SOCIALIZATION

- Learned behavior, known as **cultural universals** (general practices found in every society).
- Ex: Athletic sports, Calendar, Cooking, Dancing, Dream Interpretation, Games, Language, Medicine, Music, Religion, Trade, Family, Folklore, Food Habits and Taboos, Funeral Ceremonies, Gift Giving, Laws, Marriage, Myths, Sexual Restrictions, Toolmaking.

CULTURE AND SOCIALIZATION

- All culture share certain general practices but, expression of any **cultural universals** in a society **may change dramatically over time** (Ex: The most popular dancing in US in 1950s was **Rock & Roll**, but in 1990s it was **Lambada**).
- Each generation and each year most human cultures change and expand through the process of **innovation and diffusion**.

CULTURE AND SOCIALIZATION

- **Innovation:** The process of introducing new elements into a culture through discovery or invention.
- **A discovery;** is the process of making known or sharing the existence of an aspect or reality (Ex: Finding of the DNA molecule and the identification of a new moon of Saturn are both acts of discovery).
- By contrast, **An invention;** results when existing cultural items are combined into a

CULTURE AND SOCIALIZATION

- **form that did not exist before** (Ex: bow & arrow, automobile, tv., democracy).
- **Diffusion**; is the process by which a cultural item is spread from group to group or society to society. Diffusion can occur **through a variety of means**, like **exploration, military conquest, missionary work**, the influence of mass **media and tourism** (Ex: **Smoking tobacco**, began in Caribbean, then this practice traveled through central & north America continent & to all over the world.

CULTURE AND SOCIALIZATION

- Acupuncture, breakfast originally comes from Germany, chewing gum Mexico, candy Netherlands, potato chip USA).

ELEMENTS OF CULTURE:

- 1) Language
- 2) Values
- 3) Norms

CULTURE AND SOCIALIZATION

1) Language; is the principal medium through which cultural knowledge is passed on from one generation to the next. Language shapes group identity & awareness. Every language contains vocabulary with precise references, aspects of the culture relevant to the people who speak it.

Ex: Masai tribe in Kenya have forty words in their language to describe cow, because herding of cattle is the basis of their economy.

CULTURE AND SOCIALIZATION

Ex contd.. Chinese language doesn't have a word for "privacy", because life in China is so crowded, privacy is normally impossible except by the hazard of circumstance.

- The meaning of the words we use is determined by the structure of our language & the culture that produced the language.
- Culture & language are interdependent. Culture shapes the forms & use of language while language is an expression of culture.

CULTURE AND SOCIALIZATION

2) Values; are individual or collective concepts of what is considered good, desirable & proper, or bad, undesirable & improper in a culture.

Values indicate; -what people in a given culture prefer

-what they find important

-morally right/wrong.

CULTURE AND SOCIALIZATION

- The statement “men & women should have equal rights” is a statement of values.
 - It establishes a desirable goal
 - It defines what should happen regardless of whether or not it actually does happen
- Nationalism & patriotism have always been important values in different nations. The values of culture may change, but most remain relatively stable during any one persons lifetime.

CULTURE AND SOCIALIZATION

- American Sociologist **Robert Bellah** identified **3 core** American Values:
 - 1) Success -Success is determined by **well-being**.
 - 2) Freedom-individuals should have the right of **free expression**.
 - 3) Justice-it is a matter of **equal opportunities**.

CULTURE AND SOCIALIZATION

3) **Norms**; are established standard of behavior maintained by a society. Norms may be expectations of behavior shared by people in specific groups, or in a society. **In order for a norm to become significant, it must be widely shared & understood. They are standards that people use for evaluating behavior.**

Conformity to Norms is usually rewarded by groups acceptance & approval of behavior, but deviation from norms can lead to disapproval & same sort of punishment.

CULTURE AND SOCIALIZATION

Ex: When we go to movies, we typically expect that people **will be quiet** while the film is showing. Because, of this norm the owner of the cinema can tell to a member of audience to stop talking.

