Matters of Culture

American sociology is in the midst of a cultural turn. Where sociologists once spurned culture, today they embrace and explore it, seeking to understand the construction of social forms and the way culture matters. Problems of meaning, discourse, aesthetics, value, textuality, form, and narrativity, topics traditionally within the humanists' purview, have come to the fore as sociologists increasingly emphasize the role of meanings, symbols, cultural frames, and cognitive schema in their theorizations of social process and institution. Matters of Culture is an introduction to some of the best theorizing in cultural sociology, focusing in particular on questions of power, the sacred, and cultural production. With a major theoretical introduction that lays out the internal structure of the field and its relation to cultural studies and contributions from leading academics, Matters of Culture offers students and professors alike a representative range of the types of cultural sociological analysis available.

ROGER FRIEDLAND is Professor of Religious Studies and Sociology at the University of California, Santa Barbara and has published extensively in both disciplines. He is cofounder with John Mohr of the Cultural Turn conferences at the University of California, Santa Barbara.

JOHN W. MOHR is Associate Professor of Sociology at the University of California, Santa Barbara where he also serves as Associate Dean of the Graduate Division. He has published articles across a wide range of topics in cultural sociology and is co-founder with Roger Friedland of the Cultural Turn conferences at the University of California, Santa Barbara.

Cambridge Cultural Social Studies

Series editors: JEFFREY C. ALEXANDER, Department of Sociology, Yale University, and STEVEN SEIDMAN, Department of Sociology, University at Albany, State University of New York.

Titles in the series

ILANA FRIEDRICH SILBER, Virtuosity, Charisma, and Social Order 0 521 41397 4 hardback

LINDA NICHOLSON AND STEVEN SEIDMAN (eds.), *Social Postmodernism* 0 521 47516 3 hardback 0 521 47571 6 paperback

WILLIAM BOGARD, *The Simulation of Surveillance* 0 521 55081 5 hardback 0 521 55561 2 paperback

SUZANNE R. KIRSHNER, *The Religious and Romantic Origins of Psychoanalysis* 0 521 44401 2 hardback 0 521 55560 4 paperback

PAUL LICHTERMAN, *The Search for Political Community* 0 521 48286 0 hardback 0 521 48343 3 paperback

ROGER FRIEDLAND AND RICHARD HECHT, *To Rule Jerusalem* 0 521 44046 7 hardback

KENNETH H. TUCKER, JR., French Revolutionary Syndicalism and the Public Sphere 0 521 56359 3 hardback

ERIK RINGMAR, *Identity, Interest and Action* 0 521 56314 3 hardback

ALBERTO MELUCCI, *The Playing Self* 0 521 56401 8 hardback 0 521 56482 4 paperback

ALBERTO MELUCCI, *Challenging Codes* 0 521 57051 4 hardback 0 521 57843 4 paperback

SARAH M. CORSE, *Nationalism and Literature* 0 521 57002 6 hardback 0 521 57912 0 paperback

DARNELL M. HUNT, Screening the Los Angeles 'Riots' 0 521 57087 5 hardback 0 521 57814 0 paperback

LYNETTE P. SPILLMAN, *Nation and Commemoration* 0 521 57404 8 hardback 0 521 57683 0 paperback

(list continues at end of book)

Matters of Culture: Cultural Sociology in Practice

EDITED BY Roger Friedland and John Mohr



PUBLISHED BY THE PRESS SYNDICATE OF THE UNIVERSITY OF CAMBRIDGE The Pitt Building, Trumpington Street, Cambridge, United Kingdom

CAMBRIDGE UNIVERSITY PRESS The Edinburgh Building, Cambridge CB2 2RU, UK 40 West 20th Street, New York, NY 10011–4211, USA 477 Williamstown Road, Port Melbourne, VIC 3207, Australia Ruiz de Alarcón 13, 28014 Madrid, Spain Dock House, The Waterfront, Cape Town 8001, South Africa

http://www.cambridge.org

© Cambridge University Press 2004

This book is in copyright. Subject to statutory exception and to the provisions of relevant collective licensing agreements, no reproduction of any part may take place without the written permission of Cambridge University Press.

