

SYG 2010

Lecture 16

Social Problems & Social Action



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Learning Objectives

- 1 Explain the relationship between sociology, social movements, and social change.
- 2 Compare cognitive liberation and class consciousness.
- 3 Identify the three areas of change for successful reform movements.
- 4 Explain how individuals can make a change in their communities.



QUE VAMO' HACER?

Annotated Chapter Outline

I. Understanding Social Movements

A. Social movements: Conscious, collective, organized attempts to bring about or resist large-scale change in the social order.

B. Social movements are classified by how much change is intended and what the scope is of the intended change.

C. Reform movements: An attempt to bring about limited social change by working within the existing system.

D. Revolutionary social movements: Attempts to create fundamental change in the system itself.

E. Instrumental movements: An attempt to change the structure of society.

F. Expressive movements: An attempt to change individuals and individual behavior.

G. New social movement's theory: Theory emphasizing the distinctive features of recent social movements that emerged in postindustrial or advanced capitalist societies.

H. New social movements fought for human rights, while new movements are framed around concerns about cultural and community rights.

II. How Do Social Movements Begin?

A. Relative deprivation: A perceived gap between what people expect and what they actually receive. This concept is characterized by the Davies J-Curve (1962), and Ted Robert Gurr's "Why Men Rebel" (1968).