- **Monogamy**-is the norm of western societies if a person deliberately marries another while currently married to someone else, he or she may be sent to jail violating the normative expectation of the society (here a norm has been formalized to a law)

CULTURE AND SOCIALIZATION

Types of Norms

Sociologists distinguish between norms in two ways . First, norms are classified as either formal & informal.

Formal Norms; have generally been written down & involve strict rules for punishment of violators-Laws are examples of formal norms (Laws of marriage, rules of card game).

CULTURE AND SOCIALIZATION

Informal Norms; are generally understood but which are not precisely recorded. Standards of proper dress are a common example of informal norms.

If I come to lecture with my PJ on, you are going to laugh at me.

Norms are also classified by **their relative importance** to society. When classified in this way they are known as **mores (morays) & folkways**.

CULTURE AND SOCIALIZATION

- **Mores (Morays);** norms that are considered highly necessary to the welfare of a society. Each society demands obedience to its mores & violation can lead to severe penalties. Most of the societies have strong mores against murder, treason, child abuse, incest and cheating that those mores have been institutionalized into formal norms.

CULTURE AND SOCIALIZATION

- Folkways; are norms governing everyday behavior whose violation causes comparatively little concern. Shaking hands, eating with knives and forks, eating with their fingers (eastern societies), kissing people, wearing something or not wearing special kinds of things (mini skirt, trousers, etc.)

CULTURE AND SOCIALIZATION

- **Sanctions**; are penalties & rewards for conduct concerning a social norm. Conformity to a norm can lead to **positive sanctions**, such as pay raise, a medal a compliment (saying good things) or a pat on the back. **Negative sanctions** include fines, threats, imprisonment or humiliation.
- Ex: College graduate who is seeking for job & coming to bank interview in shorts, will probably be treated with **contempt** will certainly lose any chance of getting the job.

CULTURE AND SOCIALIZATION

CULTURAL VARIATION:

Despite the presence of **cultural universals** (like religion, families, marriage), there is still great diversity among the world's many cultures and even within a single nation's cultural patterns.

Aspects of Cultural Variation

Subcultures; is a group of people (segment of a society) who have developed beliefs, norms, morals, customs and practices that differ from those prevailing in the larger society (Native Americans represent a subculture).

CULTURE AND SOCIALIZATION

- Subcultures develop in a number of ways. Subcultures may be based on **common age** (teenagers or old people), **region** (Appalachians), **ethnic heritage** (Cuban Americans), **belief** (a militant political groups) **or occupation** (fire-fighters). Certain subcultures, such as “computer hackers”, develop because of a shared interest of hobby.
- **Countercultures;** a counterculture is a subculture that rejects societal norms and values & looks

CULTURE AND SOCIALIZATION

for alternative lifestyles.

- **Hippies in the USA**; rejected the pressure to accumulate more and more cares , larger and larger homes and endless array of material goods. Instead they expressed a desire to live in a culture based on more humanistic values such as sharing, love and coexistence with the environment.

CULTURE AND SOCIALIZATION

- **Skinheads in UK;** young people shaved their heads, championed racist and anti-semitic ideologies and engaged in vandalism, violence and murder.
- **Culture Shock:** The feeling of surprise and disorientation that is experienced when people within cultural practices different from their own.

CULTURE AND SOCIALIZATION

- **Attitudes Towards Cultural Variation**

Ethnocentrism: The tendency to assume that one's culture and way of life are superior to all others.

The ethnocentric person sees his or her own group as the center or defining point of culture and **views all other cultures** as deviations from what is “normal”.

CULTURE AND SOCIALIZATION

Most people use terms such as **undeveloped** , **backward, primitive** to refer other societies.

What “**we**” believe is a religion

What “**they**” believe is superstition and mythology.

Best example that manifests ethnocentrism:

Exercise that given to students to draw the map of the world. Most of the students of many nations **draw maps in which their homelands are in the center of the world.**

CULTURE AND SOCIALIZATION

Cultural Relativism: The viewing of people's behavior from the perspective of their own culture.

