

Course Syllabus
Sociology 128
Sociology of Emotions
Summer 2017

Instructor: Pat Reilly

Time and Location: Monday and Wednesday 12:00PM-1:45PM; Location Dodd 147

Office Hours: Monday and Wednesday 10:45AM-11:45AM; Haines 218

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The course explores how sociologists approach the study of emotions and their role in shaping social action. This examination will primarily focus on micro-level processes—particularly within the context of interactions—but will establish linkages with more macro-level structures, such as large organizations, national politics, and markets. The sessions will cover both foundational theories and their application and manifestation within such contexts as marketing, work, and teamwork settings. This course aims to enrich your grasp of sociological theory and to provide you necessary tools to apply in your future careers, civic engagement, and consumption.

GRADING AND ASSIGNMENTS:

For this course, there will be three parts of your grade:

Attendance and Participation (20%): Regular attendance is required in this course. In addition to allowing you to maximize this component of your grade, your attendance and participation will provide the foundation for you to do your best on the other elements of your final grade. You are allowed one free absence during the quarter; additional unexcused absences will negatively affect your grade. If you have to miss a class due to emergency, please contact me, and we can make arrangements concerning catching up with the course.

Furthermore, your active participation is the other element of this part. You will not be penalized for shyness; I absolutely value quality and quantity in your comments. Besides, the more that people contribute in class, the more enjoyable the class becomes!

Weekly Assignments (40%): To aid in your understanding of the course material and encouraging enriching class discussions, you will be required to complete weekly assignments. These assignments will relate to the concepts from the lectures and readings. You are free to skip one assignment throughout the course of the class, thus you must do five assignments. I will give the assignment each Wednesday, and the papers will be due on the following Monday.

Late assignments will incur a penalty of one letter grade per day.

Final Exam (40%): There will be a final examination on August 2. The exam will be held in class, and it will consist of short essay questions. I will hold an optional review session and provide a study guide in preparation for the exam.

GRADING POLICIES:

The letter grade breakdown is as follows:

A: ≥ 92.0

A-: 91.9-90.0

B+: 89.9-88.0

B: 87.9-82.0

B-: 81.9-80.0

C+: 79.9-78.0

C: 77.9-72.0

C-: 71.9-70.0

D: 69.9-60.0

F: 59.9 and below

Regarding grading questions or disputes, consult me. Any re-grading will involve consideration and re-evaluation of the entire assignment. Though you may have an issue with a certain part of an assignment, it might be cancelled out by overly generous grading of another part. Therefore, you may end up with a lower grade.

COURSE MATERIALS:

The assigned course readings will be available at the course website. The course website is xxxxxxxx. You will find scans of the readings with the corresponding class session. Please read them prior to the session, print them, and bring them to class.

You will have to purchase the assigned case study and films. The Harvard Business School Case Study: *The Coca-Cola Company's Case for Creative Transformation* can be found through the following link: <https://cb.hbsp.harvard.edu/cbmp/product/815714-HTM-ENG>. It costs \$25. In addition, the three films are available for purchase through streaming from Amazon. I will keep you aware if they are available for free on Netflix or another streaming service. I will provide the relevant links on the course website.

E-MAIL PROTOCOL:

The best way of getting into contact with me is through e-mail. If you have any questions about the course material or readings, do not hesitate to e-mail me. Also, if you plan on missing a session, please contact me, so we may find a way that you can catch up. I tend to respond to e-mails quickly, usually within a few hours; the only exceptions are on weekends, nights, or when I do not have access to a computer.

In the subject line of your e-mails, please put "SOC128." Doing this will make sure that you get past my email filter and to prevent my e-mail client from mistakenly thinking that your e-mail about the class is a sales pitch for discount pharmaceuticals, a cache of fake Rolexes, or a fantastic financial opportunity involving a foreign prince or sketchy real estate investments.

CELL PHONES AND COMPUTERS:

Following the practice of many professors in this department, there will be no laptops or tablets in class. While this minimizes distractions, it also encourages you to take better notes. Research shows that students actually perform better in courses, retain information better, and engage more when there are no laptops in class. Because recordings of each class session are available as podcasts, do not worry if you miss anything, or you can ask me to repeat any points. You do not need to transcribe every word of the lecture. Exceptions can be made in certain circumstances, especially if there are issues that prevent you from handwriting. Please let me know ahead of time, and I recommend contacting the Office for Students with Disabilities regarding any issues. Furthermore, please refrain from texting in class

OFFICE HOURS:

My office hours will be on Monday and Wednesday from 10:45AM-11:45AM at Haines 218. I am also available by appointment. I encourage you to come to office hours to address any questions that you may have with the content or the class in general.

