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Chapter 1 : ANTHROPOLOGY FOR BEGINNERS: Social Movement

Doug McAdam, *"The Classical Model of Social Movements Examined" in Political Process and the Development of Black Insurgency*, , pp. Sidney Tarrow, *"Contentious Politics and Social Movements" in Power in Movements (3 rd Edition)*, pp.

By understanding these theories, we can analyze the CSR work of specific corporations more carefullyâ€”see what they contribute to society and assess the strengths and weaknesses of their particular approach. The Classical Model argues that society is best served by a variety of institutions, each of which serve a particular function. The primary function of corporations should be economic rather than social. The primary goal of the corporation should be to maximize profit and the primary obligation of managers are to act in the interest of their shareholders while not breaking the law. Individuals seek their own satisfaction and act rationally to increase personal satisfaction. In order to fulfill their institutional responsibility to society, corporations should limit any social activities that add costs and reduce their profits. The only ethical obligation is negative: Shareholders benefit because they make a greater return on their investment. If a company spends money for social causes, it reduces the wealth of the shareholders. As dissatisfied shareholders sell off their shares, the value of the stock drops, and the company has less capital for future growth. Consumers benefit because prices stay low. Workers are happy because higher profits help the company to expand, creating more jobs, better wages, and other benefits. Society as a whole benefits because these successful businesses and their workers all pay taxes to the government, which then fulfills its social functions: The government also acts in the interest of society to determine the laws by which these companies must abide. So what are the weaknesses of this model? Some of the basic assumptions may be a bit problematic. Humans are influenced to do irrational things like smoking or agreeing to a mortgage whose payments will one day exceed projected income through marketing, peer pressure, or addictions. Can the government really be asked to foresee irrational behaviors and protect consumers at all times? Does any government legislative body move as quickly as the market? There have been a number of empirical studies that have compared the efficiency and profitability of those companies who do not engage in social activities with those who do. While the outcomes of these studies are mixed, the basic finding is that efficiency and profitability is not tied to social enterprise or lack thereof. In conclusion, I do agree with the basic thrust of the Classical Model: Self-interest drives most of our decisions and results in mutually beneficial, efficient exchanges. In addition, profitable corporations benefit society through job and wealth creation. However, it does not follow that corporations will fail to strengthen the economy if they also engage in social activities and promote ethical values like human rights.

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Chapter 2 : Social movement theory: Past, present and prospect | Jacquélien van Stekelenburg - calendrie

The Classical Model of Social Movements Examined 2. Resource Mobilization: A Deficient Alternative 3. The Political Process Model 4. The Empirical Implications of.

Introduction Social movements are fuzzy phenomena with unclear boundaries. They may relatively quickly expand or shrink and change their structure and strategy. Besides political parties and formal pressure groups, social movements can be seen as a major form of collective will formation and interest representation in modern societies. They usually signal structural strains in a given society and tend to challenge the established power holders by various means of protest. While many social movements failed to reach their aims, others had partial and few even had full success. Therefore, first, in structural terms, a social movement is a loosely coupled conglomerate of different components. Such a network can include one or several core groups. Yet there is no central body which would be able to control and dominate the movement as a whole. In terms of degrees of involvement of individuals, a social movement can be conceived as a set of concentric circles ranging from highly committed activists in the core section to the periphery of mere sympathizers who only occasionally express their support to the movement. Second, in terms of its aims, a social movement seeks to fundamentally change society or to resist such changes. Ultimately, it targets the prevailing social order including its power structure and basic values. Because a power structure also crystallizes in political institutions and processes, a social movement is necessarily involved in political struggles. Third, regarding its means of cohesion, a social movement rests on a sense of collective identity, i. Fourth, social movements strongly rely on the commitment of their constituents who, from time to time, are mobilized in protest activities. These are the major tool to make the movement seen and heard beyond its own ranks. Some movements tend towards a reformist, others towards a revolutionary strategy. But as many historical examples demonstrate, the same movement may include a moderate and a radical tendency. Whether or not terrorism should be included in the concept of social movements is disputed. Theories of social movements: Several perspectives used for understanding social movement include classical approach, rational choice, resource mobilization, new social movement, and political opportunity structure. A social movement, although it may have secondary aims to promote the development of a subculture, is inherently and fundamentally a political phenomenon since its target is the state. A social movement, in its attempt to acquire these resources to promote structural change, must view the state as both an objective and an antagonist. Thus, a movement requires the resources of the state it abhors in order to alter that state. An antagonistic relationship exists between the state and the social movement, or between those individuals who hold political power and those who are effectively disenfranchised. Hence, social movements embody sustained collective challenges against political elites and authorities led by people with a common purpose and who lack regular access to existing political institutions. Classical and Rational Choice theory: Classical and rational choice theories are micro-level analyses, which mean that they focus on individual motivation to participate in a social movement. Why does an individual choose to participate? As such, these theories concentrate on the existence of individual grievances. Given their base assumption that democratic society is essentially pluralistic or that all voices are heard, classical and rational choice theories perceive collective behavior as fundamentally irrational and indicative of some kind of psychological imbalance; collective action thereby falls outside the realm of legitimate politics. Encountering the increase of collective behavior in the s, the evidence that participants in such action did not suffer from some psychological dysfunction, and increasing belief that American politics was elitist rather than pluralistic, students of social movements developed a new theory, resource mobilization, to understand the formation of such activity. A caveat of an elite-managerialist theory of democracy is that grievances perpetually exist: The research question is altered from why individuals participate to how such participation is possible. In short, resource mobilization is a mesolevel analysis focusing on organizational requirements of social movements. Classical theory, rational choice, and resource