First published 2004

Printed in the United Kingdom at the University Press, Cambridge

Typeface Times (monotype) 10/12.5 pt. System LATEX $2_{\mathcal{E}}$ [TB]

A catalogue record for this book is available from the British Library

Library of Congress Cataloguing in Publication data
Matters of Culture : Cultural Sociology in Practice / edited by Roger Friedland and John Mohr.
p. cm. – (Cambridge Cultural Social Studies)
Includes bibliographical references and index.
ISBN 0 521 79162 6 (hardback) – ISBN 0 521 79545 1 (paperback)
1. Culture – Study and teaching – United States. 2. Culture. I. Friedland, Roger.
II. Mohr, John. III. Series.
HM623.M38 2004
306'.071 – dc22 2003055748 hardback

ISBN 0 521 79162 6 hardback ISBN 0 521 79545 1 paperback

The publisher has used its best endeavours to ensure that URLs for external websites referred to in this book are correct and active at the time of going to press. However, the publisher has no responsibility for the websites and can make no guarantee that a site will remain live or that the content is or will remain appropriate.

Contents

List of figures List of contributors		page ix x			
1	The cultural turn in American sociology Roger Friedland and John Mohr	1			
Pa	Part I The place of culture				
2	Culture and continuity: causal structures in socio-cultural persistence Orlando Patterson	71			
3	Theorizing hermeneutic cultural history John R. Hall	110			
4	Cultural studies as <i>fin-de-siècle</i> culture Mark A. Schneider	140			
Part II Sacred and profane					
5	Private devotions and the sacred heart of Elvis: the Durkheimians and the (re)turn of the sacred <i>Richard D. Hecht</i>	157			
6	The social marking of the past: toward a socio-semiotics of memory <i>Eviatar Zerubavel</i>	184			
7	On the social construction of moral universals: the "Holocaust" from war crime to trauma drama <i>Jeffrey C. Alexander</i>	196			

ambridge University Press	
521795451 - Matters of Culture: Cultural Sociology in Practice - Edited by Roge	er
riedland and John Mohr	
rontmatter	
Iore information	

Part III Culture and power

8	Social justice in the age of identity politics: redistribution, recognition, and participation Nancy Fraser	227
9	Are we all in the closet? Notes toward a sociological and cultural turn in Queer Theory <i>Steven Seidman</i>	255
10	Why (not) Foucault? Reflections on power, fascism, and aesthetics Simonetta Falasca Zamponi	270
Par	t IV Products and production of culture	
11	Audience aesthetics and popular culture Denise D. Bielby and William T. Bielby	295
12	Grounding the postmodern: a story of empirical research on fuzzy concepts Magali Sarfatti Larson	318
13	How art works: form and function in the stuff of life <i>Harvey Molotch</i>	341
14	Ethnosympathy: reflections on an American dilemma Jon D. Cruz	378
Index		400

Figures

3.1	Ideal types of meaningful social enactment	<i>page</i> 125
13.1	Tub study, inspired by Matisse. © Studio Levien	361
13.2	Tub study – ergonomic exercise. © Studio Levien	362
13.3	"Wave" bathtub as marketed. © Studio Levien	365
13.4	Heart surgery appliance (before design). Minimally Invasive	
	Coronary Bypass Device. Photograph © Hiemstra Product	
	Development, LLC	367
13.5	Heart surgery appliance (after design). Minimally Invasive	
	Coronary Bypass Device. Photograph © Hiemstra Product	
	Development, LLC	367
13.6	Simulated application. Minimally Invasive Coronary	
	Bypass Device. Photograph © Hiemstra Product	
	Development, LLC	368

Contributors

Jeffrey Alexander, Professor of Sociology at Yale University, works in the areas of theory, culture, and politics. An exponent of the "strong program" in cultural sociology, he has investigated the cultural codes and narratives that inform such diverse areas as computer technology, environmental politics, war-making, the Watergate crisis, and civil society. In the field of politics, Alexander is finishing a theory of the civil sphere and its contradictions. Alexander's work moves between the history of social thought, interpretive disputes, and the construction of systematic models. His most recent publication is *The Meanings of Social Life: A Cultural Sociology* (Oxford, 2003).

