

Spring 2011

Mon 4:10 – 6:50

# Cognitive Sociology

Eviatar Zerubavel

131 Davison Hall

e-mail: [zerubave@rci.rutgers.edu](mailto:zerubave@rci.rutgers.edu)

Office Hours: Tu, Th 5:30-6:30

## I. The Sociology of Thinking

**January 24** Introduction; empiricism and rationalism; cognitive individualism and universalism; methodology; readings; assignments

Emile Durkheim, *The Elementary Forms of Religious Life* (New York: Free Press, 1995 [1912]), pp. 12-18, 433-40.

Ruth Simpson, "Neither Clear Nor Present: The Social Construction of Safety and Danger," *Sociological Forum* 11 (1996): 549-61.

Eviatar Zerubavel, *Social Mindscapes: An Invitation to Cognitive Sociology* (Cambridge: Harvard University Press, 1997), pp. 1-6.

Paul DiMaggio, "Culture and Cognition," *Annual Review of Sociology* 23 (1997): 263-87.

Wayne Brekhus, "The Rutgers School: A Zerubavelian Culturalist Cognitive Sociology," *European Journal of Social Theory* 10 (2007): 448-64.

Eviatar Zerubavel, "Generally Speaking: The Logic and Mechanics of Social Pattern Analysis," *Sociological Forum* 22 (2007): 131-45.

**January 31** The impersonal, normative, and conventional aspects of cognition; the social construction of reality; intersubjectivity; reification, essentialism, and ethnocentricity; a comparative approach to cognition; language and typification; thought communities; cognitive traditions; cognitive norms; cognitive socialization; cognitive politics

Emile Durkheim, "The Dualism of Human Nature and Its Social Conditions," in Robert N. Bellah (ed.), *Emile Durkheim: On Morality and Society* (Chicago: University of Chicago Press, 1973 [1914]), pp. 151-53, 161-62.

Karl Mannheim, *Ideology and Utopia: An Introduction to the Sociology of Knowledge* (New York: Harvest, 1936 [1929]), pp. 33-37.

Peter L. Berger and Thomas Luckmann, *The Social Construction of Reality: A Treatise in the*

- Sociology of Knowledge* (Garden City: Doubleday Anchor, 1967 [1966]), pp. 19-28, 34-46, 59-82, 89-92, 129-63.
- Alfred Schutz and Thomas Luckmann, *The Structures of the Life-World* (Evanston: Northwestern University Press, 1973), pp. 229-35, 247-51, 299-304, 309-18.
- Eviatar Zerubavel, *The Seven-Day Circle: The History and Meaning of the Week* (Chicago: University of Chicago Press, 1989 [1985]), pp. 138-41.
- Zerubavel, *Social Mindscapes*, pp. 6-22, 100-10.

## II. Perception, Attention, and Memory

**February 7** Sociomental lenses; worldviews; perspectives; optical communities; optical norms; optical traditions; optical socialization; epistemic revolutions

- Mannheim, *Ideology and Utopia*, pp. 1-3, 28-33, 84-87, 265-66, 271-76, 281-83.
- Ludwik Fleck, *Genesis and Development of A Scientific Fact* (Chicago: University of Chicago Press, 1981 [1935]), pp. 38-51, 89-105, 110-11.
- Tamotsu Shibutani, "Reference Groups as Perspectives," *American Journal of Sociology* 60 (1955): 562-69.
- Thomas S. Kuhn, *The Structure of Scientific Revolutions* (Chicago: University of Chicago Press, 1970 [1962]), pp. 111-35.
- Murray S. Davis, *Smut: Erotic Reality / Obscene Ideology* (Chicago: University of Chicago Press, 1983), pp. 230-34, 238-46.
- Thomas Laqueur, *Making Sex: Body and Gender from the Greeks to Freud* (Cambridge: Harvard University Press, 1990), pp. 4-6, 8-11, 81-82, 87-90, 149-50.
- Eviatar Zerubavel, *Terra Cognita: The Mental Discovery of America* (New Brunswick: Rutgers University Press, 1992), pp. 70-71, 76-101.
- Zerubavel, *Social Mindscapes*, pp. 23-34.
- Ruth Simpson, *The Germ Culture* (Ph.D. Dissertation, Rutgers University, 2006), ch. 5 ("The Forest and the Trees: Changing Styles of Focusing").