Cultural Relativism's priority is to **understand other cultures**

According to Cultural Relativism;

if you have **different social context**

you will have **different values and norms**

CULTURE AND SOCIALIZATION

- Thus, practices such as **polygamy**, **bullfighting**, **monarchy**, are examined within the particular contexts of that cultures in which they found.
- So, Cultural Relativism, require a serious and unbiased efforts to evaluate norms, values and customs in light of distinctive culture of which they are a part, while **ethnocentrism** evaluates foreign cultures using familiar culture as a standart of correct behavior.

SOCIALIZATION

- Socialization: The process whereby people learn the attitudes, values and actions appropriate to individuals as members of a particular culture.
- For example; Eskimos learn to enjoy eating the raw intestines of birds and fish.
- Cypriots learn to eat escargots & bird called Amberebulya as a whole.
- But most people for ex. in England have not been socialized to like such foods

SOCIALIZATION

- Socialization occurs through human interaction. We will learn from the people that are most important in our lives
- our family members
- best friends
- teachers &
- people on TV
- in films
- magazines
- on the street

SOCIALIZATION

- On the **micro level**, socialization helps us to discover **how to behave “properly” & what to expect from others**, if we follow or challenge societies norms and values.
- On the **macro level**, socialization provides for the **passing on of a culture** & thereby for the **long term continuance of a society**.
- Socialization also shapes our **self-images**. Ex: A person who is viewed as **“too heavy”** or **“too short”** doesn't conform to the ideal cultural

SOCIALIZATION

- **Standard.** So he or she could be judged as unattractive & that evaluation can significantly influence his/her self-respect.
- So we can say that **socialization can have impact** on the shaping of **people's personalities**
- **Personality** refers to a person's typical patterns of attitudes, needs, characteristics & behavior.

SOCIALIZATION

Agents of Socialization

There are 6 agents of socialization

- 1) Family
- 2) School
- 3) Peer Groups
- 4) Mass Media
- 5) Workplace
- 6) The State

SOCIALIZATION

1) Family

The family is the most important agent of socialization.

The family is the institution most closely associated with the process of socialization.

One of its primary functions is the care and rearing (raising) of children.

We experience socialization first as Babies and Infants living in families.

SOCIALIZATION

- So family is the starting point of socialization where child's personality development begin.
- Parents help their children to socialize into norms & values for both the family and the larger society
- The boy learns to be
 - a man
 - a husband & a father
 - mainly through having lived in a family

SOCIALIZATION

2) School

The primary function of the school is the transmission of culture, including norms, values & technical knowledge, through teaching. Schools fulfill the function of teaching recruits (trainees) the values & customs of the larger society.

SOCIALIZATION

3) Peer Group

As a child grows older, **the family becomes less important** in his /her social development.

Instead, peer groups take over the function of socialization. **Peer group**, people about the same age, status etc. in a society, regarded as forming a sociological group with a homogenous system of values (friendship cliques, youth gangs, special interest clubs).

SOCIALIZATION

Peer Groups serves 3 basic functions in the socialization process:

- 1) First, it helps to teach culture, standards of morality & sex roles & it initiate the child into the social world outside the home.
- 2) Second, the peer groups teaches the child new ways of behaving (school org. such as football team, student society)
- 3) Third, the peer group provides social roles (leader, follower, organizer).

SOCIALIZATION

4) Mass Media

In the last 80 years technological innovations such as radio, motion-pictures, recorded music, television and internet have become important agents of socialization.

Television and internet in particular is a crucial force of socialization, permitting imitation, role playing and networking.

SOCIALIZATION

5) Workplace

A basic aspect of human socialization involves learning to behave appropriately within an occupation.

Occupational socialization starts after one makes the transition from school to the job and continues through one's work history.

Secretaries, years of working with typewriters....adjusting to word processors and then sophisticated personal computers.

SOCIALIZATION

Architects...manual design....designing with some technical aids...Computer Aided design (auto CAD).

6) The State

In the XXth century the importance of the state as an agent of socialization has been increased.