DISABILITIES ISSUES:

In the interest of fairness, please tell me about any disabilities or medical issues that may require any special accommodations and provide to me documentation to us from the Office for Students with Disabilities, so we can make proper arrangements.

PODCASTING:

Course sessions will be podcasted, which will aid in your studying and will help you to keep pace with any classes that you miss. This should not be a substitute for attending class, since excessive absences will adversely affect your grade and will prevent you from participating and maximizing what you get out of the class.

RESPECT:

For this course, we will be covering particular topics that may touch upon issues that might be controversial or align with individual's beliefs, experiences, or passions. Because this course benefits from your discussion, responses, and sharing, I encourage you to be respectful of your fellow course members. Furthermore, I am committed to treating each member of the class with the utmost respect. Please do not hesitate to contact me if you have any issues with any part of the course and its presentation.

HONOR CODE:

You MUST adhere to the UCLA Honor Code with your response papers and final exam. All cases of plagiarism or cheating will be reported to the Dean's Office, where they will adjudicate a warranted punishment.

COURSE SCHEDULE:

June 26: Introduction

June 28: Affective Heuristics

Daniel Kahneman. 2011. "Availability, Emotion, and Risk," in *Thinking Fast and Slow*.

Carolyn Gregoire. 2016. "Why Psychology Should Be a Part of the Fight Against Climate Change." *Huffington Post*: http://www.huffingtonpost.com/entry/climate-change-psychology_us_5674272ee4b014efe0d52186.

July 3: Interactions and Emotions

Erving Goffman. 1967. "Embarrassment and Social Organization," in *Interaction Ritual*.

Jack Katz. 2001. "Pissed off in L.A.," in *How Emotions Work*.

July 5: Emotional Labor

Arlie Russell Hochschild. 1985. "Feeling Management: From Private to Commercial Uses," in *The Managed Heart: Commercialization of Human Feeling*.

Amy Flowers. 1998. "The Manufacture of Fantasy," in *The Fantasy Factory: An Insider's View of the Phone Sex Industry*.

July 10: Interactional Ritual Chains

Randall Collins. 2004. "Tobacco Ritual and Anti-Ritual: Substance Ingestion as a History of Social Boundaries," in *Interaction Ritual Chains*.

Cruz Angeles, dir. 2010. *Fernando Nation*. ESPN 30 for 30: 52 min.

July 12: Emotions and Politics

Arlie Russell Hochschild. 2016. *Strangers in Their Own Land: Anger and Mourning on the American Right*. Excerpts.

James Jasper and Jane Poulsen. 1995. "Recruiting Strangers and Friends: Moral Shocks and Social Networks in Animal Rights and Anti-Nuclear Protests." *Social Problems* 42: 493-512.

July 17: Emotions and Branding

Marc Gobé. 2009. "Emotional Packaging: The Half-Second Commercial," in *Emotional Branding: The New Paradigm for Connecting Brands to People*.

Thales Teixeira and Anne Watkins. 2015. *The Coca-Cola Company's Case for Creative Transformation*. Harvard Business School Case Study: <https://cb.hbsp.harvard.edu/cbmp/product/815714-ITM-ENG>

July 19: Emotions and Organizational Commitment

Nicole Woolsey Biggart. 1991. "The Business of Belief," in *Charismatic Capitalism: Direct Selling Organizations in America*.

J. Stuart Bunderson and Jeffery Thompson. 2009. "The Call of the Wild: Zookeepers, Callings, and the Double-edged Sword of Deeply Meaningful Work." *Administrative Science Quarterly* 54:32-57.

July 24: Dual Process Theory

Jonathan Haidt. 2012. *The Righteous Mind: Why Good People Are Divided by Politics and Religion*. Chapter 1.

July 26: Teamwork and Emotions

Sigal Barsade. 2002. "The Ripple Effect: Emotional Contagion and Its Influence on Group Behavior." *Administrative Science Quarterly* 47:644-675.

Joe Berlinger and Bruce Sinofsky, dir. 2004. *Some Kind of Monster*. 141 min.

July 31: Emotions and Consumption/Expression

Tia DeNora. 2000. *Music in Everyday Life*. Excerpts.

Freida Lee Mock. 1994. *Maya Lin: A Strong Clear Vision*. 105 min.

August 2: FINAL EXAM [IN CLASS]