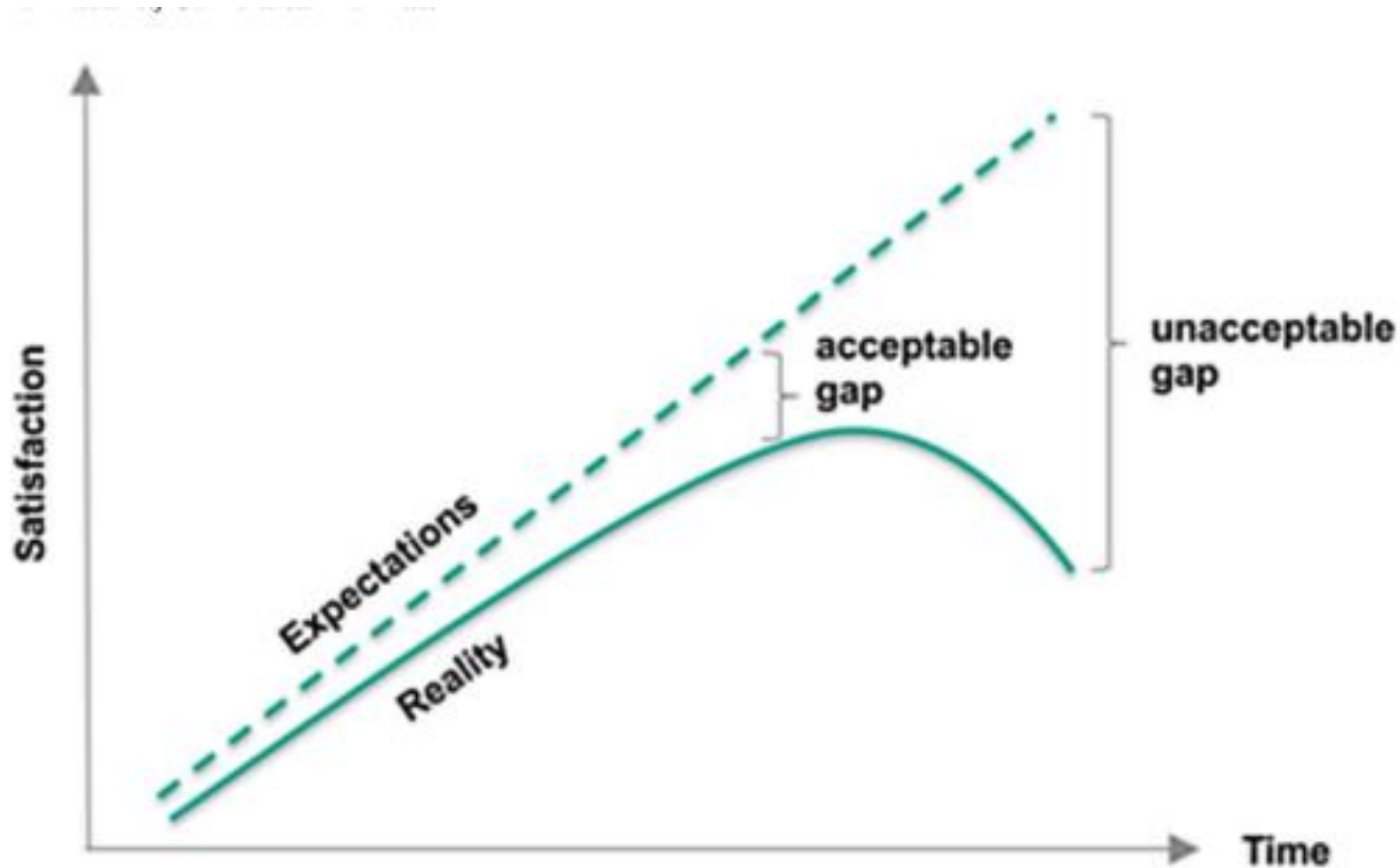
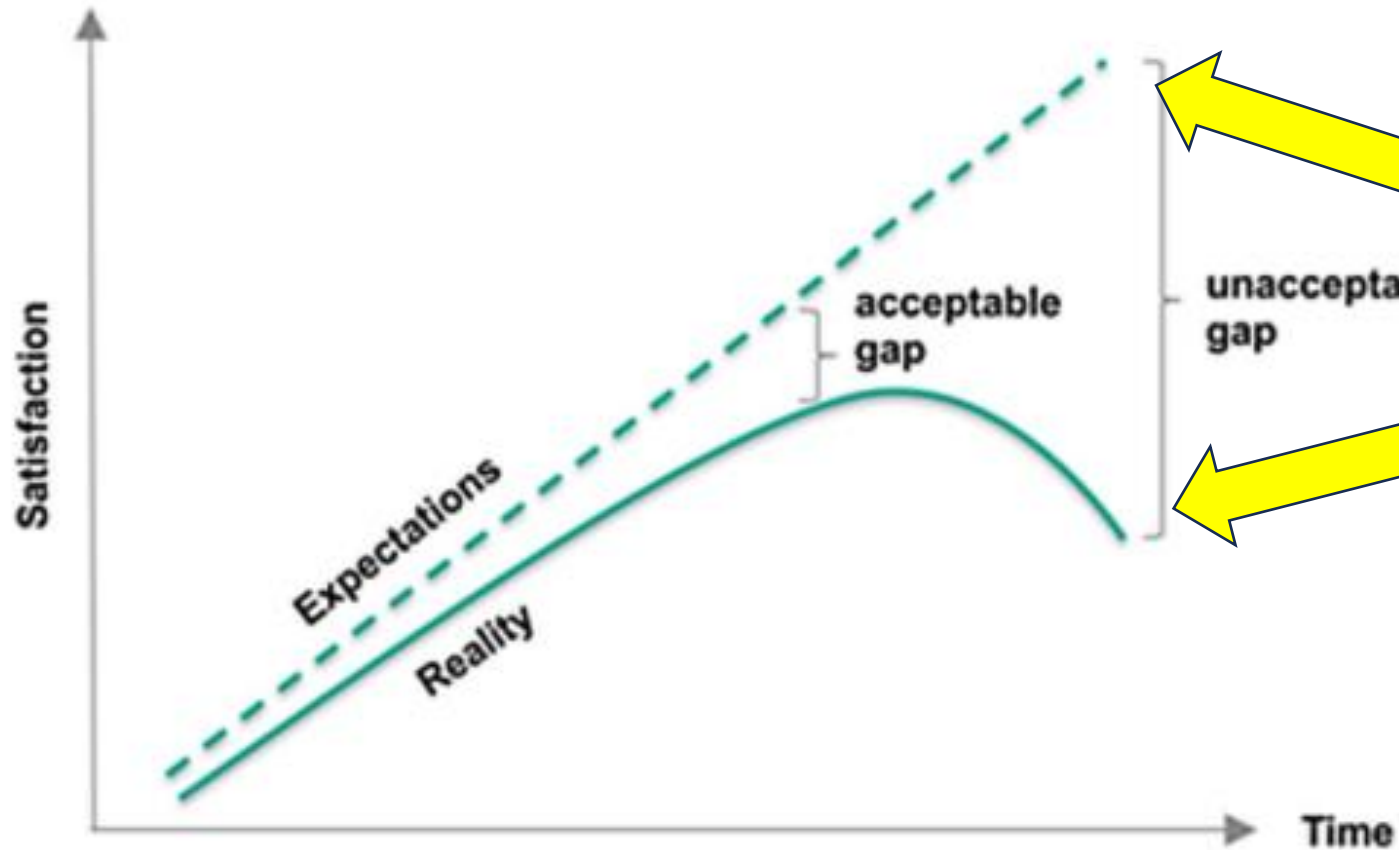


Fig. 1. The Davies J-Curve.