The families protective function, has steadily been transferred to outside agencies such as hospitals, mental health clinics and insurance companies. In every aspect of life, many

SOCIALIZATION

of these agencies are administered by gvt. rest are regulated and licensed by governmental bodies (ages, at which a person may drive a car, drink alcohol, vote in elections, marry without parental permission, work overtime and retire).

Social Structure and Social Groups

- The structure of a society affects its rate of change in different ways.
- **Social Structure** is patterned, orderly & enduring forms of social relationships that people establish with one another.

Basic Components of Social Structure

There are 4 basic components of social structure: 1) Status 2) Roles 3) Groups

4) Social Institutions

Social Structure and Social Groups

1) Status:

Status refers to the place or position that a person occupies in a system of social relationship.

Within a society a person occupy the status of president of the republic, agricultural labor, son or daughter, violonist, teenager, resident of Nicosia, dentist or neighbor.

Social Structure and Social Groups

- A person can hold more than one status simultaneously. For example: Ahmet is an economist, an author, a sister, a resident of Nicosia and a Cypriot at the same time.

There are 2 types of status:

- a) Ascribe Status
- b) Achieved Status

Social Structure and Social Groups

- a) **Ascribed Status** is a social position that is placed on the individual by society, usually on the basis of some inherited characteristics. Generally this assignment takes place at birth; thus the persons racial back-ground, gender & age are all considered ascribed status.
- Ex; 20 years old, son or daughter, Turkish, brother or sister.

Social Structure and Social Groups

b) **Achieved Status**, is attained by a person largely through his or her own effort. One must do something to acquire an achieved status. Go to school, learn a skill, establish a friendship or invent a new product.

Ex: Student, friend, employer, classmate, Bank president, burglar, lawyer, pianist, doctor.

Social Structure and Social Groups

- **Master Status;** is a status that dominates others & thereby determines a person's general position within society.
- **Ex:** Arthur Ashe who died of AIDS in 1993 had an remarkable career as a tennis star. But at the end of his life, his status as a person with AIDS outweighed his status as a retired athlete, an author & a political activist.

Social Structure and Social Groups

2) Roles

A **role** is a set of behaviors typically performed by an individual in a particular social situation. Throughout our lives we are acquiring some social roles.

Roles are a significant component of our social structure.

From a sociological point of view, people could be described **as occupying a status but playing a role.**

Social Structure and Social Groups

- i.e. people have a particular status in society for which they must learn an appropriate role.
- **Ex:** A person who has the status of **college professor (achieved status)**, assumes the **roles of teacher, researcher and academic colleague**. He also acts out the roles of **wage earner, taxpayer & citizen**.
- This same person is someone's child, may play the **role of parent** for his/her children or perhaps be **a traveler, a home owner, a tennis**

Social Structure and Social Groups

player, golfer, skier and so on.

We all play different roles throughout our lives.

When several different roles are associated with the same status, **a role-set is formed**. A role set is consists of the various roles (family member, worker, friend) that come with a particular status.

Social Structure and Social Groups

- **Role Conflict:**

Imagine the situation that a person who has worked for years in a department has become a director of a unit. How is this woman expected to relate to her long-time friends & co workers.

Should she still go out to lunch with them, as she has done almost daily for years?

Is it her responsibility to recommend the firing

Social Structure and Social Groups

of an old friend who cannot keep up with the work demands?

Role conflict occurs when **incompatible** (clashing, conflicting, opposed) expectations arise from two or more social positions that are held by the same person. In the example above **the newly promoted director** will experience a serious conflict between certain social and occupational roles.

Social Structure and Social Groups

- **As a friend**, she should try to protect her former co worker, but **as a supervisor**, she should report an unsatisfactory employee.

Social Structure and Social Groups

3) Groups

In sociological terms a group is any number of people with similar norms, values and expectations who regularly and consciously interact.