Denise D. Bielby is Professor of Sociology and Affiliated Faculty, Center for Film, Television, and New Media at the University of California, Santa Barbara. Her research focuses on sociology of culture, mass media, and gender. She is the author of numerous scholarly articles which have appeared in *American Sociological Review, American Journal of Sociology, Poetics, Journal of Popular Culture, Journal of Broadcasting and Electronic Media,* and *Television and New Media.*

William Bielby's research interests are in the areas of organizations and inequality, with a focus on workplace discrimination by gender, race, and age. Much of his work over the past decade, in collaboration with Denise Bielby, has applied those interests to the study of cultural production and labor market stratification in the entertainment industry. Currently, he is completing a study of the first wave of teenage rock and roll bands in the post-Elvis, pre-Beatles era.

Jon Cruz is Associate Professor of Sociology at the University of California, Santa Barbara. His is author of *Culture on the Margins: The Black Spiritual and the Rise of American Cultural Interpretation* (Princeton, 1999), and *Viewing, Reading, Listening: Audiences and Cultural Reception* (co-editor)

List of contributors xi

(Westview, 1994). Current primary research interests include the impact of digitization upon music culture, and the corporate uses of nostalgia.

Simonetta Falasca Zamponi teaches sociology at the University of California, Santa Barbara. Her publications include *Fascist Spectacle: The Aesthetics of Power in Mussolini's Italy* (Berkeley: University of California Press, 1997). She is currently working on a project that examines Bataille's Collège de sociologie and its vision of politics against the background of interwar Europe.

Nancy Fraser is the Henry and Louise A. Loeb Professor of Politics and Philosophy at the Graduate Faculty of the New School and co-editor of *Constellations: An International Journal of Critical and Democratic Theory*. Her books include *Redistribution or Recognition? A Political-Philosophical Exchange* (2003), with Axel Honneth; *Justice Interruptus: Critical Reflections on the "Postsocialist" Condition* (1997); *Feminist Contentions: A Philosophical Exchange* (1994) with Seyla Benhabib, Judith Butler, and Drucilla Cornell; and *Unruly Practices: Power, Discourse, and Gender in Contemporary Social Theory* (1989). She is a co-editor of *Pragmatism, Critique, Judgment: Essays for Richard J. Bernstein* (2003) and *Revaluing French Feminism: Critical Essays on Difference, Agency, and Culture* (1992). Her current research is on globalization.

Roger Friedland is Professor of Religious Studies and Sociology at the University of California, Santa Barbara. Together with John Mohr, he co-founded The Cultural Turn. Friedland, who is doing comparative research on religious nationalism, is author of "Money, Sex and God: The Erotic Logic of Religious Nationalism," *Sociological Theory*, 2002. He is currently finishing a study of Frank Lloyd Wright's Taliesin Fellowship with Harold Zellman, a Los Angelesbased architect.

John R. Hall is a Professor of Sociology and Director of the Center for History, Society, and Culture at the University of California – Davis. His most recent books are an edited volume – *Reworking Class* (Cornell University Press, 1997), *Cultures of Inquiry: From Epistemology to Discourse in the Methodological Practices of Sociohistorical Research* (Cambridge University Press, 1999), *Apocalypse Observed: Religious Movements and Violence in North America, Europe, and Japan*, coauthored by Philip D. Schuyler and Sylvaine Trinh (Routledge, 2000), and *Sociology on Culture*, co-authored by Mary Jo Neitz and Marshall Battani (Routledge, 2003). His current research concerns apocalyptic terrorism and modernity.