B. Smelser (1963) explains that six structural conditions are necessary for the development of collective behaviors and social movements. Relatedly, particular structures in society are more likely to generate certain kinds of social movements than others:



- ii. People will become dissatisfied with the current structure only if the structure is perceived as oppressive. This argument was put forth largely by Ted Robert Gurr.



Why does this gap exist?
Natural causes?
Who do we fault?
Was there malice at play?

Fig. 1. The Davies J-Curve.

- iii. There must be growth of a generalized belief system. In the 1960s, many pointed to Bob Dylan's "The Times, They are A'Changing."

Come gather 'round people
Wherever you roam
And admit that the waters
Around you have grown
And accept it that soon
You'll be drenched to the bone
If your time to you is worth savin'
And you better start swimmin'
Or you'll sink like a stone
For the times they are a-changin'

Come senators, congressmen
Please heed the call
Don't stand in the doorway
Don't block up the hall
For he that gets hurt
Will be he who has stalled
The battle outside ragin'
Will soon shake your windows
And rattle your walls
For the times they are a-changin'

The line it is drawn
The curse it is cast
The slow one now
Will later be fast
As the present now
Will later be past
The order is rapidly fadin'
And the first one now
Will later be last
For the times they are a-changin'

Come writers and critics
Who prophesize with your pen
And keep your eyes wide
The chance won't come again
And don't speak too soon
For the wheel's still in spin
And there's no tellin' who
That it's namin'
For the loser now
Will be later to win
For the times they are a-changin'

Come mothers and fathers
Throughout the land
And don't criticize
What you can't understand
Your sons and your daughters
Are beyond your command
Your old road is rapidly agin'
Please get out of the new one
If you can't lend your hand
For the times they are a-changin'



BOB DYLAN

vevo



THE SAMPSON
PUBLISHING COMPANY
PHILADELPHIA, PA. 19106

Sam Cooke

Shake

A Change Is
Gonna Come

iv. Dramatic events sharpen and concretize issues. From Martin Luther King's speech at the March on Washington...

I am happy to join with you today in what will go down in history as the greatest demonstration for freedom in the history of our nation. Five score years ago, a great American, in whose symbolic shadow we stand today, signed the Emancipation Proclamation. This momentous decree came as a great beacon of hope to millions of slaves, who had been seared in the flames of withering injustice. It came as a joyous daybreak to end the long night of their captivity. But one hundred years later, the colored America is still not free. One hundred years later, the life of the colored American is still sadly crippled by the manacle of segregation and the chains of discrimination.

One hundred years later, the colored American lives on a lonely island of poverty in the midst of a vast ocean of material prosperity. One hundred years later, the colored American is still languishing in the corners of American society and finds himself an exile in his own land. So we have come here today to dramatize a shameful condition.

In a sense we have come to our Nation's Capital to cash a check. When the architects of our great republic wrote the magnificent words of the Constitution and the Declaration of Independence, they were signing a promissory note to which every American was to fall heir. This note was a promise that all men, yes, black men as well as white men, would be guaranteed the inalienable rights of life, liberty and the pursuit of happiness.

It is obvious today that America has defaulted on this promissory note insofar as her citizens of color are concerned. Instead of honoring this sacred obligation, America has given its colored people a bad check, a check that has come back marked "insufficient funds."

But we refuse to believe that the bank of justice is bankrupt. We refuse to believe that there are insufficient funds in the great vaults of opportunity of this nation. So we have come to cash this check, a check that will give us upon demand the riches of freedom and security of justice.

We have also come to this hallowed spot to remind America of the fierce urgency of Now. This is not time to engage in the luxury of cooling off or to take the tranquilizing drug of gradualism.

Now is the time to make real the promise of democracy.

Now is the time to rise from the dark and desolate valley of segregation to the sunlit path of racial justice.

Now is the time to lift our nation from the quicksand of racial injustice to the solid rock of brotherhood.

