

**Politics and Business of Diversity**  
**Sociology 571**  
**Fall 2017**  
**Th 9:30 -12:10**

Catherine Lee
Email: clee@sociology.rutgers.edu
Office hours: By appointment
Davison Rm. 141

Open just about any newspaper, business magazine, company website, or cultural blog, and one is likely to find a reference to diversity. The pages or websites may refer to diversity in changing population demographics, an organization's workforce, or the array of consumer products available. Euphemisms are plentiful, and rarely is the word "diversity" defined in explicit terms. Rather, it can suggest differences in gender, sexual orientation, age, region, national origin, or race and ethnicity. Talk of diversity reverberates through the halls of government to corporate boardrooms as well as to celebratory festivals in towns big and small. Diversity is almost universally embraced in abstraction. One study found nearly all respondents reported that they valued diversity in their friendship and their towns or cities. From politics to business to personal friendships, abstract or fuzzy conceptions may help to elide contradictory ideas about the meaning and goals of diversity in the American workplace, education, or home. We will explore the many meanings of diversity and its deployment in politics, business, health and science, education, and media. We will critically examine how such workings are shaping, among many things, the definitions of race and ethnicity and political and cultural ideas of representation, inclusion, and equity.

**COURSE OBJECTIVES**

1. Gain theoretical and empirical knowledge on issues related to diversity
2. Critically analyze sociological research on the topic
3. Develop research questions and conduct original research on the topic

**DIVERSITY STATEMENT**

The Rutgers Sociology Department strives to create an environment that supports and affirms diversity in all manifestations, including race, ethnicity, gender, sexual orientation, religion, age, social class, disability status, region/country of origin, and political orientation. We also celebrate diversity of theoretical and methodological perspectives among our faculty and students and seek to create an atmosphere of respect and mutual dialogue. We have zero tolerance for violations of these principles and have clear and respectful procedures for responding to such grievances.

## COURSE LOGISTICS

### **Course Readings:**

I will upload some of the readings on Sakai – such as articles, however I urge you to buy and/or borrow hard copies of the following texts, available at the usual online book vendors:

Berrey, Ellen. 2015. *The Enigma of Diversity: the Language of Race and the Limits of Racial Justice*. Chicago: The University of Chicago Press.

Warikoo, Natasha Kumar. 2015. *The Diversity Bargain: And Other Dilemmas Of Race, Admissions, and Meritocracy At Elite Universities*. Chicago: The University of Chicago Press.

In addition to the required books and articles, I will distribute recent newspaper stories, blogs, and journalistic essays of related events to help generate discussion.

### **Course Requirements:**

- A successful seminar requires the full participation of all members. I expect you to come to class prepared to discuss the readings and to engage in dialogue. (15%)
- Weekly reading memos. Submit a 2-page memo on the week's readings and topic. Memos are due Tuesdays at 8 pm on Sakai, weeks 3 through 13. (20%)
- Facilitate discussion of readings for two weeks. I will distribute a sign-up sheet on the first day of class. On the Wednesday before the class you will facilitate (by 8 pm), distribute a list of three questions to encourage conversation. Incorporate students' weekly memos (15%)
- Final paper and presentation. You are required to write a 15 to 20-page paper (not including appendix or references) exploring a theme or topic from the course. There are three parts:
  - Draft of a proposal for your final paper, graded pass/fail. The proposal should be approximately 2 pages long, and describe your thesis, research questions, and the methods you will use (include 3-5 references). DUE Friday November 17 at 5 pm on Sakai. (5%)
  - In-class presentation of final paper on Thursday December 7. Fifteen to 20-minute PowerPoint presentation, followed by a 5 to 10-minute Q&A session. (5%).
  - Final paper. DUE Monday December 18 at 5 pm on Sakai. (40%)

**COURSE SCHEDULE**  
**(Subject to change)**

**Week 1: September 7**

*Introduction*

**Week 2: September 14**

*What Is Diversity? Is Demographic Change Destiny? What Is Diversity's Relationship to Colorblindness, Multiculturalism, Inequality, or Social Justice?*

Frey, William H. 2015. *Diversity Explosion: How New Racial Demographics Are Remaking America*. Washington, DC: Brookings Institution. Chapter 1.

Lee, Jennifer and Frank Bean. 2010 *The Diversity Paradox: Immigration and the Color Line in Twentieth-First Century America*. New York: Russell Sage Foundation. Chapter 1.

Hochschild, Jennifer, Vesla Weaver, and Traci Burch. 2012. *Creating a New Racial Order: How Immigration, Multiracialism, Genomics, and the Young Can Remake Race in America*. Princeton, NJ: Princeton University Press. Introduction and Chapter 1.

Berrey, Ellen. 2015. *The Enigma of Diversity: the Language of Race and the Limits of Racial Justice*. Chicago: The University of Chicago Press. Intro

**Week 3: September 21**

*Counting and Categorizing Diversity – Who, What, Where? Counting Race/Ethnicity or Making Race/Ethnicity Count*

Morning, Ann and Michael Rodriguez. Unpublished. "Racial Demography."

Lee, Jennifer and Frank Bean. 2010 *The Diversity Paradox*. Chapter 3.

