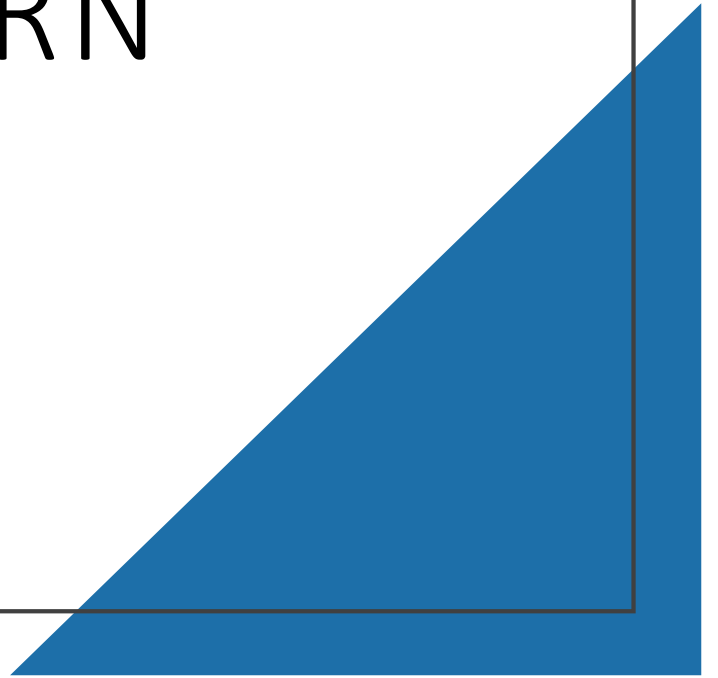


SOCIOLOGICAL THEORY

MODERN & POSTMODERN THEORIES

WINTER TERM 2023



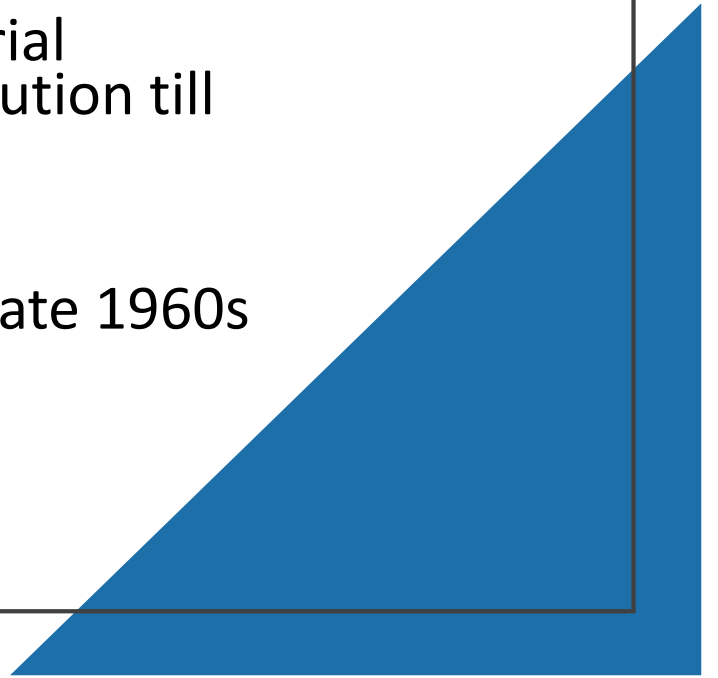
What is *postmodernism*?
Concepts of hyperrational modernity (Beck, Ritzer,
Bauman) ?
What feminism brings into social theory?

timeline

EARLY MODERNITY: from
Renaissance to Industrial Revolution
/ French Revolution (late XVIIIth
century)

MODERNITY: from Industrial
Revolution / French Revolution till
late 1960s

POST-MODERNITY: since late 1960s



modernity x postmodernity

Weber's theory on disenchantment of the world:

