

# Introduction to Part III of Course

Applications

# Plan for rest of semester

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- 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

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- ◉ 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

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- 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:

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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

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- 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

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- 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