

1) Introduction to sociology:

Sociology is the organized study of human society and behavior, aiming to understand how social relationships, institutions, and structures impact individual behavior and shape societies. Sociologists use various research methods to study interactions, cultural norms, and their effects on people. This perspective offers insights into social patterns and dynamics that influence how societies function and change.

2) Foundational sociological theories:

a) Functionalism:

This theory sees society as a complex system where different parts work together to maintain stability, focusing on the functions of social institutions.

b) Conflict Theory:

Conflict theory suggests that society is marked by inherent inequalities and conflicts over resources, power, and status. It focuses on the struggle between social groups and the role of power dynamics in shaping society

c) Symbolic Interactionism:

This theory highlights how individuals create meaning through interactions, emphasizing shared symbols, language, and communication in shaping social reality and self-development.

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d) Structuralism:

Structuralism explores how social structures and cultural norms influence individual behavior and shape social outcomes, impacting people's lives within a society.

e) Feminist Theory:

feminist theory explores how gender inequalities impact social structures and individual experiences, aiming to uncover and challenge discrimination while advocating for equality.

3) Basic sociological concepts:

Serve as the building blocks for understanding social dynamics and human behavior within a societal context.

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Culture: this refers to the shared beliefs, values, customs, and behaviors that characterize a particular group or society.

Socialization: the process of individuals absorbing and adopting the norms, values, and behaviors of their society to function effectively within it

Social Institutions: these are essential and lasting societal structures like families, schools, religion, and government, shaping how people live together

Social stratification: arranging people into social classes based on factors like wealth, power, and prestige.

Social change: changes in social institutions, structures, and culture over time, influenced by factors like technology, economics, and culture shifts.

Social Interaction: how people connect and communicate, forming the basis of social relationships and shared media creation

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4) Sociological research methods:

Some important research methods commonly used in sociology include:

Surveys: using surveys, researchers collect data from a large group to understand people's attitudes, behaviors, and characteristics through questionnaires and interviews.

Interviews: structured or unstructured interviews help researchers gather in-depth qualitative data about participants' experiences, perspectives, and opinions

Observational Studies: watching and recording social behavior in natural settings provides valuable insights into interactions, group dynamics, and cultural practices.

Experiments: experiments help researchers determine cause-and-effect relationships between variables, allowing them to test hypotheses and draw conclusions about social behavior and phenomena

Content Analysis: studying written or visual material, such as texts, images, or media, helps researchers understand cultural trends, social representations, and the spread of ideas in society.

Historical Comparative Analysis: studying historical data and comparing different societies or time periods helps researchers identify patterns, changes, and trends in social structures and behavior

Ethnography: to understand a community deeply, researchers can embrace its culture, norms, and practices, seeing things from the people's perspective

Secondary Data Analysis: studying existing data from sources like government records or surveys lets researchers explore social trends and patterns without conducting new studies

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5) What are the fields that I can find sociology?

Public Policy and Governance: sociological research aids policymakers and government institutions in comprehending social issues, enabling the design of effective policies that address societal needs and promote social welfare.

Education: sociological insights help create inclusive educational curricula that address inequalities and promote diversity and cultural understanding.

Healthcare: sociology helps healthcare professionals understand and address health disparities, access to healthcare, and the impact of social factors on individual well-being.

Criminal Justice: sociological research contributes to understanding the underlying causes of crime, tackling issues of social inequality in the criminal justice system, and devising strategies of crime prevention and rehabilitation.

Business and Marketing: understanding society helps businesses create marketing strategies and products that connect well with consumers by following social trends and cultural influences.

Community Development: understanding society helps communities thrive by fostering unity, addressing people's needs, and ensuring sustainable development.

Social Movements and Activism: viewing society through sociology empowers individuals and groups to make a difference by understanding social movements, engaging in activism and advocacy, and working towards positive change to address inequalities.