

# The Ideology of Environmental Domination

Lecture Part 2

SOC165

Spring 2010



# In Part 2

- Individualism



# Historical Development of Individualism

- Protestant ethic – was motivated by personal, individual concern for going to heaven
- Legitimated profit motive & selfishness
- Encouraged personal wealth and display of status
- Before this time, Catholic Church promoted “just price”



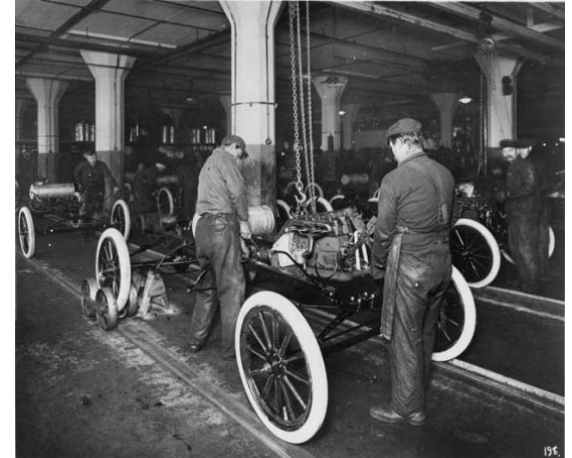
# Modern Manifestations

- Corporation: A social institution obligated to maximize profit and shareholder value
- Video: The modern corporation is a psychopath
- However, corporations can be helpful to society



# Sociology and Individualism

- Durkheim: Industrialism and urbanization lead to greater individualization and more complex division of labor
- Can lead to:
  - Enhanced freedom and self-actualization
  - Anomie and alienation



# Sociology and Individualism

- Beck, Giddens, and other contemporary sociologists theorize about individualization
- For example, changing patterns of:
  - Gender relations
  - Family life
  - Personal income and class relations
  - Consumption habits
  - Political identity and activity



# Bakhtin: The Body and Nature

- History of changing views of the body and relations with nature
- Canivalesque body = pre-modern body, living close to others and nature



# Bakhtin: The Body and Nature

Classical body = Enlightenment, civilized, refined care and presentation of the body





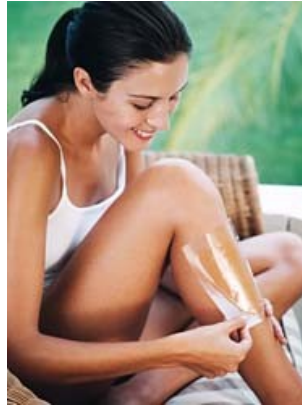
# Bakhtin: The Body and Nature

People today are more concerned with private goods (personal comfort and wellbeing) than public goods (parks, public transport, etc.)

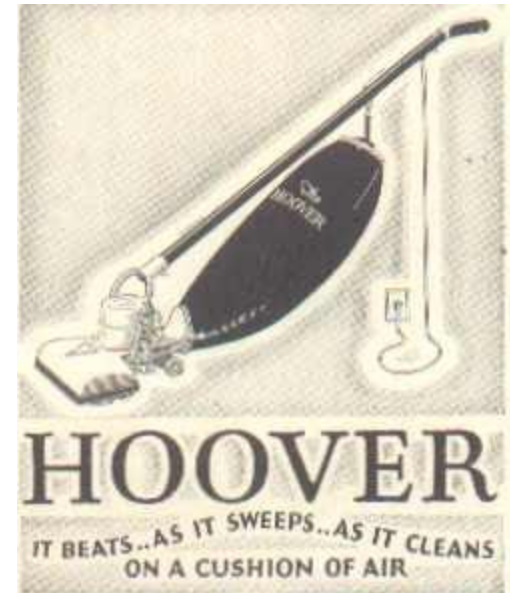


# Bakhtin: The Body and Nature

- We try to control our bodies and our living environment to show our social status
  - We want to tame / civilize / conquer nature & our bodies' natural functions



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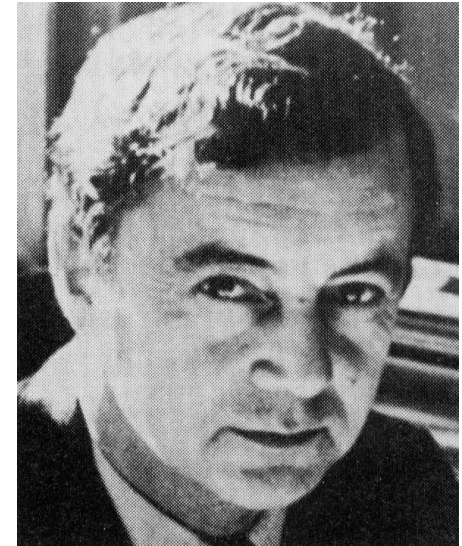


# Bakhtin: The Body and Nature



Mikhail Bakhtin  
1895-1975

- Similar to Erving Goffman's analysis of *Presentation of Self in Daily Life*
- Symbolic interactionism
  - Emphasis on “image management”



Erving Goffman  
1922-1982



# Critique of Bakhtin

- Control of body & community cleanliness has important functional side to it – public health, hygiene



# Is Individualism Really So Bad?

Western – specifically Anglo-American, individualism – has emphasized democracy, respect for human rights, and quality of life

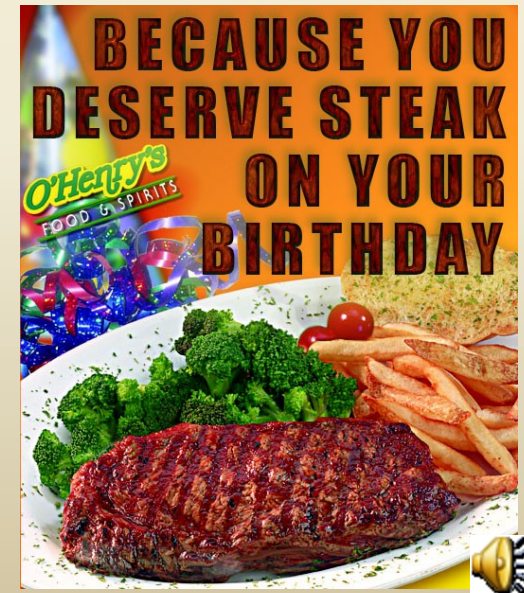


# End of Part 2.

Continue to Part 3.



**Service you  
deserve...  
AND MORE.**



# Citations Used in This Lecture

Goffman, E. 1959. *The Presentation of Self in Everyday Life*. New York: Doubleday.