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mobilization cluster about the stereotypical American school, which emphasizes individual or collective agency, as opposed to the more Marxist perspective, which places stress on structure. In none of the three theories discussed above is any reference made to traditionally Marxist notions of solidarity, collective identity, or collective class consciousness. New Social Movement theories: In response to new social movement theory, the American school was forced to focus more fully on macro-level analysis, that is, the interaction between the state and the social movement without relying on a Marxist interpretation. Political opportunity structure POS filled this theoretical gap. Political opportunity structures refer not to necessarily permanent nor formal configurations of political institutions and historical precedents for social mobilization which protesters can exploit to promote collective action. All theories are relatively incapable of accurately depicting and evaluating historical circumstance; however, some are better able to minimize the distorting lens. The aim, when understanding social movements, is not to develop a totalizing theory that accounts for every potential variable, but to derive a model which can answer the foundational questions of any given analysis. The political process model PPM accomplishes this by successfully navigating the junctures of the micro-, meso-, and macroanalytical levels to isolate three crucial factors in the development of collective insurgency: PPM is essentially made up of two distinct but related dynamics: The first part is represented by the tri-factor interaction of a changing opportunity structure, organizations to seize control of this opportunity, and the psychological alteration of a minority group from an isolated victimized perspective to a sense of collective empowerment. The second part of the model refers to the actions of the organizations that make up the movement. These networks are sometimes called pressure groups, special interests, or interest groups. Unlike a movement, interest groups are characterized by defined membership, permanent staff, and fiscal responsibilities. More importantly, whereas a movement is sometimes characterized as acting outside of the political system, interest groups navigate from within it. Perspectives and Issues, eds. Theda Skocpol and John L. Tarrow, *Power in Movement*, Sharpe, Posted by.

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The classical model of social movements proposes that social movements come about as a collective response to structural weaknesses in society that have a psychological effect on individuals. Resource-mobilization theory recognizes the importance of political context and goals in the development of social movements but also emphasizes that.

Collective behavior Sociologists during the early and middles thought that movements were random occurrences of individuals who were trying to emotionally react to situations outside their control. Or, as the "mass society" hypothesis suggested, movement participants were those who were not fully integrated into society. These psychologically-based theories have largely been rejected by present-day sociologists and political scientists , although many still make a case for the importance although not centrality of emotions.

Relative deprivation People are driven into movements out of a sense of deprivation or inequality, particularly 1 in relation to others or 2 in relation to their expectations. In the first view, participants see others who have more power, economic resources, or status, and thus try to acquire these same things for themselves. In the second view, people are most likely to rebel when a consistently improving situation especially an improving economy stops and makes a turn for the worse. At this point, people will join movements because their expectations will have outgrown their actual material situation also called the "J-Curve theory".