Mora, Cristina. 2014. *Making Hispanics: How Activists, Bureaucrats, and Media Constructed a New American*. Berkeley, CA: University of California Press. Introduction and Chapter 3.

Lee, Jennifer and Karthick Ramakrishnan. 2017. "Who Counts as Asian." *The Society Pages*.

**Week 4: September 28**

*Education*

Berrey, Ellen. 2015. *The Enigma of Diversity*. Chapters 2 and 3.

Warikoo, Natasha Kumar. 2015. *The Diversity Bargain: And Other Dilemmas Of Race, Admissions, and Meritocracy At Elite Universities*. Chicago: The University of Chicago Press.

**Week 5: October 5***Workplace/Workforce*

Berrey, Ellen. 2015. *The Enigma of Diversity*. Chapters 6 and 7.

Skrentny, John. 2014. *After Civil Rights: Racial Realism in the New American Workplace*. Princeton, NJ: Princeton University Press. Chapters 1 and 2.

**Week 6: October 12***Health and Science – Healthcare Delivery*

Good, Mary-Jo DelVecchio., Seth Donal Hannah, and Sarah S. Willen. 2011. “Shattering Culture: An Introduction.” in *Shattering culture: American medicine responds to cultural diversity*. New York: Russell Sage Foundation. Chapters 1 and 2.

Epstein, Steven. 2007. *Inclusion: the politics of difference in medical research*. Chicago: University of Chicago Press. Chapters 10.

Zhou, Amy. 2016. “Serving Some And Serving All: How Providers Navigate The Challenges Of Providing Racially Targeted Health Services.” *Ethnicity & Health*.

**Week 7: October 19***Health and Science – Pharmaceutical Development*

Fullwiley, Duana. 2007. The Molecularization of Race: Institutionalizing Racial Difference in Pharmacogenetics Practice. *Science as Culture* 16(1):1-30.

Kahn, Jonathon. 2014. *Race in a Bottle: The Story of BiDiI and Racialized Medicine in a Post-Genomic Age*. New York: Columbia University Press. Chapter 1.

Epstein, Steven. 2007. *Inclusion*. Chapters 7.

Epstein, Steve. 2008. “The Rise of ‘Recruitmentology’ *Clinical Research, Racial Knowledge, and the Politics of Inclusion and Difference*.” *Social Studies of Science* 38(5): 801-832

**Week 8: October 26***Advertising*

Arlene Dávila. 2012. *Latinos, Inc. The Marketing and Making of a People* (2<sup>nd</sup> edition). Berkeley, CA: University of California Press. Chapter 7.

DaCosta, Kimberly McClain. 2007. *Making Multiracials: State, Family, and Market in the Redrawing of the Color Line*. Palo Alto, CA: Stanford University Press. Chapter 6.

Shankar, Shalini. 2015. *Advertising diversity: ad agencies and the creation of Asian American consumers*. Durham: Duke University Press. Introduction and Chapter 4.

**Week 9: November 2**

*Popular Culture – Hollywood Representation*

Yuen, Nancy. 2016. *Reel Inequality: Hollywood Actors and Racism*. New Brunswick, NJ: Rutgers University Press.

**Week 10: November 9**

*Political Incorporation*

Bloemraad, I., Wright, M. 2014. "Utter Failure" or Unity out of Diversity? Debating and Evaluating Policies of Multiculturalism. *International Migration Review* 48(S1): S292-S334.

Schmidt, Ronald et al. 2009. *Newcomers, Insiders and Outsiders: Immigrants and American Racial Politics in the Early 21st Century*. Ann Arbor, MI: University of Michigan Press. Introduction and Chapters 5 and 6.

Enns, Peter K. and Christopher Wlezien (eds). 2011. *Who Gets Represented?* New York: Russell Sage Foundation. Excerpts.

**Week 11: November 16**

*Identity Construction*

DaCosta, Kimberly McClain. 2007. *Making Multiracials*. Chapter 5.

Lee, Jennifer and Frank Bean. 2010 *The Diversity Paradox*. Chapters 7 and 8.

Rich, Camille Gear. 2013. "Elective Race: Recognizing Race Discrimination in the Era of Racial Self-Identification." *Georgetown Law Journal* 102:1501.

Jimenez, Tomás. 2017. *The Other Side of Assimilation: How Immigrants are Changing American Life*. Berkeley, CA: University of California Press. Chapter 2.

**PAPER PROPOSAL DUE FRIDAY NOVEMBER 17 AT 5 PM ON SAKAI**

**Week 12: November 23 – NO CLASS - Thanksgiving**

Tuesday November 21 is a designated Thursday schedule day. However, we will NOT meet this week.

**Week 13: November 30**

*Conclusion – Future of Diversity*

Mora, G. Cristina. *Making Hispanics*, Conclusion.

Berrey, Ellen. *The Enigma of Diversity*, Conclusion.

Hochschild, Jennifer, Vesla Weaver, and Traci Burch. 2012. *Creating a New Racial Order*.  
Chapter 7.

**Week 14: December 7**

*In-Class Presentations*

**FINAL PAPER DUE MONDAY DECEMBER 18 AT 5 PM ON SAKAI**