Richard D. Hecht is Professor of Religious Studies at the University of California, Santa Barbara. He is the author with Roger Friedland of *To Rule Jerusalem* (Cambridge University Press, 1996 and revised edition, University

xii List of contributors

of California Press, 2000). Friedland and Hecht have written extensively on the politics and religion of sacred places. Hecht is the Associate Editor with Ninian Smart for the series *Religions of the World* (Laurence King in London and Prentice-Hall in New York) and is completing a book on religion and contemporary art.

Magali Sarfatti Larson is the author of, among other things, The *Rise of Professionalism* and *Beyond the Postmodern Façade: Architectural Change in Late Twentieth Century America*, which received awards from the American Institute of Architects and the Sociology of Culture section of the American Sociological Association. She has held the chair of Sociology of Labor at the University of Urbino in Italy from 1997 to 2001 and is Professor Emerita from Temple University. She lives in Philadelphia and her current interests are political culture and politics *tout court*.

John Mohr is Associate Professor of Sociology at the University of California, Santa Barbara where he also serves as Associate Dean of the Graduate Division. He has been a visiting professor at La Sapienza in Rome and at the Maison des Sciences de L'Homme, in Paris. He has published articles on the measurement of meaning structures, on the history of the American welfare state and (with Paul DiMaggio) on the measurement of cultural capital. He is currently studying organizational responses to the end of affirmative action in California higher education. He is the editor of a special issue of *Poetics* on the topic of "Relational Analysis and Institutional Meanings: Formal Models for the Study of Culture" (2000) and co-founder, with Roger Friedland, of the Cultural Turn conference series at the University of California, Santa Barbara.

Harvey Molotch's most recent book, *Where Stuff Comes From*, uses product design as a way to understand the link between culture and economy. Formerly on the faculty at the University of California, Santa Barbara (and Centennial Professor at the London School of Economics) he is now Professor of Sociology and Metropolitan Studies at New York University.

Orlando Patterson is John Cowles Professor of Sociology at Harvard University. He is the author of *The Sociology of Slavery* (1967), *Ethnic Chauvinism* (1977), *Slavery and Social Death* (1982), *Freedom in the Making of Western Culture* (1991), *The Ordeal of Integration* (1997), and *Rituals of Blood* (1999), as well as three novels. Patterson was awarded the Distinguished Contribution to Scholarship Award of the American Sociological Association in 1983 (The Sorokin Prize), and was co-winner of the Ralph Bunche Award of the American Political Science Association for the best scholarly work on the subject of pluralism. In 1991 he was awarded the National Book Award in non-fiction for

List of contributors xiii

Volume 1 of *Freedom*. He is a Fellow of the American Academy of Arts and Sciences.

Steven Seidman is author most recently of *Beyond the Closet: The Transformation of Gay and Lesbian Life* (2002) and teaches sociology at the University at Albany.

Mark A. Schneider is Associate Professor of Sociology at Southern Illinois University-Carbondale. One of his central interests, pursued in *Culture and Enchantment* (University of Chicago Press, 1993), is the relationship between humanistic and scientific approaches to culture. He has published on a range of topics, including the structuralist character of Goethe's scientific writings, the social origins of the sacred, and olfactory mechanisms in incest avoidance. His next book is an exploration of sociological theorizing as a communicable skill.

Eviatar Zerubavel is Professor of Sociology at Rutgers University. He is the author of several books on the sociologies of time (*Time Maps*, *Hidden Rhythms*, *The Seven-Day Circle*, *Patterns of Time in Hospital Life*) and thinking (*The Fine Line*, *Social Mindscapes*, *Terra Cognita*) as well as on the art of writing books and dissertations (*The Clockwork Muse*). He is currently working on a book titled *The Elephant in the Room: The Social Organization of Silence and Denial*, for which he was awarded a 2003 Guggenheim Fellowship.