Now is the time to make justice a reality to all of God's children.



- v. The movement gains momentum with the mobilization of leaders and members for the movement.

[A Visual History of Campus Protests | Vanity Fair](#)

Atlanta University Protests

A group of civil-rights leaders, including Martin Luther King Jr., gathered in 1960 on the campus of Atlanta University to join thousands of students who marched and staged sit-ins at local businesses, from lunch counters to department stores.

The non-violent student activists hoped to spur the city into integrating lunch counters and ending segregation throughout Atlanta.

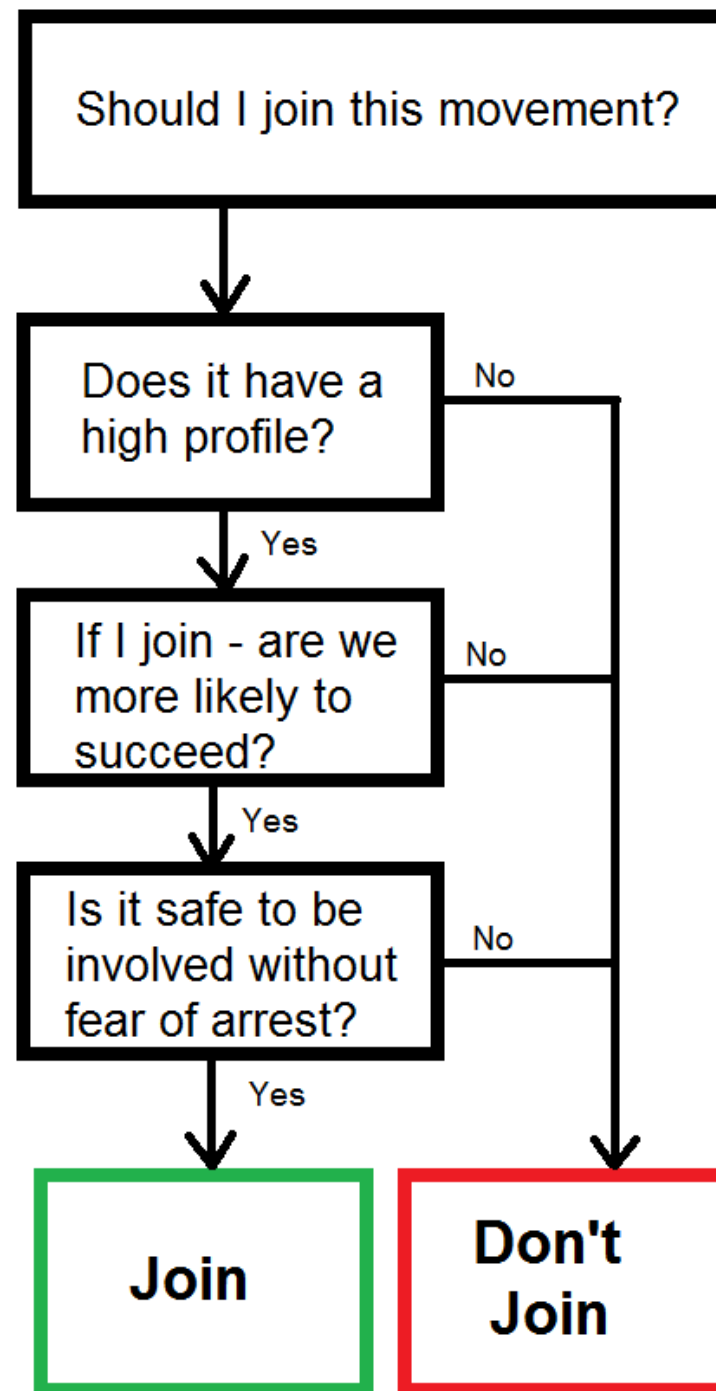


- vi. Forces in society respond to the social movement either by accepting or suppressing it. Historically, Americans and the American media are open to hear from protestors until or unless they become violent.



D. Resource mobilization theory:

discusses conditions that contribute to success, or failure, of social movements.



RESOURCE MOBILIZATION THEORY

Resource mobilization theory focuses on the capabilities and resources of aggrieved groups as a way of explaining the development and outcome of social movements.

