I. Utopian visions and modern realities
    A. Modern Realities and Contemporary Theory
    B. Russia Revolution 1917
        1. Utopia:
            a. worker's revolt against Czar
            b. goal: communist country
            c. international
        2. Reality
            a. dictatorship
            b. eliminate revolutionary soviets and subsequently any oppositional parties
            c. secret police, show trials, Gulag
            d. forced collectivization
    C. Fascism
        1. utopian state: Nazi Germany and Fascist Italy
        2. secular myths: Thousand Year Reich/New Roman Empire
            a. nation
                i. unique
                ii. sacred
                iii. "holy mission": ordained by god
            b. charismatic leader
            c. individual
                i. belief
                ii. obedience
                iii. sacrifice
                iv. highest calling: patriotism
        3. Fascism everywhere
        4. Escape from Freedom: Erich Fromm:
            a. Neo-Marxist, Critical Theory
            b. Specific needs arise from condition of human existence
                i. need for relatedness
                ii. need for transcendence
                iii. need for identity
                iv. need for rootedness
                v. need for frame of orientation
            c. transition from feudal to modern society= progress
            d. feudal society = domination by
                i. religious superstition
                ii. oppressive political authority
                iii. nature

e. modern society=freedom from
    i. superstition to knowledge
    ii. political authority to democracy
    iii. the domination by nature to domination of nature
f. however
    i. individual psyche is unprepared for modern world
    ii. modern world does not meet needs
    iii. gemeinschaft to gesellschaft
        I. loss of traditional community
        II. mass society: atomized individual
    iv. individual: free but alone
    v. experience: isolated, alienated and anonymous
    vi. psychology: anxious
g. two options
    i. unite with others in "spirit of love and shared work"
    ii. new bondage: fascism (from freedom)
        I. submission to authority
        II. conformity to society

D. War
    1. Enlightenment and WWI
    2. technologies of destruction
    3. power of propaganda: CPI

E. WWI and U.S: Committee on Public Information ("world's greatest adventure in advertising).
    1. U.S public and WWI
    2. House of Truth
       "The truth is not a thing to be discovered but a thing to be created through artful word choices and careful arrangement of appearances."

    3. Success and Conclusions
       "Mass media as a mechanism could shape and control public discourse in ways that surpassed even the coercive powers of the state."

F. Consumerism
    1. early advertising
        a. people are rational
        b. informational
            i. substantive
            ii. made truth claims
            iii. written text

c. place
    i. Wards and Sears catalogues
    ii. magazines

2. 1920s: PR and advertising
    a. Edward Bernays;
        i. Father of Public Relations
        ii. "Engineering Consent" and "Propaganda"
        "The truth is not a thing to be discovered but a thing to be created through artful world choices and careful arrangement of appearances."

    b. Freud
        i. unconscious and irrational components to the personality
        ii. early typology: unconscious, preconscious, conscious
        iii. latter typology: id, ego, and superego
        iv. id: unconscious libidinal drives and instincts
    c. new assumption
        i. irrational component of self most significant
        ii. appeals to unconscious
        iii. repetitive appeal to dreams and illusion
    d. H.G.Wells: "Advertising is the art of making people want things."
    e. "Advertising is the art of making people who always want . . .(the consumered consciousness)
    f. mass production of goods = mass production of consumers
    g. The Gospel of Mass Consumption
        i. government and business unite to mass produce consumers
        ii. change definition of "consumption"
        iii. new idea: "modern" vs "old fashion"
        iv. create conditions so that people can buy
            I. installment
            II. pay workers more
        v. advertising and technology: radio

II. Questioning Classical Assumptions
    A. Social evolution
        1. stages?
        2. utopia?
        3. progress (World Fair 1933-34 " A Century of Progress)
    B. Faith in Reason
        1. rational autonomous individual v irrational and unconscious
        2. economic realm

3. political realm
    a. Walter Lippmann: "Theory of democratic realism"
        i. mass society complex
        ii. average individual
            I. thought process: common fictions
            II. content: euphemisms, platitutes
            III. part: "bewildered herd"
        iii. governance
            I. scientific elite
            II. "bureau of experts"
            III. make policy decisions
        iv. social control
            I. "manufacture consent"
            II. "understanding and controlling subjective life of the public"
            III. means: appeal to their fictions
    b. Mass media: central institution for manufacturing consent

C. Faith in Science
    1. science, technology and freedom
    2. science discovers, technology executes, humans conform

III. Three paradigms

A. structural functionalism (Comte, Durkheim)
    1. Macro theory: large scale social structure
    2. Emphasis: social order/consensus
    3. Contemporary theorists (Parson)

B. conflict theory (Marx and Weber)
    1. Macro theory
    2. Emphasis: conflict between groups with competing interests
    3. Contemporary theorists (Mills)

C. Symbolic Interaction (Weber)
    1. society
        a. dynamic process of social actors interpreting and acting
        b. continuously create and recreate at the micro level
    2. institutions
        a. institutions are social constructions (not given structures)
        b. created and recreated
        c. education
    3. individuals
        a. create society through social interaction
        b. act through learning to use symbols

4. contemporary theorists: Mead , Goffman, Garfinkel