It is important to emphasize that members of a group share same **sense of belonging**. This distinguishes groups from mere aggregates of people, such as passengers who happen to be together on airplane flight, or from categories

Social Structure and Social Groups

who share a common feature (such as being retired) but do not act together. (Alumni associations, dance clubs, tenants associations).

The study of groups has become an important part of sociological investigation because of their importance in the transmission of culture.

Social Structure and Social Groups

Types of Groups

- Primary and Secondary Groups
- Ingroups and Outgroups
- Reference Groups
- Social Networks

Social Structure and Social Groups

- **Primary Group**; refers to a small group characterized by intimate, face-to-face association and cooperation
- **Secondary Group**; refers to a formal, impersonal group in which there is a little social intimacy or mutual understanding

Social Structure and Social Groups

- Comparison of Primary and Secondary Groups

Primary Group

Generally Small

Relatively long period
of interaction

Intimate, face-to-face
association

emotional depth

In relationships

Cooperative, friendly

Secondary Group

Usually Large

Short duration

Little social intimacy
or mutual understanding

relationships generally

superficial

More formal and impersonal

Social Structure and Social Groups

- **Ingroups and Outgroups**
- An ingroup can be defined as any group or category to which people feel they belong. Simply put, it comprises everyone who is regarded as “we” or “us”. The ingroup may be as narrow as one’s family or as broad as an entire society.
- An outgroup is a group or category to which people feel they do not belong.

Social Structure and Social Groups

- “Our generation does not have those peculiarities”
- “We muslims go to mosque every Friday”
- “We have to support our troops in.....”

One typical consequence of ingroup membership is a feeling of distinctiveness and superiority among members, who see themselves as better than people in the outgroup.

Social Structure and Social Groups

- **Reference Group**, a group that provides an individual with models of how he or she should behave, dress, live.
- Any group accepted as model or guide for one's judgements or actions.
- Ex: a high school student who desire to join a punk-rock-supporters-club will form his or hr behavior according to this punk-rock fans group.

Social Structure and Social Groups

- Reference groups have two basic purposes.
- FIRST, they serve a normative function (establishing norms) by setting and enforcing standards of conduct and belief.

Case: High school student who wants the approval of the punk-rock fans will have to follow the group's dictates.

- SECOND, reference groups also perform a comparison function by serving as a standard against which people can measure themselves and others.

Social Structure and Social Groups

- Case: A law student will evaluate himself against a reference group composed of lawyers, law professors and judges.
- **Social Networks;** a series of social relationships that link a person directly to others and therefore indirectly to still more people.

Involvement in social networks-commonly known as networking-provides a vital social resource in such tasks as finding employment.

Social Structure and Social Groups

- Ex: While looking for a job one year after finishing school, Albert Einstein was successful only when the father of a classmate put him in touch with his future employer.

These kinds of contacts can be crucial in establishing social networks and facilitating transmission of information.

According to a survey made in USA, %70 of respondents learned about employment opportunities through personal contacts and social networks, while only %14 did so through advertisement

Social Structure and Social Groups

- 4) Social Institutions

Social institutions are organized patterns of beliefs and behavior centered on basic social needs.

The mass media, the government, the economy, the family and the health care system are all examples of social institutions.

One way to understand social institutions is to see how they fulfill essential functions.

Social Structure and Social Groups

- There are 5 functional prerequisites that a social institution must accomplish if it is to survive.
- 1) Replacing Personnel
- 2) Teaching New Recruits
- 3) Producing and Distributing goods and services
- 4) Preserving Order
- 5) Providing and Maintaining a sense of purpose

Social Structure and Social Groups

- 1) Replacing Personnel

Any society or group must replace personnel when they die, leave or become incapacitated. This is accomplished through immigration, annexation of neighboring groups of people, acquisition of slaves or normal sexual reproduction of members.

Ex; a religious group called Shakers in USA, are an obvious example of a group that failed to replace personnel.

Social Structure and Social Groups

According to Shakers' religious doctrines physical contact between sexes are forbidden. Therefore, the group's survival depended on recruiting new members. After a period of time, their members have eventually declined to only a few members.