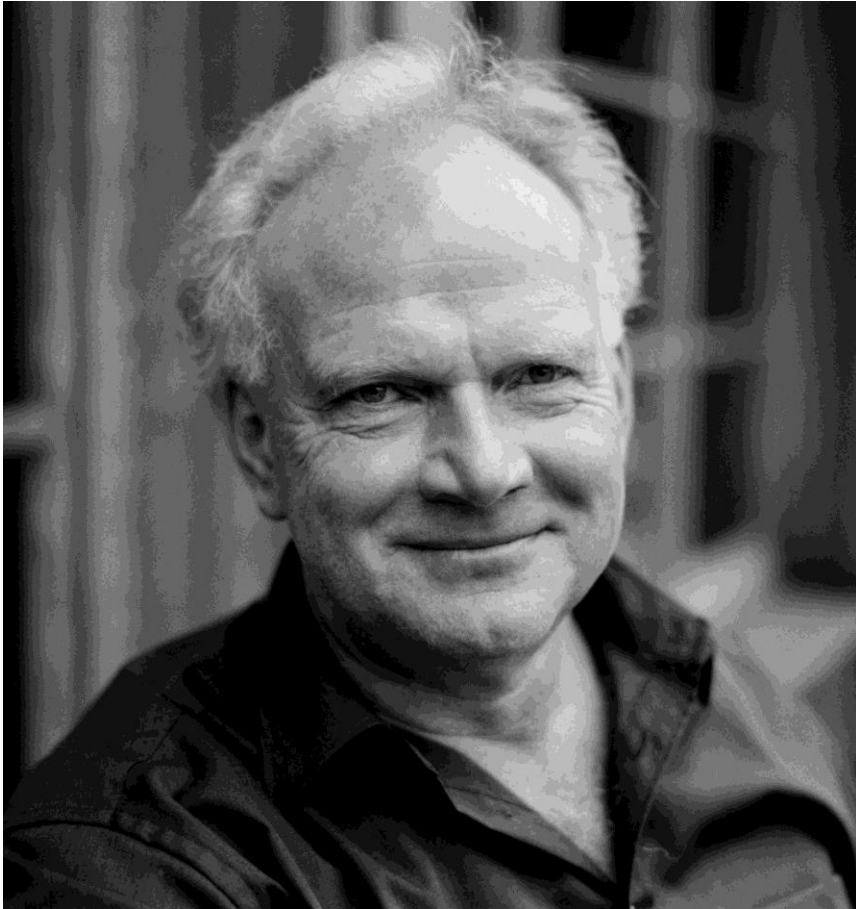
1st disenchantment – the split of the sacrum and profanum, desacralisation of various spheres of collective life

2nd disenchantment – division of labour, independent moral discourse and civil law (Kant's ethics); modern administration and bureaucracy

postmodernity

- Educational industry – the flywheel of postmodern economy
- Scientific knowledge – the main drive for development
- Mass media & the Internet
- Globalisation
- Unknown economic capital to be invested in different parts of the world
- Patterns of Western culture to be spread worldwide
- Post-fordism: constant change, requalification, labour mobility, degree-oriented
- Nomadic lifestyle
- No permanent job contracts & no social security
- „Risk society“ – various risks (IT, climate, economic crisis, terrorism, etc.)





