

Introduction to Part III of Course

Applications

Plan for rest of semester

- ◉ We will be applying the perspective
 - Variety of targets in American life
- ◉ Some days lecture
- ◉ Some days discussion based on your analysis

My recommendation on notes

- ◉ Lectures include some analytic knowledge
 - Specific ways to understand a situation
- ◉ But key **not** in specifics of application
 - No test there
- ◉ **Don't have your head buried in notes and miss the point of the analysis**
- ◉ I will post overheads; You reconstruct after class

Different Preparation

- Often now, will ask you to do some prep
 - Reading to do
 - Other activities
 - One or two page preparation papers
- Days focused only on class discussion
- Check website for assignments

Finding the power of discourse in American Life:

1. Locate the observed activity
 - Everyday, ritual, deviants, crises
2. Key skill: listening, hard
 - Hear the variety; hear the repetitiveness
3. Capture the discourse of the activity
 - Field notes
 - Then organize *using lessons for analysis*
4. Analysis: What work is the discourse doing?
 - Sociological work; epistemological work; behavioral work
5. Presentation: Develop thesis to explain the discursive practice & organize

Application 1: Shopping

● Thursday

● Your preparation

- Go to (1) a super-market (or box store such as best buy); (2) a store where you are on speaking terms with the owner; and (3) an on-line site where you have bought things.
- Listen to talk
- Locate decision points & language of decision
- Observe strategies of advertising

● Format for Thursday

- primarily lecture,
- but will ask you to analyze internet and apply your other observations

Application 2: Relationship advice

- ◉ Next Tuesday
- ◉ You have a reading assignment on the web site
- ◉ After completing the reading assignment you will need to do the exercise
- ◉ Format Tuesday: you report your discoveries, discussion