**February 14** The social organization of attention; mental focusing; sociomental filters; the social organization of relevance and noteworthiness; framing; norms of focusing

- Erving Goffman, *Behavior in Public Places: Notes on the Social Organization of Gatherings* (New York: Free Press, 1963), pp. 43-59, 88-104.
- Joan P. Emerson, "Behavior in Private Places: Sustaining Definitions of Reality in Gynecological Examinations," in Hans-Peter Dreitzel (ed.), *Recent Sociology No.2: Patterns of Communicative Behavior* (London: Macmillan, 1970), pp. 74-93.
- Erving Goffman, *Frame Analysis: An Essay on the Organization of Experience* (New York: Harper Colophon, 1974), pp. 40-48, 58-74, 227-30, 251-69, 311-15.
- Davis, *Smut*, pp. 20-30, 74-77, 216-24.
- Eviatar Zerubavel, *The Fine Line: Making Distinctions in Everyday Life* (Chicago: University

of Chicago Press, 1993 [1991]), pp. 10-12, 72, 108-12.

Zerubavel, *Social Mindscapes*, pp. 35-52.

Asia Friedman, "Toward a Sociology of Perception: Sight, Sex, and Gender," *Cultural Sociology* (forthcoming).

**February 21** Noticing and ignoring; figure and background; tact; taboo; political correctness; civil inattention; open secrets; conspiracies of silence; the social structure and dynamics of denial; the double wall of silence

Erving Goffman, *The Presentation of Self in Everyday Life* (Garden City: Doubleday Anchor, 1959), pp. 229-37.

Goffman, *Behavior in Public Places*, pp. 83-88.

Anton Ehrenzweig, *The Hidden Order of Art: A Study in the Psychology of Artistic Imagination* (Berkeley: University of California Press, 1967), pp. 21-31.

Harold Garfinkel, *Studies in Ethnomethodology* (Englewood Cliffs: Prentice-Hall, 1967), pp. 36-49, 53-55.

Goffman, *Frame Analysis*, pp. 202-15.

Eviatar Zerubavel, *Hidden Rhythms: Schedules and Calendars in Social Life* (Berkeley: University of California Press, 1985 [1981]), pp. 12-30.

Eviatar Zerubavel, *The Elephant in the Room: Silence and Denial in Everyday Life* (New York: Oxford University Press, 2006), pp. 29-32, 35-38, 47-56, 62-68.

**February 28** Collective memory; mnemonic communities; impersonal recollections; social sites of memory; rules of remembrance; mnemonic traditions; mnemonic socialization; mnemonic battles

Maurice Halbwachs, *The Social Frameworks of Memory*, in Lewis A. Coser (ed.), *Maurice Halbwachs on Collective Memory* (Chicago: University of Chicago Press, 1992 [1925]), pp. 37-40.

Maurice Halbwachs, *The Collective Memory* (New York: Harper Colophon, 1980 [1950]), pp. 22-30, 50-55.

Michael Frisch, "American History and the Structures of Collective Memory: A Modest Exercise in Empirical Iconography," *Journal of American History* 75 (1989): 1133-43.

Zerubavel, *Social Mindscapes*, pp. 81-99.

Jens Rydgren, "The Power of the Past: A Contribution to a Cognitive Sociology of Ethnic Conflict," *Sociological Theory* 25 (2007): 225-44.

Thomas DeGloma, "Awakenings: Autobiography, Memory, and the Social Logic of Personal Discovery," *Sociological Forum* 25 (2010): 510-40.