KEY TERMS

John McCarthy and Mayer Zald (1977) introduced terminology for this theory, defining:

1. Social movement organizations (SMOs): groups that champion social change.
2. Social movement industry (SMIs): Groups of organizations advocating for related causes.

EXAMPLES

- 1 Civil rights movement
- 2 The Arab Spring
- 3 Homelessness
- 4 National Organization for Women
- 5 MoveOn.org

Definition - Political Process Theory

POLITICAL PROCESS THEORY IS USED IN THE STUDY OF SOCIAL MOVEMENTS AND IS BASED ON THE ARGUMENT THAT THE SUCCESS OF SOCIAL MOVEMENTS DEPENDS NOT ONLY ON THE MOVEMENT'S RESOURCES BUT ALSO ON THOSE OF MAJOR SOCIAL SYSTEMS SUCH AS THE STATE AND HOW THESE ARE BROUGHT TO BEAR IN SUPPORT OR OPPOSITION.

FROM THIS PERSPECTIVE, IT IS IMPORTANT TO UNDERSTAND THE COMPLEX INTERACTION BETWEEN THE MOVEMENT AND THE LARGER SOCIAL ENVIRONMENT AT THE TIME.

EXAMPLE ➤ POLITICAL REVOLUTION IS MOST LIKELY TO SUCCEED IF THE STATE IS VULNERABLE, UNSTABLE, OR LACKING IN SOCIAL LEGITIMACY AND IF THE NEW WAY OF THINKING PROMOTES THE BELIEF THAT CHANGE IS POSSIBLE.

**POLITICAL PROCESS THEORY TENDS TO EMPHASIZE ON THAT COMPONENT OF SOCIAL STRUCTURE THAT IS IMPORTANT FOR SOCIAL MOVEMENT DEVELOPMENT :-
POLITICAL OPPORTUNITIES.**

POLITICAL PROCESS THEORY ARGUES THAT THERE ARE **THREE VITAL COMPONENTS FOR MOVEMENT FORMATION :-**

INSURGENT CONSCIOUSNESS

SEE FOLLOWING SLIDES

ORGANIZATIONAL STRENGTH

POLITICAL OPPORTUNITIES

Insurgent Consciousness :-

THE INSURGENT CONSCIOUSNESS IS THE COLLECTIVE SENSE OF INJUSTICE THAT MOVEMENT MEMBERS (OR POTENTIAL MOVEMENT MEMBERS) FEEL AND SERVES AS THE MOTIVATION FOR MOVEMENT ORGANIZATION.



Organizational Strength :-

ORGANIZATIONAL STRENGTH FALLS IN LINE WITH RESOURCE-MOBILIZATION THEORY, ARGUING THAT IN ORDER FOR A SOCIAL MOVEMENT TO ORGANIZE, IT MUST HAVE STRONG LEADERSHIP AND SUFFICIENT RESOURCES.



Political Opportunities :-

POLITICAL OPPORTUNITY REFERS TO THE RECEPTIVITY OR VULNERABILITY OF THE EXISTING POLITICAL SYSTEM TO CHALLENGE. THIS VULNERABILITY CAN BE THE RESULT OF ANY OF THE FOLLOWING (OR A COMBINATION THEREOF) :-

- GROWTH OF POLITICAL PLURALISM***
- DECLINE IN EFFECTIVENESS OF REPRESSION***
- ELITE DISUNITY; THE LEADING FACTIONS ARE INTERNALLY FRAGMENTED***
- A BROADENING OF ACCESS TO INSTITUTIONAL PARTICIPATION IN POLITICAL PROCESSES***
- SUPPORT OF ORGANIZED OPPOSITION BY ELITES***

F. Social movements gain strength when they develop symbols and a sense of community.



*Russell Means (Russell Chickenhorse) shakes hands with Assistant Attorney General Kent Frizzell as AIM signs a treaty to end the occupation of Wounded Knee
National Guardian Photographs; PHOTO 213; box 9; folder 26; Tamiment Library/Robert Wagner Labor Archives NYU*

