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The Myth of Social Action is a powerful critique of contemporary sociology and a call to reject the prevailing orthodoxy. Arguing that current sociological theory has lost its way, Colin Campbell presents a case for a new 'dynamic interpretivism', a perspective on human conduct which is more in keeping with the spirit of traditional Weberian action theory. Discussing and dismissing one by one the main arguments deployed against individualistic action theory, he demonstrates that this has been wrongly rejected in favour of the interactional social situationalist approach now dominating sociological thought.

Colin Campbell is Reader in Sociology at the University of York. He has written widely on sociological theory, culture and cultural change, religion, and the sociology of consumption. He is the author of *Toward a Sociology of Irreligion* (1971) and *The Romantic Ethic and the Spirit of Modern Consumerism* (1987).

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Contents

1	Introduction	<i>page</i> 1
2	Action reported missing in action theory	8
3	Action and social action	23
4	Action versus social action	29
5	The rise of social situationalism	38
6	The argument by denial	52
7	Accounts and actions	63
8	The argument by exclusion	84
9	The argument through incorporation	94
10	The 'learning everything from others' thesis	104
11	The communicative act paradigm	115
12	The linguistic turn for the worse	132
13	The myth of social action	140
14	The obstacle which is social situationalism	146
15	Epilogue: bringing action back in	155
	<i>Notes</i>	163
	<i>Bibliography</i>	187
	<i>Index</i>	197