### III. Classification

**March 7** Mental differentiation; boundaries; difference and similarity; lumping and splitting; rites of

- passage; mental divides and quantum leaps; mental distance: metric vs. topological
- Arnold Van Gennep, *The Rites of Passage* (Chicago: University of Chicago Press, 1960 [1909]), pp. 15-25, 74-83, 88-104.
- Zerubavel, *The Fine Line*, pp. 1-10, 13-47.
- Eviatar Zerubavel, "Lumping and Splitting: Notes on Social Classification," *Sociological Forum* 11 (1996): 421-22, 428-30.
- Kristen Purcell, "In a League of Their Own: Mental Leveling and the Creation of Social Comparability in Sport," *Sociological Forum* 11 (1996): 435-55.
- Eviatar Zerubavel, *Time Maps: Collective Memory and the Social Shape of the Past* (Chicago: University of Chicago Press, 2003), pp. 82-100.
- Raymond Corbey, *The Metaphysics of Apes: Negotiating the Animal-Human Boundary* (Cambridge: Cambridge University press, 2005), pp. 92-120.

**March 21** Order vs. chaos; the rigid mind: compartmentalization, polarization, purity and contamination; the fuzzy mind: mental integration

- Durkheim, *The Elementary Forms of Religious Life*, pp. 34-38.
- Edmund Leach, "Anthropological Aspects of Language: Animal Categories and Verbal Abuse," in Eric H. Lenneberg (ed.), *New Directions in the Study of Language* (Cambridge: MIT Press, 1964), pp. 34-40.
- Mary Douglas, *Purity and Danger: An Analysis of Concepts of Pollution and Taboo* (New York: Praeger, 1966), pp. 1-6, 35-40, 121-28.
- Suzanne J. Kessler and Wendy McKenna, *Gender: An Ethnomethodological Approach* (New York: John Wiley, 1978), pp. 142-67.
- Zerubavel, *Hidden Rhythms*, pp. 102-05, 117-37.
- Davis, *Smut*, pp. 98-99, 103-04, 122-24, 134-41, 144-49, 155-60.
- Zerubavel, *The Fine Line*, pp. 47-60, 81-89, 96-108, 112-14.
- Leonard Shlain, *The Alphabet versus the Goddess: The Conflict between Word and Image* (New York: Penguin, 1998), pp. 17-27, 40-44, 72-86.

**March 28** Culture and classification; the politics of classification; etics and emics; distinctive features; fuzzy sets and prototypes; liminality; the flexible mind: essence vs. potential, ambiguity, polysemy

- Kenneth L. Pike, *Language in Relation to A Unified Theory of the Structure of Human Behavior* (The Hague: Mouton, 1967 [1954]), pp. 37-39, 41-46.
- Charles O. Frake, "The Ethnographic Study of Cognitive Systems," in Stephen A. Tyler (ed.), *Cognitive Anthropology* (New York: Holt, Rinehart, and Winston, 1969 [1962]), pp. 28-39.
- Victor Turner, "Betwixt and Between: The Liminal Period in Rites de Passage," in *The Forest of Symbols: Aspects of Ndembu Ritual* (Ithaca: Cornell University Press, 1970 [1964]), pp. 93-99.
- Paul Shepard, *Thinking Animals: Animals and the Development of Human Intelligence* (New York: Viking, 1978), pp. 71, 76-114.

Zerubavel, *The Fine Line*, pp. 61-80, 89-96, 115-22.

Martin W. Lewis and Kären E. Wigen, *The Myth of Continents: A Critique of Metageography* (Berkeley: University of California Press, 1997), pp. 2-13, 33-38, 150-54.

Charles C. Ragin, *Fuzzy-Set Social Science* (Chicago: University of Chicago Press, 2000), pp. 150-55.

## IV. Meaning

**April 4** Language and meaning; representation and symbolism: signifiers and signifieds, semiotic contrast

Karl Marx, *Capital: A Critique of Political Economy* (New York: International Publishers, 1967 [1867]), Vol. 1, pp. 35-38, 71-83.

Durkheim, *The Elementary Forms of Religious Life*, pp. 221-24, 228-35.

Ferdinand de Saussure, *Course in General Linguistics* (New York: Philosophical Library, 1959 [1915]), pp. 15-17, 65-69, 114-24.

Charles S. Peirce, *Collected Papers of Charles Sanders Peirce* (Cambridge: Harvard University Press, 1932), Vol. 2, pp. 156-69.