Rational choice theory Individuals are rational actors who strategically weigh the costs and benefits of alternative courses of action and choose that course of action which is most likely to maximize their utility. The primary research problem from this perspective is the collective action problem , or why rational individuals would choose to join in collective action if they benefit from its acquisition even if they do not participate.

Resource mobilization Social movements need organizations first and foremost. Organizations can acquire and then deploy resources to achieve their well-defined goals. Some versions of this theory see movements operate similar to capitalist enterprises that make efficient use of available resources.

Political opportunity Certain political contexts should be conducive or representative for potential social movement activity. Increased access to political decision making power Instability in the alignment of ruling elites or conflict between elites Access to elite allies who can then help a movement in its struggle Declining capacity and propensity of the state to repress dissent [10] [11] [12] [13] Main article: Framing social sciences Certain claims activists make on behalf of their social movement "resonate" with audiences including media, elites, sympathetic allies, and potential recruits. Successful frames draw upon shared cultural understandings e. This perspective is firmly rooted in a social constructivist ontology. See the work of Robert Benford and David A. It is called political theory of a social movement Social movement impact theory[edit] Main article: Social movement impact theory This body of work focuses on assessing the impact that a social movement has on society, and what factors might have led to those impacts. The effects of a social movement can resonate on individuals , [15] institutions , [16] cultures , [17] or political systems. Because Impact Theory has many methodological issues, it is the least studied of the major branches of Social Movement Theory. New social movements This European-influenced group of theories argue that movements today are categorically different from the ones in the past. Instead of labor movements engaged in class conflict , present-day movements such as anti-war , environmental , civil rights , feminist , etc. The motivations for movement participation is a form of post-material politics and newly created identities, particularly those from the "new middle class". This line of research has stimulated an enduring emphasis on identity even among prominent American scholars like Charles Tilly. Melucci focused on the creation of collective identities as the purpose of social movements, especially the "new social movements", whereas Jasper argued that movements provide participants with a chance to elaborate and articulate their moral intuitions and principles. Both recognized the importance of emotions in social movements, although Jasper developed this idea more systematically. Along with Jeff Goodwin and Francesca Polletta, Jasper organized a conference in New York in that helped put emotions on

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the intellectual agenda for many scholars of protest and movements. Charles Tilly and a number of other scholars responded, often vituperatively. Strategic Dilemmas in Real Life, which developed a vocabulary for studying strategic engagement in a cultural, emotional, and agentic way. By then, his theory of action had moved closer to pragmatism and symbolic interactionism. In the same period, Wisconsin social theorist Mustafa Emirbayer had begun writing in a similar fashion about emotions and social movements, but more explicitly deriving his ideas from the history of sociological thought. The Politics of Mass Society. The Free Press, Princeton University Press, The Logic of Collective Action: Public Goods and the Theory of Groups. Harvard University Press, University of Michigan Press, Collective Action and the Civil Rights Movement. University of Chicago Press, American Journal of Sociology. In Snow, Soule, and Kriesi. The Blackwell Companion to Social Movements. Political Process and the Development of Black Insurgency, University of Chicago Press. Annual Review of Sociology. Archived from the original PDF on "An Overview and Assessment". The biographical impact of activism. University of Minnesota Press, The anti-Vietnam War movement and American science. How Social Movements Matter. The Regents of the University of Minnesota, Strategy of Social Protest. The politics of contingency and the equal rights amendment. Nomads of the Present: Jasper, and Francesca Polletta, eds. Rowman and Littlefield,

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Chapter 4 : Classical Social Movement Theory? | Yahoo Answers

The Classical Model of Social Movements Examined. 5: Political Process and the Development of Black Insurgency, Doug McAdam Limited preview -

