CONTENTS

Preface ix

PART 1: Classical Sociological Theory

Introduction 1

PETER KIVISTO

This introduction provides a brief overview of the enduring relevance of four major figures in the formative period of social theory: Georg Simmel, Max Weber, Emile Durkheim, and Karl Marx

7

1. Alcohol-Related Windows on Simmel's Social World

WILLIAM J. STAUDENMEIER, JR.

Ranging from individual social action to large-scale social change, Simmel's major ideas are applied to historical and contemporary alcohol-related examples.

2. The Weberian Theory of Rationalization and the McDonaldization of Contemporary Society

37

GEORGE RITZER

Through the concept of McDonaldization, Weber's ideas about the rationalization of modern society are applied to the fast-food industry, which is seen as a model for an increasing number of sectors of American society.

3. Surfing the Net for Community:A Durkheimian Analysis of Electronic Gatherings 63

ANNE M. HORNSBY

Drawing on Durkheim's ideas about what creates stable and cohesive communities, this chapter analyzes whether electronic gatherings on the Net are new forms of community and whether humans are developing a new type of social relationship with computers.

4. Working Longer, Living Less: Understanding Marx Through the Workplace Today

107

JOHN P. WALSH and ANNE ZACHARIAS-WALSH

Marx's theory of surplus value is applied to contemporary work trends, which involve an expansion of the workday without providing additional compensation.

PART II: Contemporary Theories and Their Connections to the Classics

Introduction		145
	PETER KIVISTO	
	A sketch of major contemporary theories, this introduction stresses how theorists today build on past theories while at the same time going beyond them.	
5.	Critical Theory, Legitimation Crisis, and the Deindustrialization of Flint, Michigan	151
	STEVEN P. DANDANEAU	
	Germany's leading social theorist, Jürgen Habermas, helps us to understand, explain, and perhaps even resist the destruction of a once-vibrant American community.	
6.	The Socially Constructed Body: Insights From Feminist Theory	183
	JUDITH LORBER and PATRICIA YANCEY MARTIN	
	Feminist theory argues that bodies are socially constructed to display masculinity or femininity, and that this gender display reflects the social roles of men and women in our society.	
7.	Pretty Woman, Ugly Man: Interpretavism and the Study of Prostitution	207
	JULIA O'CONNELL DAVIDSON	
	This chapter draws on the author's own ethnographic research on prostitution to discuss the relationship between theory and research and to raise more general issues regarding the interpretavist approach.	

8.	Goffman's Dramaturgical Sociology: Personal Sales and Service in a Commodified World	235
	PETER KIVISTO and DAN PITTMAN	
	Building on Shakespeare's claim that "All the world is a stage," this chapter applies the insights of dramaturgical sociology to the often highly scripted world of sales and service.	
9.	The "New" Means of Consumption: A Postmodern Analysis	261
	GEORGE RITZER	
	Using the insights of postmodern theorists, this chapter explores the significance of consumerism in contemporary society and points to ways in which orientations toward consumption today differ from earlier times.	
10.	Globalization and Religious Fundamentalism	285
	WILLIAM H. SWATOS, JR.	
	Globalization theory is applied to developments in Western religious traditions to show how developments that advance	

Index 309

communication in late modern capitalism serves simultaneously to promote discord and division among and between

people of faith.