Raymond Firth, "Hair as Private Asset and Public Symbol," in *Symbols: Public and Private* (Ithaca: Cornell University Press, 1973), pp. 271-74.

Marshall Sahlins, *Culture and Practical Reason* (Chicago: University of Chicago Press, 1976), pp. 179-97.

Zerubavel, *Hidden Rhythms*, pp. 138-47.

Eviatar Zerubavel, "The Language of Time: Toward A Semiotics of Temporality," *Sociological Quarterly* 28 (1987): 343-47, 353-54.

Zerubavel, *Social Mindscapes*, pp. 68-80.

**April 11** Cognitive asymmetry: markedness and unmarkedness

Henri Hubert, "A Brief Study of the Representation of Time in Religion and Magic," in *Essay on Time* (Oxford: Durkheim Press, 1999 [1905]), pp. 50-56, 61-63, 72-76.

Robert Hertz, "The Pre-eminence of the Right Hand: A Study in Religious Polarity," in Rodney Needham (ed.), *Right and Left: Essays on Dual Symbolic Classification* (Chicago: University of Chicago Press, 1978 [1909]), pp. 3-22.

Durkheim, *The Elementary Forms of Religious Life*, pp. 303-13.

Zerubavel, *The Seven-Day Circle*, pp. 107-08, 113-20, 133-38.

Wayne H. Brekhus, "Social Marking and the Mental Coloring of Identity: Sexual Identity Construction and Maintenance in the United States," *Sociological Forum* 11 (1996): 497-520.

Johanna Foster, "Menstrual Time: The Sociocognitive Mapping of 'the Menstrual Cycle,'" *Sociological Forum* 11 (1996): 525-28, 540-42.

Wayne H. Brekhus, "A Sociology of the Unmarked: Redirecting Our Focus," *Sociological*

*Theory* 16 (1998): 34-49.

Zerubavel, *Time Maps*, pp. 25-34.

Wayne H. Brekhus et al., "On the Contributions of Cognitive Sociology to the Sociological Study of Race," *Sociology Compass* 4 (2010): 61-76.

## V. Identity

**April 18** Classification and identity; integrators and segmentors; mental weighing

Zerubavel, *Hidden Rhythms*, pp. 153-66.

Eviatar Zerubavel, "The Rigid, the Fuzzy, and the Flexible: Notes on the Mental Sculpting of Academic Identity," *Social Research* 62 (1995): 1093-1102.

Christena Nippert-Eng, *Home and Work: Negotiating Boundaries through Everyday Life* (Chicago: University of Chicago Press, 1996), pp. 34-151.

Nicole Isaacson, "The 'Fetus-Infant': Changing Classifications of *In Utero* Development in Medical Texts," *Sociological Forum* 11 (1996): 457-77.

C. L. Carr, "Cognitive Scripting and Sexual Identification: Essentialism, Anarchism, and Constructionism," *Symbolic Interaction* 22 (1999):1-21.

Jamie Mullaney, "Making It 'Count': Mental Weighing and Identity Attribution," *Symbolic Interaction* 22 (1999): 269-82.

Jamie L. Mullaney, *Everyone Is NOT Doing It: Abstinence and Personal Identity* (Chicago: University of Chicago Press, 2006), pp. 130-45.

**April 25** Marked and unmarked identities; identity lifestylers, commuters, and integrators; the cognitive politics of identity; identity careers

Wayne H. Brekhus, *Peacocks, Chameleons, Centaurs: Gay Suburbia and the Grammar of Social Identity* (Chicago: University of Chicago Press, 2003), pp. 12-16, 24-31, 35-58, 74-89, 93-98, 137-64, 179-214.

Jenna Howard, "Expecting and Accepting: The Temporal Ambiguity of Recovery Identities," *Social Psychology Quarterly* 69 (2006): 307-22.

**May 2** The social organization of relatedness; genealogical communities, genealogical identities; the one-drop rule; the politics of ancestry and descent

Zerubavel, *Time Maps*, pp. 63-81.

Eviatar Zerubavel, *Ancestors and Relatives: The Mental Construction of Family, Ethnicity, Race, and Humanity* (New York: Oxford University Press, forthcoming), TBA.