History of sociology The field of sociology itself and sociological theory by extension is relatively new. Both date back to the 18th and 19th centuries. The drastic social changes of that period, such as industrialization, urbanization, and the rise of democratic states caused particularly Western thinkers to become aware of society. The oldest sociological theories deal with broad historical processes relating to these changes. Since then, sociological theories have come to encompass most aspects of society, including communities, organizations and relationships. Sociological theory attempts to answer the following three questions: In the myriad attempts to answer these questions, three predominately theoretical i. These problems are largely inherited from the classical theoretical traditions. The consensus on the central theoretical problems is: The first deals with knowledge, the second with agency, and the last with time. Lastly, sociological theory often grapples with the problem of integrating or transcending the divide between micro, meso and macro-scale social phenomena, which is a subset of all three central problems. These problems are not altogether empirical problems, rather they are epistemological: Objectivity and subjectivity[edit] Main articles: Objectivity science, Objectivity philosophy, and Subjectivity The problem of subjectivity and objectivity can be divided into a concern over the general possibilities of social actions, and, on the other hand the specific problem of social scientific knowledge. The objective is often considered any public or external action or outcome, on up to society writ large. A primary question for social theorists, is how knowledge reproduces along the chain of subjective-objective-subjective, that is to say: While, historically, qualitative methods have attempted to tease out subjective interpretations, quantitative survey methods also attempt to capture individual subjectivities. Also, some qualitative methods take a radical approach to objective description in situ. The latter concern with scientific knowledge results from the fact that a sociologist is part of the very object they seek to explain. Bourdieu puts this problem rather succinctly: How can the sociologist effect in practice this radical doubting which is indispensable for bracketing all the presuppositions inherent in the fact that she is a social being, that she is therefore socialized and led to feel "like a fish in water" within that social world whose structures she has internalized? How can she prevent the social world itself from carrying out the construction of the object, in a sense, through her, through these unself-conscious operations or operations unaware of themselves of which she is the apparent subject? Pierre Bourdieu, "The Problem of Reflexive Sociology" in *An Invitation to Reflexive Sociology* [8] Structure and agency[edit] Main article: Structure and agency Structure and agency, sometimes referred to as determinism versus voluntarism, [9] form an enduring ontological debate in social theory: Discussions over the primacy of either structure and agency relate to the core of sociological epistemology "What is the social world made of? Synchrony and diachrony[edit] Synchrony and diachrony, or statics and dynamics, within social theory are terms that refer to a distinction emerging out of the work of Levi-Strauss who inherited it from the linguistics of Ferdinand de Saussure. Diachrony, on the other hand, attempts to analyze dynamic sequences. Following Saussure, synchrony would refer to social phenomena as a static concept like a language, while diachrony would refer to unfolding processes like actual speech. In terms of sociology, historical sociology is often better positioned to analyze social life as diachronic, while survey research takes a snapshot of social life and is thus better equipped to understand social life as synchronic. Some argue that the synchrony of social structure is a methodological perspective rather than an ontological claim. Classical theoretical traditions[edit] The contemporary discipline of sociology is theoretically multi-paradigmatic. Utilitarianism, also known as "rational choice" or "social exchange", although often associated with economics, is an established tradition within sociological theory. Ward and William Graham Sumner. Contemporary sociological theory retains traces of each these traditions and they are by no means mutually exclusive. Structural functionalism A broad