2) Teaching New Recruits

Finding or producing new members is not sufficient for a group to survive. The group must encourage recruits to learn and accept

Social Structure and Social Groups

Its values and customs. This learning can take place formally in schools or informally through interaction and negotiation in peer groups.

3) Producing and Distributing goods and services

Any group or society must provide and distribute desired goods and services for its members. Each society establishes a set of rules for the allocation of financial and other resources. The group must satisfy the needs of most members at least to some extent , or it will risk the possibility of discontent and ultimately disorder.

Social Structure and Social Groups

4) Preserving Order

Every society or group must preserve order and protect itself from attacks in order to survive.

The native people of Tasmania, are now extinct.

During 1800s, they were destroyed by hunting parties of European Conqueror's who looked upon Tasmanians as half-human. When faced with the more developed European technology of warfare, the Tasmanians were unable to defend themselves and an entire people was wiped out.

Social Structure and Social Groups

5) Providing and maintaining a sense of purpose

The people must feel motivated to continue as members of a society in order to fulfill the previous 4 requirements.

Many aspects of a society can assist people to develop and maintain **a sense of purpose.**

(religious values, personal moral codes, national or tribal identities)

The behavior of American POW's (prisoner of war) in Vietnam is an evidence to the

Social Structure and Social Groups

Importance of maintaining a sense of purpose.

While in prison camps, some of these men mentally made elaborate plans for marriage, family, children, reunions and new careers, even a few built their houses in their minds.

By holding on to a sense of purpose-**their intense desire to return to their homeland and live normal lives-** the POW's refused to allow the agony of confinement to destroy their mental health.

Deviance and Social Control

- **Social Control**; refers to the techniques and strategies for regulating human behavior in any society.
- Social control occurs on all levels of society.
- In the family; we are socialized to obey our parents, simply because they are our parents.
- In peer groups; we are introduced to informal norms such as dress codes that govern the behavior of members.

Deviance and Social Control

- In bureaucratic organizations, workers must cope with a formal system of rules and regulations. The government of every society legislates and enforces social norms.
- **Conformity and Obedience**
- Conformity defined as going along with one's fellow
- Obedience is defined as compliance with higher authorities in hierarchical structure.

Deviance and Social Control

- Ex: A recruit, entering military service will typically conform to the habits and language of other recruits and will obey the orders of superior officers.
- **Informal and Formal Social Control**
- Informal social control is used by people casually. Ex: Smiles, laughter, raising of an eyebrow, ridicule. These techniques of informal control are typically employed within primary groups such as families.

Deviance and Social Control

- **Formal Social Control** is carried out by authorized agents, such as police officers, physicians, school administrators, employers, military officers and managers of the movie theaters when socialization and informal sanctions do not bring about behavior.
- **Law and Society**

Some norms are considered so important by a society that they are formalized into laws controlling people's behavior.

Deviance and Social Control

- In the political sense, law is the “body of rules made by government for society, interpreted by the courts and backed by the power of the state”. Some laws, such as the prohibition against murder, are directed at all members of society.
- Others, such as fishing and hunting regulations are aimed primarily at particular categories of people.

Deviance and Social Control

- Still others, govern the behavior of social institutions like corporation law, laws regarding the taxing on non-profit organizations
- Laws are created in response to recognized needs for formal social control.
- **Deviance;** is behavior that violates the standards of conduct or expectations of a group or society. Alcoholics, obsessive gamblers and mentally ill people would be

Deviance and Social Control

classified as deviants. The most extreme form of deviance in modern societies is **murder**.

- Deviant behavior may take **either criminal or non-criminal** form. Especially serious acts of deviance are defined by law as criminal. **A crime**, is a violation of criminal law for which formal penalties are applied by some governmental authority.

Deviance and Social Control

- The term **index crimes**, refers to the eight types of crime that are reported by the FBI in USA. Index crimes include murder, rape, robbery, assault, burglary, theft, motor vehicle theft and arson.
- **Types of Crime**
- Sociologists classify crime in terms of how they are committed and how the offenses are viewed by society.

