Course Description: Goals and Objectives*
*Please Note: This information is preliminary. Final syllabus and all assignments will be posted on BlackBoard.

Overview

This course examines how cultural symbols and meanings, their production, transmission, and reception underpin key aspects of leadership, including legitimacy, authority, privilege, and power. This class will look at a range of historical and contemporary cases studies informed by the ideas of sociocultural theorists, including Durkheim, Weber, Dewey, Gramsci, Bourdieu, and Butler. We will consider how legitimacy and authority are culturally and linguistically constituted, projected, affirmed, and contested at the level of the nation-state, the organization, and the small group.

Language and culture intersects with leadership as a tool for persuasion, and as the context via which collective memories, beliefs, and social imaginaries are created and challenged. We will approach and analyze language and culture both as conduits or registers for beliefs, meanings, and values, and also as the affective domains of ritual, social drama, and spectacle that express, establish, and undermine authority, consensus, solidarity, and social control.

Course Topics

- Ceremony, Ritual, Drama: Legitimacy, Authority, and Leadership
- Sociocultural Foundations of Identity, Authority, Power, and Leadership
- Media, Frames, Public Opinion, and Leadership
- Taste Cultures, Social Capital, Distinction, Privilege, and Leadership
- Talk, Speech Codes, Scripts, Cultural Repertoires, and Leadership
- Social Movements, the Culture and Language of Mobilization and Contention, and Leadership
- Arts, Artists, Cultural Politics, Social Movements, and Leadership
- Alternative Moral Economies of Leadership: Legitimacy, Authority, Reputation in the Gang
General Themes

Across course topics we will engage with the following general themes, among others:

- How language and culture invests leadership in the individual, even when leadership is an outcome of complex group and institutional dynamics.
- The production and legitimation of authority and leadership through organization cultures within formal institutions and social movements.
- How culture and symbolic work is harnessed to both justify and legitimate, and to contest and subvert unjust and abusive power and authority.
- How marginal and disempowered groups use cultural resources and practices to act and effect change within and beyond the public sphere and the marketplace.
- We will look outside or beyond formal politics and institutions, to consider the role that the arts and artists play in forging social consensus, mobilizing people, and affecting change.

Statement on Intercultural and Diversity Awareness

This course will be conducted such that all perspectives, beliefs, world views, lifestyles, genders, ethnicities, sexual preferences, differing abilities, religious views, etc. will be welcomed, respected, and engaged. It is my firm belief that plurality and openness to others is an ultimate value and both an ethical and moral imperative. Please consult the Gonzaga Website at: [http://www.gonzaga.edu/About/fed-state-regulatory-compliance.asp](http://www.gonzaga.edu/About/fed-state-regulatory-compliance.asp) for a more complete expression of the University’s position and commitment to these values. You may also consult the University Mission at: [http://www.gonzaga.edu/About/Mission/MissionStatement.asp](http://www.gonzaga.edu/About/Mission/MissionStatement.asp)

Required Texts (Please Purchase)

- Together as a class, we will choose one additional required text from the selections listed for each class meeting from Oct. 5, onwards.

Additional Material

- Additional required readings will be posted on Blackboard.
Assignments and Grading

Please read the texts assigned for the Sept. 7 class before the first class meeting. A brief preliminary assignment for the Sept. 7 class will be posted to Blackboard by Wednesday, August 27.

Active participation in student-led discussions is expected. Working individually and in groups, students will develop and implement their own projects. Additional information about grading and the schedule of assignments will be forthcoming.

