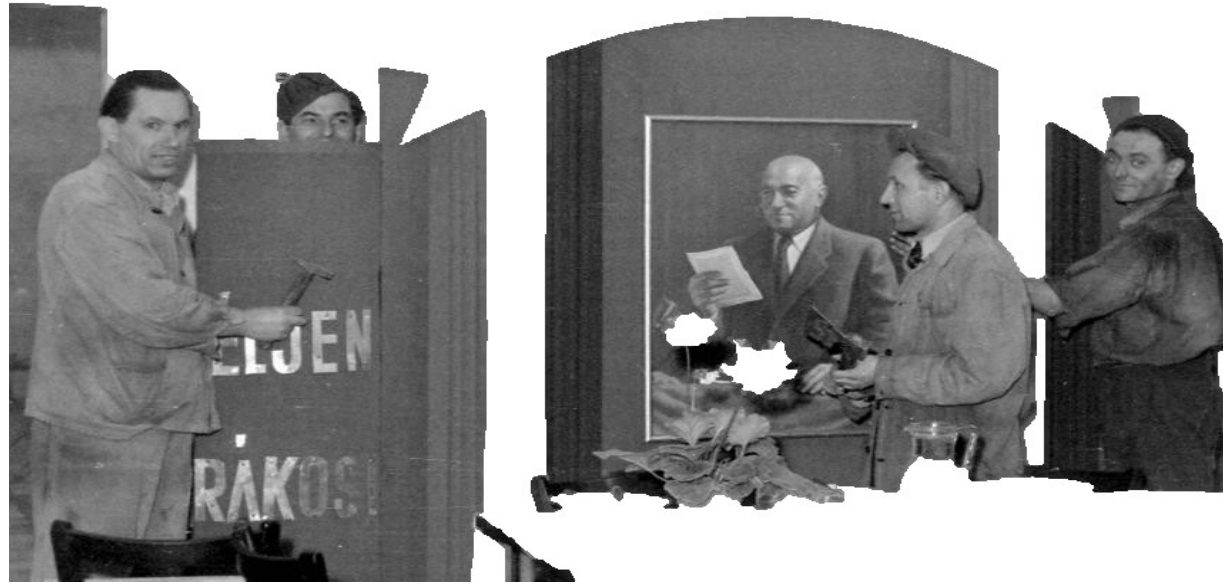


Sociology of communism

From social reality to everyday life



From Intellectual enlightenment to practical life in socialist society

- Here I would like to take a look to the practical, everyday or mundane life of people in socialist society.
- Also conceptualize the sociological approaches to the everyday life
- In the previous classes you heard about intellectual enlightenment from above. Sociology of every day helps to understand the consequences of this enlightenment.
- The impact of economy, architecture, urban planning, organized and collectivized agriculture, the legal system on the mundane



The role of emotion

- Is needed to live the myth of socialist ideals like equality
- Identification with the aesthetic and intellectual representations
- Identification with the socialist values
- BUILDING SOCIALISM
- <https://www.socialismrealised.eu/catalogue/girl-on-a-tractor/>
- <https://www.socialismrealised.eu/catalogue/back-to-the-past/>

Everyday in socialism

- Everyday is the meeting of people with communism that turned the ideology into institutions.
- Institutions are a form of social reality and a laboratory of modernity
- In order to fully functioning institutional power the regime needs the myth.
- The myth is a lie – myth making and performing the myth is needed for functioning

What is the everyday?

- habits?
- Traditions?
- Events?
- Sacred vs. Profane?
- Activities of Everyone vs. Activities of Few
- Inclusive vs. Exclusive
- Hidden or visible?

Propaganda vs. caricature



TASK

- Remember the aesthetics of propaganda from the last class
- Compare with the aesthetics of caricature
- Where are the ideals, the values, meanings?

Why focus to everyday life?