Deviance and Social Control

- In this respect we will examine 4 types of crime.

1) Professional Crime

2) Organized Crime

3) White-collar Crime

4) Victimless Crimes

1) Professional Crime; many people do make a career of illegal activities. So they become a

Deviance and Social Control

- Professional criminal. **A Professional Criminal** is a person who pursues crime as a day-to-day occupation, developing skilled techniques and enjoying a certain degree of status among other criminals.
- Some professional criminals specialize in burglary, hijacking, pick pocketing and shoplifting and they may have long careers in their chosen “profession”.

Deviance and Social Control

2) Organized Crime

The work of a group that regulates relations between various criminal enterprises involved in smuggling and sale of drugs, prostitution, gambling and other activities.

Organized crime, dominates the world of illegal business just as large corporation dominate the conventional business world.

It parcel out territory, sets prices of illegal goods and services and acts as arbitrators in internal disputes.

Deviance and Social Control

Organized crime is a secret, conspirational activity that generally avoids law enforcement in USA. It is estimated that organized crime operates in %80 of all cities with more than 1 million residents.

Organized crime takes over legitimate business, gains influence over labor unions. Corrupts public officials, threaten witnesses in criminal trials and even “taxes” from merchants in exchange for “protection”.

Deviance and Social Control

3) White-Collar Crime

White collar crimes include offenses committed by business, corporations and individuals.

It refers to a crime committed by a person of respectability and high social status in the course of his/her occupation.

A wide variety of offenses are now classified as white-collar crimes, such as income tax evasion, stock manipulation, consumer fraud, bribery, embezzlement and misrepresentation in advertising.

Deviance and Social Control

- Computer crime is a new type of white-collar crime. The use of high technology allows one to carry out embezzlement or electronic fraud without leaving a trace or gain access to a company's inventory without leaving one's home.

4) Victimless Crimes

A crime in which nobody suffers directly except possibly the offender. Examples are illegal gambling, illegal drug-use and prostitution.

Deviance and Social Control

- Here there is no victim other than the offender. Because we have the willing exchange among adults of widely desired but illegal goods and services.

Social Stratification

- **Social Stratification** is universal that is all societies are divided into layers (strata), with the rich and powerful at the top, the poor and weak at the bottom, and everyone else in between.
- When a system of social inequality is based on a hierarchy groups, sociologists refer to it as **stratification**.
- The term **social inequality**, describes a condition in which members of a society have

Social Stratification

different amounts of wealth, prestige or power.

All societies are characterized by some degree of social inequality.

Systems of Stratification

There are 4 general systems of stratification

- 1) Slavery
- 2) Castes
- 3) Estates
- 4) Social Classes

Social Stratification

1) Slavery

The most extreme form of legalized social inequality for individuals or groups is slavery. The distinguishing characteristics of this system of stratification is that slaves are owned by other people. These human beings are legally treated as property as if they were equivalent to household pets or appliances (Ancient Greek, Roman Empire, USA).

Social Stratification

2) Castes

Castes are hereditary systems of rank, usually religiously dictated that tend to be fixed and immobile. The caste system is generally associated with Hinduism in India.

Caste membership is established at birth, since children automatically assume the same position as their parents.

In India there are four major castes called **Varnas**

Social Stratification

A fifth category referred to as **untouchables**.

Untouchables are eligible for certain reserved governmental jobs.

Each cast is quite sharply defined and members are expected to do the same jobs and marry within the caste.

3) **Estates**

Estates was associated with feudal societies during the Middle ages.

Social Stratification

The estate system (or feudalism) is a system of stratification under which peasants were required to work land leased to them by nobles in exchange for military protection and other services. The basis for the system was the ownership for land, which was critical to their superior and privileged status.

4) Social Classes

Social class is a category or group of people who share approximately the same amount of wealth, status and power in a society.

Social Stratification

A **class system**, is a social ranking based primarily on an economic position in which achieved characteristics can influence mobility. In contrast to slavery, caste and estate systems, the boundaries between classes are less precisely defined and there is much greater movement from one stratum or level of society to another.