Schedule of Topics and Reading Assignments

Sept. 7: Ceremony, Ritual, Drama: Legitimacy, Authority, and Leadership

Elihu Katz & Daniel Dayan, *Media Events: The Live Broadcasting of History*
Read: Preface, Chapters 1, 2, 7 (pdf)

Robert Alun Jones, *Emile Durkheim: An Introduction to Four Major Works*
Chapters 1, 2, 5 (pdf)

Eric Rothenbuhler, *Ritual Communication: From Everyday Conversation to Mediated Ceremony*
Read: Preface 1, 2, 6, 8, 8, 9, 10

Sept. 21: Sociocultural Foundations of Identity, Authority, Power, and Leadership

C Wright Mills, *The Sociological Imagination*
Read: Chaps 1, 7, 8, Appendix (pdf)

Peter L. Callero, *The Myth of Individualism: How Social Forces Shape Our Lives*
Read: Introduction, Chapters 1-7, Conclusion

Oct. 5: Media, Frames, Public Opinion, and Leadership

Walter Lippman, *Public Opinion*

Todd Gitlin, *The Whole World is Watching: Mass Media in the Making and Unmaking of the New Left*

Nicholas J.G. Winter, *Dangerous Frames: How Ideas about Race and Gender Shape Public Opinion*
Joseph Dumit, *Drugs for Life: How Pharmaceutical Companies Define Our Health*

Diana Kendall, *Framing Class: Media Representations of Wealth and Poverty in America*

Nicole Rafter and Michelle Brown, *Criminology Goes to the Movies: Crime Theory and Popular Culture*

Leo R. Chavez, *The Latino Threat: Constructing Immigrants, Citizenship, and the Nation*

**Oct. 19: Taste Cultures, Social Capital, Distinction, Privilege, and Leadership**

Pierre Bourdieu, *Distinction: A Social Critique of the Judgment of Taste*

Lawrence Levine, *Highbrow/Lowbrow: The Emergence of Cultural Hierarchy in America*

Shamus Rahman Kahn, *Privilege: The Making of Adolescent Elite at St. Paul’s School*

Rubén A. Gaztambide-Fernández, *The Best of the Best: Becoming Elite at an American Boarding School*

**Oct. 26: Talk, Speech Codes, Scripts, Cultural Repertoires, and Leadership**

David R. Gibson, *Talk at the Brink: Deliberation and Decision-Making During the Cuban Missile Crisis*

Diane Vaughan: *The Challenger Launch Decision: Risky Technology, Culture, and Deviance at NASA*

TBD

**Nov. 16: Social Movements, the Culture and Language of Mobilization and Contention, and Leadership**

Sidney Tarrow, *The Language of Contention: Revolutions in Words, 1688-2012*

Martin J. Murray, *Commemorating and Forgetting: Challenges for the New South Africa*

Walter Nicholls, *The Dreamers: How the Undocumented Youth Movement Transformed the Immigrants Rights Debate*

Jessica K. Taft, *Rebel Girls: Youth Activism and Social Change Across America*

Rebekah Peeples Massengill, *Walmart Wars: Moral Populism in the 21st Century*
Nov. 23: Arts, Artists, Cultural Politics, Social Movements, and Leadership

Mikhail Bakhtin: *Rabelias and His World*

Angelique Haugerd, *No Billionaires Left Behind: Satirical Activism in America*

Edward J. McCaughan, *Art and Social Movements: Cultural Politics in Mexico and Aztlan*

Mark Mattern, *Acting in Concert: Music, Community, and Political Action*

Jeffrey O.G. Ogbar, *Hip Hop Revolution: The Culture and Politics of Rap*


Ron Eyerman and Andrew Jamison, *Music and Social Movements: Mobilizing Traditions in the 21st Century*

Dec. 7: Alternative Moral Economies of Leadership: Legitimacy, Authority, Reputation in the Gang

David J. Harding, *Living the Drama: Community, Culture, and Conflict among Inner City Boys*

Phillippe Bourgois, *In Search of Respect: Selling Crack in El Barrio*

Imothy R. Lauger, *Real Gangstas: Legitimacy, Reputation, and Violence in the Intergang Environment*


Deborah T. Levenson, *Adios Nino: The Gangs of Guatemala City and the Politics of Death*