

Unit 5.2:1a Social Movements

Acting Crowd: Herbert Blumer's term for a group that directs hostile emotions towards a goal

Casual Crowd: A simple type of crowd lacking significant structure, or leadership.

Collective Behavior: Short-lived activity involving a large number of people, often spontaneous and sometimes controversial.

Collectivities: Large numbers of people who interact briefly and superficially without any specific direction.

Conventional Crowd: A type of crowd that develops when an audience expresses some sort of institutionalized emotionality.

Craze: A relatively long-lasting fad with significant economic or cultural implications.

Crowd: A temporary gathering of people who share a common focus of attention and who influence one another.

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Expressive Crowd: A type of crowd whose main function is to provide an opportunity for emotional release among its members.

Fad: A temporary but intense pattern of behavior that catches people's attention.

Fashion: Relatively enduring styles and behaviors that enjoy widespread popularity, often in cycles, and last longer than a fad.

Gossip: Rumors about other people's personal affairs.

Mass Behavior: Collective behavior among people dispersed over a wide geographical area.

Mass Hysteria: Widespread anxiety and the frantic reactions of large numbers of people to some perceived threat.

Mass Society: Industrialized, highly bureaucratized, impersonal society.

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Milling: A crowd standing or walking around as they talk excitedly about some event.

Mob: A highly emotional crowd that pursues a violent or destructive goal.

Panic: The condition of being so fearful that one cannot function normally, and may even flee, or cause others distress.

Propaganda: Information presented with the intention of shaping public opinion.

Protest Crowd: A type of crowd assembled by the leaders of a social movement to demonstrate its popular support.

Public Opinion: Attitudes about current and controversial issues held by the general public.

Public: A large number of people who are interested in a particular controversial issue.

Unit 5.2:1d Social Movements

Reactionary Movement: A social movement that seeks to resist a social change or reverse the general direction of social life.

Reformist Movement: A social movement that aims for relatively small-scale progressive change towards specific issues.

Relative Deprivation: A perceived disadvantage arising from a specific comparison in which people seek to acquire what they think they should have.

Revolutionary Movement: A social movement that aims for broad and sweeping progressive change.

Riot: A social eruption that is highly emotional, violent, and undirected aimed against people and property.

Rumor: Unverified information, passed informally from person to person.

Unit 5.2:1e Social Movements

Social Change: A process through which patterns of social behavior, social relationships, social institutions, and systems of stratification are altered over time.

Social Movement: A large group of people who are organized to promote or resist social change outside of established institutions.

Urban Legend: Rumors that recount ironic and usually grisly events that supposedly happen to “a friend of a friend.”

Unit 5.2:2a Social Movements

Most lasting social changes in society have begun as organized social movements.

As communication becomes easier, so does the ability to mobilize society for a "*cause celebre*."

Imagine the outcry against the Boston massacre if CNN were around to cover the death of Crispus Attucks?



Figure 129 Boston Massacre. Revere, Paul, engraver. "The BLOODY MASSACRE perpetrated in King Street BOSTON on March 5th 1770 by a party of the 29th REGT." 1770. Prints and Photographs Division, Library of Congress.

Unit 5.2:2b Social Movements

Sociologists are concerned with two aspects of social movements:

- 1: Who is changed?
- 2: How much is being changed?

FOUR TYPES OF SOCIAL MOVEMENTS

1: ALTERNATIVE SOCIAL MOVEMENTS—minor changes that only affect a limited portion of the population. (e.g.—popular campaigns for parents to speak to their children about drugs).

2: REDEMPTIVE SOCIAL MOVEMENTS—major changes but only to a small group of people. (e.g.—the right to life movement).

3: REFORMATIVE SOCIAL MOVEMENTS—specific agenda but very broad appeal. (e.g.—women’s suffrage in the early 20th century).

Unit 5.2:2c Social Movements

FOUR TYPES OF SOCIAL MOVEMENTS (Cont')

4: REVOLUTIONARY SOCIAL MOVEMENTS—Extreme change for an entire society. Radical new alternatives to existing flawed social institutions. (i.e.—American militia groups who seek to overthrow the US government (Timothy McVie and the Oklahoma City bombing).



Figure 130: 1995 Alfred Murrah Federal Building photograph from US Dept of Justice.

MAJOR EXPLANATIONS OF SOCIAL MOVEMENTS:

1: DEPRIVATION THEORY

Social Movements begin because of some point of comparison to a group who seems to have more of an advantage. "The haves nots vs. The haves."

Unit 5.2:2d Social Movements

Major explanations of social movements (cont')



Figure 131: The March on Washington.
U.S. News and World Report Magazine Photograph
Collection of The Library of Congress

2: MASS-SOCIETY THEORY

William Kornhauser's (1959) theory that socially isolated people come together and find an identity in a social cause, which can offer a sense of purpose, or identity to a lost society.