Like other systems of stratification, class systems are marked by unequal distribution of wealth and power.

Racial and Ethnic Inequality

Minority, Racial and Ethnic Groups

The term **Racial group**, is used to describe a group which is set apart from others, because of obvious physical differences (whites, blacks, Asian Americans).

Unlike racial group, an **ethnic group** is set apart from others primarily because of its national origin or distinctive cultural patterns (jews, turkish and greek cypriots, russians)

Racial and Ethnic Inequality

- Minority Groups

A minority group, is a subordinate group whose members have significantly less control or power over their own lives than the members of a dominant or majority groups have over theirs (Korean Americans in USA, Arabs, Kurds and Greeks in Turkey).

Sex, Gender and Age

- Sex and Gender

There are obvious biological differences btwn. sexes, that contribute to the development of **Gender identity**, the self concept of a person as being male or female.

Females have been more severely restricted by traditional gender roles, but these roles have also restricted males. Conflict theory assert that relationship btwn. females and males has been one of unequal power, with **men in a dominant position over women.**

Sex, Gender and Age

- Age

Age stratification varies from culture to culture.

One society may treat older people with great reverence, while another sees them as “unproductive” and “difficult”.

Aging, is one important aspect of socialization, the lifelong process through which an individual learns the cultural norms and values of a particular society.

Family, Religion, Education

A **family**, can be defined as a set of people related by blood, marriage (or some other agreed-upon relationship) or adoption who share the primary responsibility for reproduction and caring for members of society.

Religion, is socially organized patterns of beliefs and practices concerning ultimate meaning and that assume the existence of supernatural.

Family, Religion and Education

- Education

A formal process of learning in which some people consciously teach while others adopt the social role of learner.

Government, Economy and Demography

- **Economic System**

The social institution through which goods and services are produced, distributed and consumed.

- **Political System**

The social institution which relies on a recognized set of procedures for implementing and achieving the goals of a group.

Government, Economy and Demography

- **Demography**

The scientific study of population

- **Social Change**

Significant alteration over time in behavior patterns and culture including norms and values.

- **Urbanization**

Refers to the movement of people into cities from rural areas.

Sociology and Tourism

- Sociology is the science of society, social institutions and social relationships. Visitors to a community or area create social relationships that typically differ greatly from the affiliations among the indigenous population. Sociologists are interested in tourism because travel seriously affects individuals and families who travel, inducing behavioral changes, the new insights, understandings and appreciations.

Principal Social Effects of Tourism

- 1) The vacation and special business trips a person takes are often among life's most unforgettable memories.
- 2) For families vacation trips taken together are among the highlights of the year's activities.
- 3) The presence of visitors in a particular area can affect the living patterns of local people.

Principal Social Effects of Tourism

- 4) People of a particular county can have their lives changed by tourism, if there are large number of tourists in proportion to local population.
- 5) For both hosts and guests, the most satisfying relationships are formed when they can meet and interact socially at a gathering as a reception, tea, cultural event, and people to people program (home visitations).

Principal Social Effects of Tourism

- 6) Tourism's effect on crime is at minimum but tourists can become easy victims of crime. Hosts must help them avoid dangerous places and areas.
- 7) Resentment (ill-will) to visitors by local people could occur if undesirable activities and development of tourism introduce such as gambling, prostitution, drunkenness etc.

Principal Social Effects of Tourism

- 8) People living in cities are more interested in travel than those living in small towns and rural areas.
- 9) Increase in the educational level in a population brings about an increase in travel.
- 10) Wealthy people and those in higher social classes are greatly willing to travel.
- 11) Group travel and tours are popular ways to travel.

Principal Social Effects of Tourism

- 12) Social Tourism, is a form of travel wherein the cost is subsidized by the traveler's trade union, government, public carrier, hotel or association. Travelers thus assisted are in low-income groups, older age groups or workers in organizations authorized to receive such subsidies or vacation bonuses.

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