Ulrich Beck – „the risk society“

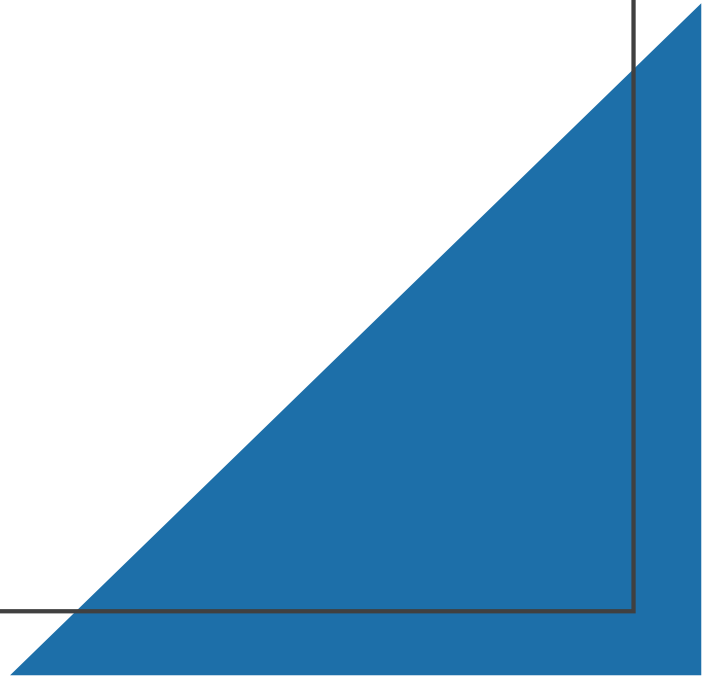
- Theory developed by the German sociologist Ulrich Beck in the late 1980s
- *Risk Society: Toward a New Modernity*

the risk society

- *Reflexive modernity* – people are more and more free and able to reflexively construct the societies they live in...
- from industrial society to the risk society

INDUSTRIAL SOCIETY – wealth distribution

RISK SOCIETY – risk avoidance and management



the risk society



- *Boomerang effect*

Side effects of risks strike back at the center of their production.
The agents are hit back by the hazards they unleash
and profit from.

EXAMPLES?



George Ritzer - McDonaldization

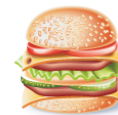
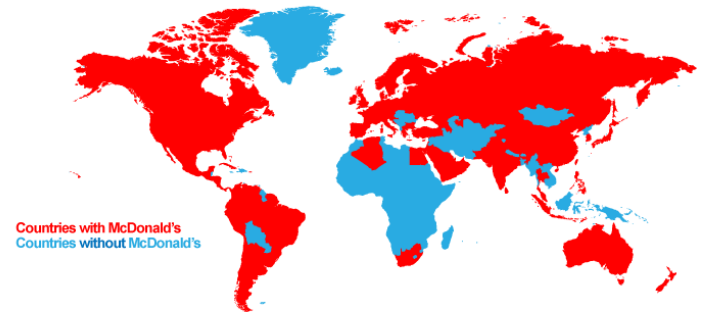
- *The McDonalidization of Society* (1993)
- based on Weber's work on rationality
- McDonald as a representation of a contmeporary paradigm of formal rationality

McDonaldization

- Rationality and modernity – continuation of modern elements in the (post)modern reality