B. Successful revolutions are rare and dramatic events.

**Hace
250
years!**

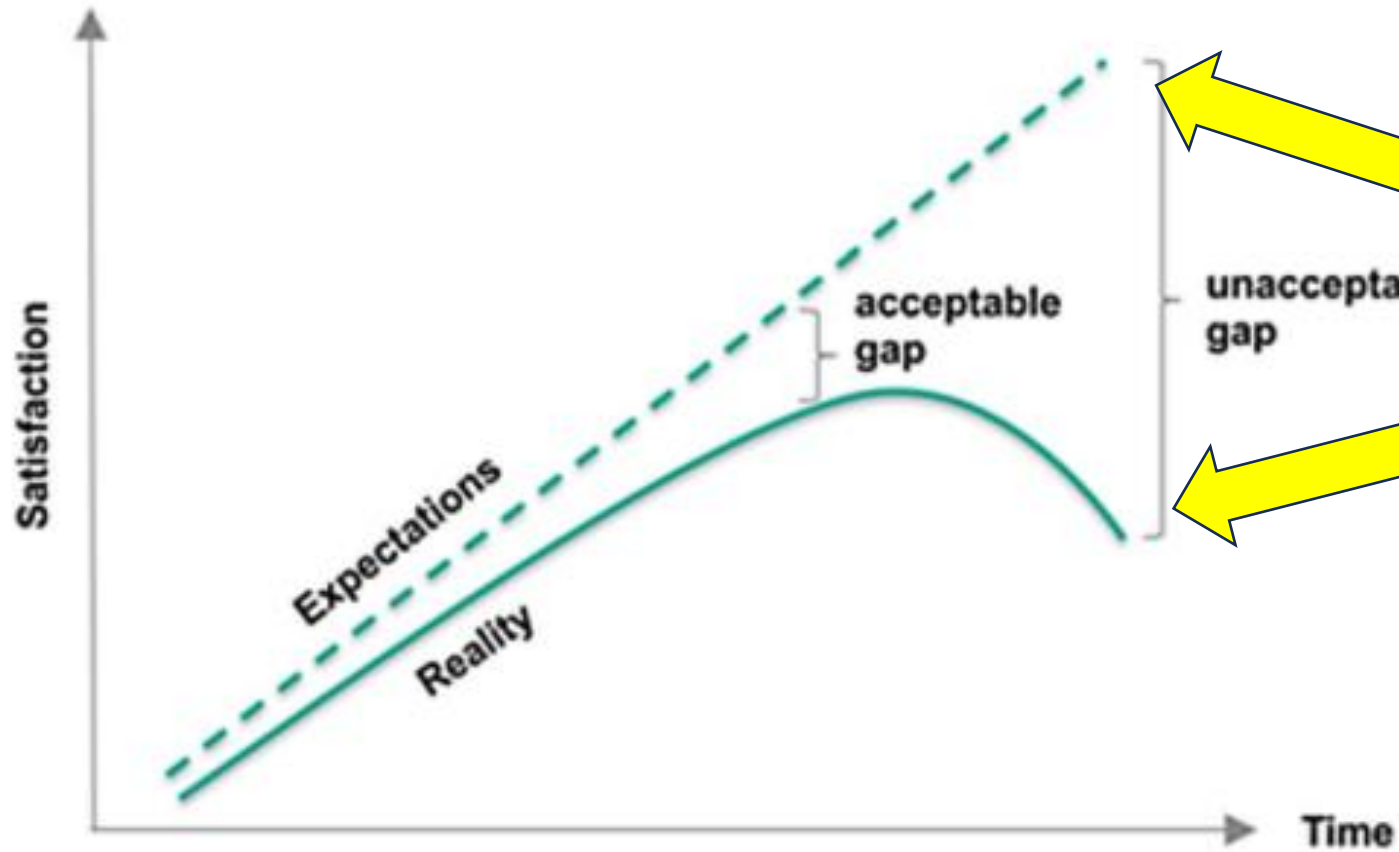


C. Successful reform movements generate change in three areas: culture, new organizations or institutions, and social policy and legislation.



Alongside Rev. Martin Luther King, President Johnson signs the Civils Rights Act of 1964 into law.

- D. People will become dissatisfied with the current structure only if the structure is perceived as oppressive. This argument was put forth largely by Ted Robert Gurr.



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Natural causes?

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Fig. 1. The Davies J-Curve.

IV. Making the Last Connection as You Choose Your Social Problem/Issue...

- The impact of any social movement should be measured over the long term.
- There is a direct connection between social problems and communities
- College and university students have always played an important role in addressing social problems.
- The time in college provides an opportunity for social activism
- To begin in activism, you can join other college students who have become involved in their communities.
- It is important to explore opportunities for service on your campus and in your community.