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historical paradigm in both sociology and anthropology , functionalism addresses the social structure as a whole and in terms of the necessary function of its constituent elements. Biology has been taken to provide a guide to conceptualizing the structure and the function of social systems and to analyzing processes of evolution via mechanisms of adaptation Conflict theories Social conflict is the struggle between segments of society over valued resources. Capitalists are people who own and operate factories and other businesses in pursuit of profits. In other words, they own virtually all large-scale means of production. However, capitalism turned most other people into industrial workers, whom Marx called proletarians. Proletarians are people who, because of the structure of capitalist economy, must sell their labor for wages. Conflict theories draw attention to power differentials, such as class, gender and race conflict, and contrast historically dominant ideologies. It is therefore a macro level analysis of society that sees society as an arena of inequality that generates conflict and social change. Symbolic interactionism , Dramaturgy sociology , Interpretive sociology , and Phenomenological sociology Symbolic interaction , often associated with interactionism , phenomenological sociology , dramaturgy , and interpretivism , is a sociological tradition that places emphasis on subjective meanings and the empirical unfolding of social processes, generally accessed through analysis. Society is nothing more than the shared reality that people construct as they interact with one another. This approach sees people interacting in countless settings using symbolic communications to accomplish the tasks at hand. Therefore, society is a complex, ever-changing mosaic of subjective meanings. It is also in this tradition that the radical-empirical approach of Ethnomethodology emerges from the work of Harold Garfinkel. Utilitarianism , Rational choice theory , and Exchange theory Utilitarianism is often referred to as exchange theory or rational choice theory in the context of sociology. This tradition tends to privilege the agency of individual rational actors and assumes that within interactions individuals always seek to maximize their own self-interest. As argued by Josh Whitford , rational actors are assumed to have four basic elements, the individual has 1 "a knowledge of alternatives," 2 "a knowledge of, or beliefs about the consequences of the various alternatives," 3 "an ordering of preferences over outcomes," 4 "A decision rule, to select amongst the possible alternatives". Homans , Peter Blau and Richard Emerson. March and Herbert A. The utilitarian perspective in sociology was, most notably, revitalized in the late 20th century by the work of former ASA president James Coleman. List of contemporary theories[edit] Anomie theory , seeks to understand normlessness , where society provides little moral guidance to individuals. In *The Division of Labor in Society* , Durkheim described anomie as one result of an inequitable division of labour within the society. Mawson, University of Keele, UK, notes. As "actors," we have a status, which is the part that we play, where we are given various roles. Feminism is a collection of movements aimed at defining, establishing, and defending equal political, economic, and social rights for women. Feminism, from a social conflict perspective, focuses on gender inequality and links sexuality to the domination of women by men. It is concerned with how individuals construct such fields, with how the fields are structured, and with the effects the field has on people occupying different positions in it. Grounded theory is a systematic methodology in the social sciences involving the generation of theory from data. It is currently the de facto dominant approach to sociological theory construction, especially in the United States. Middle range theory starts with an empirical phenomenon as opposed to a broad abstract entity like the social system and abstracts from it to create general statements that can be verified by data. Mathematical sociology aims to take sociological theory, which is strong in intuitive content but weak from a formal point of view, and to express it in formal terms. The benefits of this approach include increased clarity and the ability to use mathematics to derive implications of a theory that cannot be arrived at intuitively. The models typically used in mathematical sociology allow sociologists to understand how predictable local interactions are often able to elicit global patterns of social structure. Introspective and intuitional attempts to gain knowledge are rejected. The positivist approach has been a recurrent theme in the history of western thought , from ancient times to the present day. Network theory is a structural approach to sociology that is most closely associated with the work of Harrison White , who views norms and behaviors as embedded in chains of social relations. In essence, phenomenology is the belief that

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society is a human construction. It was originally developed by Edmund Husserl. Post-colonial theory is a post-modern approach that consists of the reactions to and the analysis of colonialism. Postmodernism is a theoretical perspective approach that criticises modernism and believes anti-theory and anti-method and has a great mistrust of grand theories and ideologies. Due to human subjectivity, theorists believe that discovering the objective truth is impossible or unachievable. This approach uses both micro and macro level analysis. Pure sociology is a theoretical paradigm developed by Donald Black that explains variation in social life with social geometry, that is, locations in social space. A recent extension of this idea is that fluctuations in social space are called social time are the cause of social conflict. Costs are extrinsic, meaning intrinsic values such as feelings of guilt will not be accounted for in the cost to commit a crime. Social constructionism is a sociological theory of knowledge that considers how social phenomena develop in particular social contexts. Unlike other living species, humans need socialization within their cultures for survival. For example, a teacher who believes a certain student to be intellectually gifted may well encourage exceptional academic performance.

Chapter 5 : Sociological theory - Wikipedia

First, there is the classical model of social movements, which argues that social change is the result of a systematic "strain" on the social infrastructure of the political system.

Chapter 6 : Social movement theory - Wikipedia

model that proposes that social movements come about as a collective response to structural weaknesses in society that have a psychological effect on individuals resource-mobilization theory theory that recognizes the importance of political context and goals in the development of social movement but also emphasizes that social movements are.

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Contrary to specific social movement organizations which may have formal statutes, a rigid division of labor, and a clearly defined membership, social movements are networks which, by definition, are mainly horizontally and informally coordinated.

Chapter 8 : Political Process and the Development of Black Insurgency, , McAdam

model of social movements that emphasizes political context and goals but also states that social movements are unlikely to emerge without the necessary resources political process model model of social movements that focuses on the structure of political opportunities.

Chapter 9 : Classical Social Theory I: Marx and Durkheim | Antonino Palumbo and Alan Scott - calendrierd

The theory is that there is a strain upon society which affects the social environment. This creates individuals with different psychological states and they then focus their energy on social movements in order to alleviate their emotional problems.