Chapter One: The Sociological Perspective

Key Terms and Concepts

Anomie  Scientific Method
Applied Sociology Social Darwinism
Capitalism Social Injustice
Class Conflict Social Integration
Conflict Theory Social Reform
Functionalism Sociological Perspective
Globalization Spirit of Capitalism
Positivism Symbolic Interactionism
Race Relations Theoretical Perspective

Preview of Featured Articles

Key Term or Concept: Capitalism
Article and Synopsis: “Ethno-Cultural Liberalism” by John O’Sullivan

O’Sullivan discusses a brand of liberalism introduced by former President Bill Clinton. Republicans appear to have been happier with Clinton’s political achievements than Democrats and conservatives more content than liberals.

Key Term or Concept: Class Conflict
Article and Synopsis: “Who Can We Shoot?: Democratic Elitism, Marxism, and American Progressivism” by John F. Manley

This article examines Democratic elitism, Marxism, and liberal democracy in the United States. It provides discussions on Marxism and the Marxist interpretation of elitism. The article begins with an interesting correlation to Steinbeck’s The Grapes of Wrath, which explains the title. The article also addresses the sociological imagination.

Key Term or Concept: Symbolic Interactionism
Article and Synopsis: “Nike’s Communication with Black Audiences” by Ketra L. Armstrong

An increase in the size and resources of the Black consumer market has prompted many organizations to increase their understanding of the challenges of devising market communication strategies to appeal to Black consumers. Tenets of symbolic interactionism are used to analyze Nike’s advertisements as vehicles to communicate with Black audiences.

Featured Articles from Content Select

Akudinobi, Jude G. 2000. “Recording Reality: Representation and Paradigms in