ACROSS THE WORLD



Number of McDonald's outlets of selected countries

US	Japan	Canada	Germany	UK	China
13,381	3,598	1,400	1,276	1,250	660

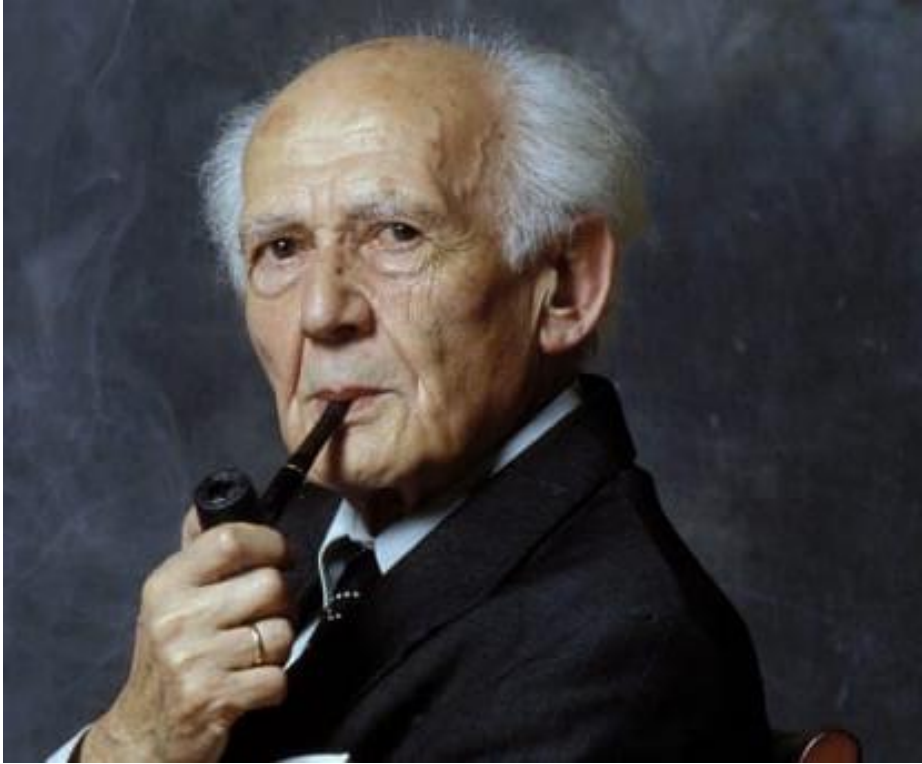
Most expensive McDonald's burger - selected countries (USD)*

Norway	Denmark	Iceland	Eurozone	US
7.18	5.93	5.21	4.96	3.57

World's busiest McDonald's

Located on famous Pushkin Square in Moscow, the largest McDonald's in the world (more than 28,000 sq. ft.) and the busiest (more than 250 million customers to date). The restaurant seats 700 customers and has a 70 foot-long service counter with 27 cash registers.

* Price using the Big Mac Index published by The Economist, as an informal way of measuring the purchasing power parity (PPP) between two currencies and provides a test of the extent to which market exchange rates result in goods costing the same in different countries.



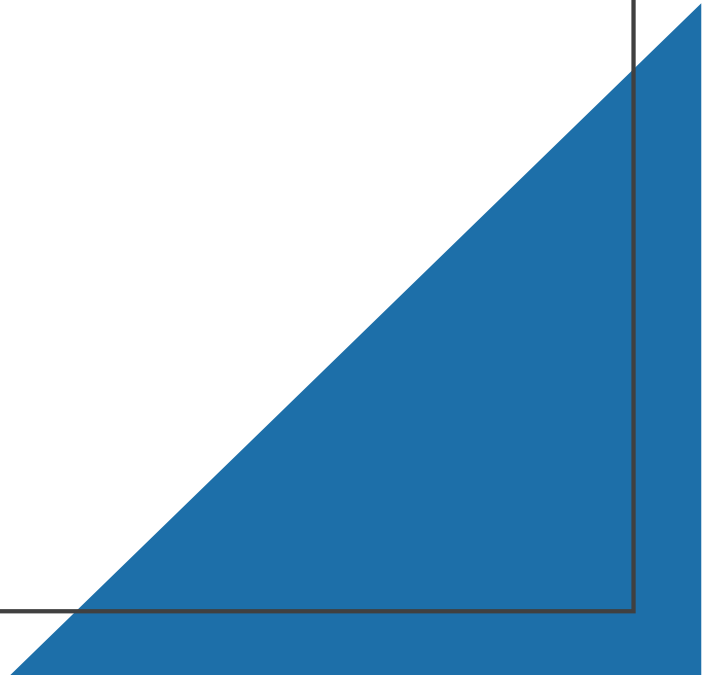
Zygmunt Bauman – modernity and Holocaust

- Zygmunt Bauman
- Holocaust understood as a paradigm of modern bureaucratic rationality
 - a product of modernity