3: STRUCTURAL-STRAIN THEORY

Neil Smesler (1962) creates a process for how social movements originate and become executed:

- a) People identify social problems.
- b) People begin to question a better alternative to the status quo.

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Unit 5.2:2e Social Movements

Smesler's Strain Theory cont'

- c) Social problem becomes clearly defined and solutions identified.
- d) Public discontent festers until "triggering event."
- e) People soon mobilize for action.
- f) Government opposition signals strength of resistance.

4: RESOURCE—MOBILIZATION THEORY:

Any social movement rises or falls on its ability to generate resources, and get people to respond.

5: CULTURE THEORY

Social Movements depend on cultural symbols beyond the strength of resources. The various colored ribbons people adorn to recognize fights against disease, become a unifying factor for all who participate.

Pink ribbon = breast cancer



Red ribbon = AIDS awareness



Rainbow ribbon = Autism



Figure 132: Awareness Ribbons.

Unit 5.2:2f Social Movements

Major explanations of social movements (cont')

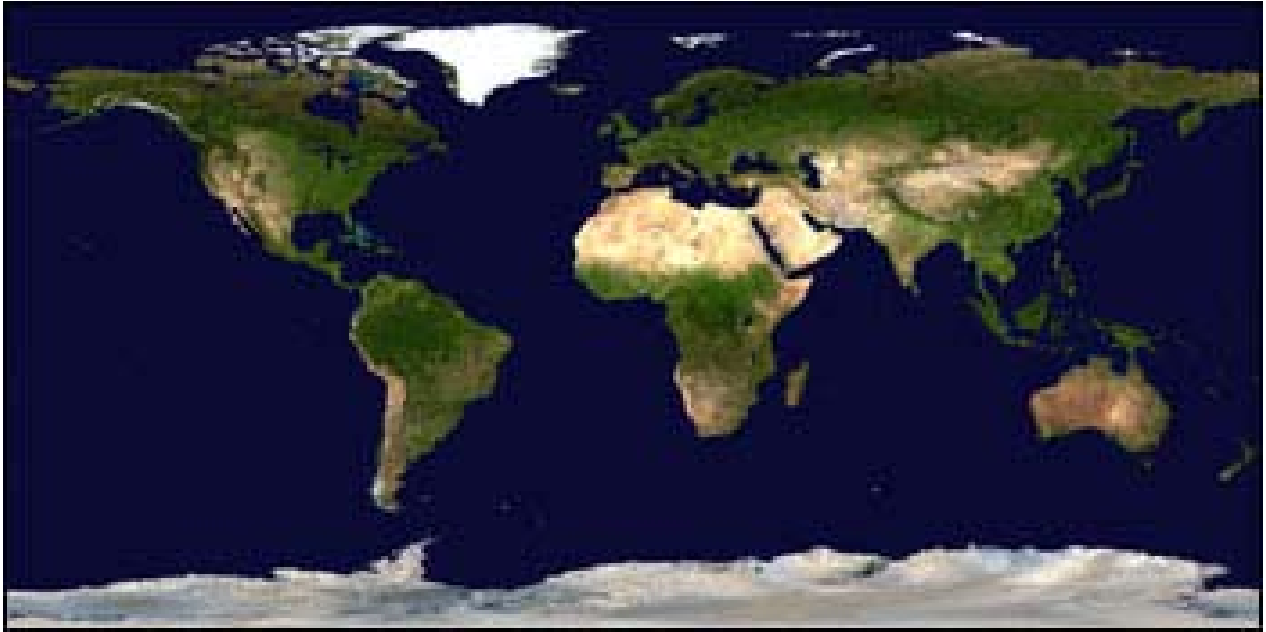


Figure 133: Earth from space: Image from NASA

6: NEW SOCIAL MOVEMENTS THEORY

Most of today's social movements reflect the trend of globalization. Movements are less about specific economic events (low wages for women) than they are about sweeping cultural changes (ending global warming).

Unit 5.2:2g Social Movements

Four Stages in a Social Movement

STAGE 1: EMERGENCE

Core group of people tries to increase awareness.

STAGE 2: COALESCENCE

Organizes into a concrete plan and widespread awareness.

STAGE 3: BUREAUCRATIZATION

Once established, the movement must become a political force and assume the identity of an organization.

STAGE 4: DECLINE

Inevitable outcome of social movements

- A: Goals are met and need no longer exists (Movement could attempt to find new goals).
- B: Poor leadership and loss of interest by members could doom many causes.
- C: Leaders could “SELL OUT” and merge with the mainstream opposition factor.
- D: Movement may get repressed by mainstream opposition.