- Theory vs practice and action
- Structure of life
- People live their lives everyday.
- It is the pragmatism that forms meanings and values
- Everyday life is transforming though all the time

Sociology of everyday life

- Rather sociologies of EL
- Branch of approaches
- Relatively new but also quiet old in the same time
- Basically two approaches to EL:
 - In theory EL is taken for granted in abstract reasoning about the social
 - EL as the object of research

Elephant in the porcelain shop

- Eviatar Zerubavel
<https://journals.sagepub.com/doi/abs/10.1177/1750481307082234>
- EL is the normal – but what does it mean?
- It is the elephant in the porcelain shop – the thing that we do not talk about
- We ignore the normal
- EL was also ignored in sociology but was also present the whole time
- For Rousseau EL was present in the organization of family – the natural form of social organization (in Social contract)
- Division of labor

Durkheim

- We can find references and examples in Durkheim
 - Division of labor
 - Religious life
 - The effects of anomy on EL
 - Sacred and profane

Emile Durkheim

Sacred

- “set apart”
- Forbidden, powerful
- Beliefs
- Rituals
- Anything can be sacred

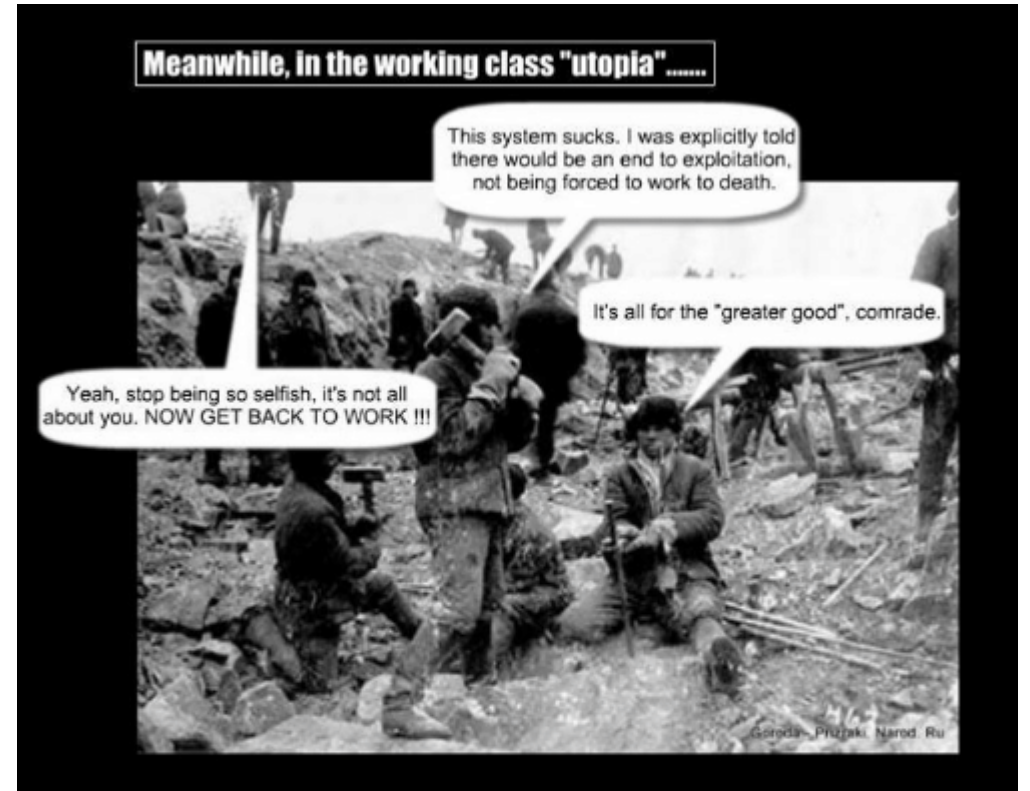
Profane

- Ordinary
- Uneventful
- Practical

Rituals can transform the sacred/profane

Marx saw the impact of capitalism in EL

- Capitalist oppression
- Types of alienation
- Loss of self destroys family life
- Aspects of EL are not natural any more
- <https://www.youtube.com/watch?v=JKVD-PVYPY4>



Are you ready to sacrifice yourselves for the "greater good", comrades ?

Adorno and Horkheimer

- Subjection of people when they accept ideologies
- A form of deprivation
- Regulation of EL through ideology
- E.g. Education
- <https://www.socialismrealised.eu/catalogue/what-we-dont-talk-about/>
- <https://www.socialismrealised.eu/catalogue/education-for-all/>

- Merton: Nature of social action:
 - Research of social action must be based on day to day experience
- Giddens: Structuration theory
 - How social structure influences EL? Giddens shows how social structure that is a rigid structure is able to change and influence EL

Simmel and rules of EL

- Coquetry and the unwritten rules of social action
- The Berlin trade
- Simmel points out the dual relation btw the individual and society (product and producer)
- Fashion
- The usage of money