Late modernity – Giddens

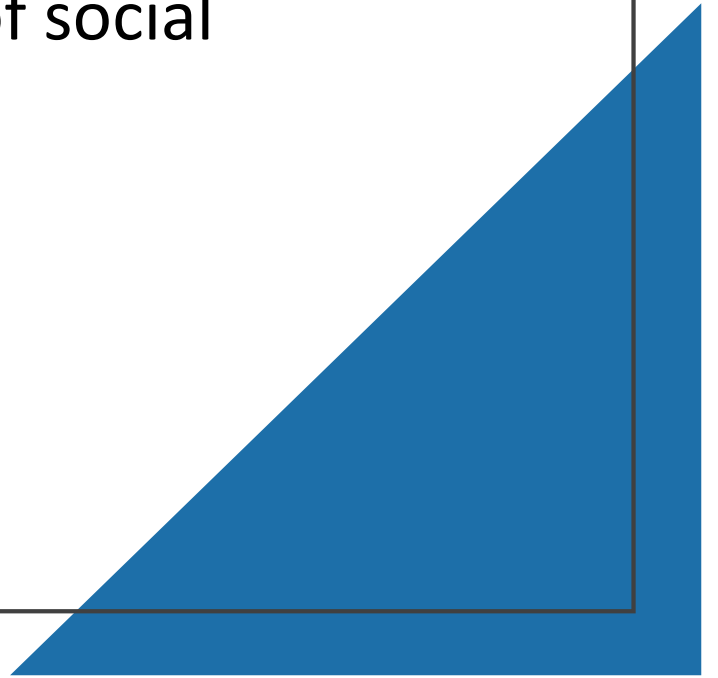
Liquid modernity – Bauman

Reflexive modernity – Beck



feminist theory

feminist theory offers a basis
for revision of standard
sociological theories of social
organisation



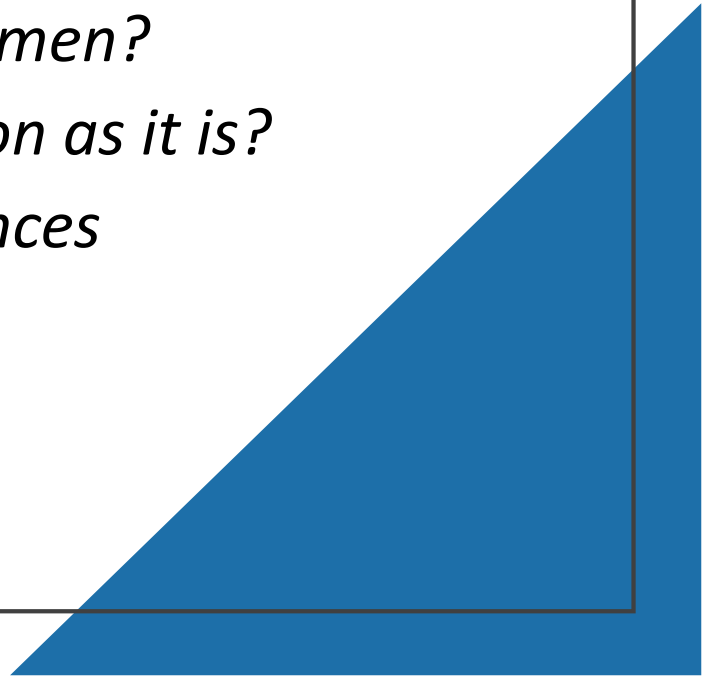
feminist theory

remained margin till 1960s

And what about the women?

Why is women's situation as it is?

*What about the differences
among women?*



gender as sociological perspective

- introduced into sociology in 1970s
- a new „independent variable“
- analytical tool that reveals the whole new level of social structures, relations and meanings



what feminist theory brings into social theory?

1. Sociology of knowledge: who and how produces knowledge in society?
2. Macro-social structures: who is in control and who is to subordinate?
3. Micro-interactional processes: who pays for housework, who invented mothering?
4. Line of falut – patriarchal ideology vs. reflected on women's experience
5. How about other disadvantaged / misrepresented groups in society?
6. The question of concept developed by men
to described the world controlled by them...

