

Title and Code of Course: Culture and Cognition ERPB-BSZOC 9192

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Credit Point Value: 6	Number of Lessons per Week: 2	Type of Course: Seminar <input checked="" type="checkbox"/> Lecture <input type="checkbox"/>	Method of Evaluation: Oral Examination <input type="checkbox"/> In-Class Presentation <input type="checkbox"/> Other <input checked="" type="checkbox"/>
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Course Description:

The emergence of Cognitive Sociology opened brand new horizons for studying the sociology of culture. Exploiting the synergies based on the focal position of the categorization processes in these two domains. The valuations of experiences are obviously based on prior categorization: The same thing might be of poor quality as an adventure film but perfect as a parody.

During the last two decades High status sociologists (P. DiMaggion, E. Zerubavel, etc. advocated cognitive sociology, and now rigorous foundations of the field are available: M.T. Hannan et al. : Concepts and Categories: Foundations for Sociological and Cultural Analysis (Columbia University Press, 2019) In this Course the participants will discuss chapters of this book and develop a critical understanding of the applications of the theory developed in it to numerous cultural domains including (but not limited to) the following cultural domains: Boutique Wine Making, Hand Crafted Bier Brewing, Whisky Distillation, Artisan Cooking, Rep Music, Jazz, Movies, Literature, Peruvian Pottery.

The theoretical aspects covered are: Spaces of Interpretation, Concepts and Probabilities, Domains and Conceptual Spaces, Informativeness and Distinctiveness, Categorization, Perception and Conceptual Inferencing, Ambiguities and Fluency of Interpretation, Valuations, Social Influence and Social Inferencing, Audiences and Taken-for-grantedness.

Bibliography:

- (1) M.T. Hannan et al. : Concepts and Categories: Foundations for Sociological and Cultural Analysis (Columbia University Press, 2019)
- (2) B. Kovács and A. Sharkey 2014 *The Paradox of Publicity: How Awards Can Negatively Affect the Evaluation of Quality* ASQ
- (3) Damon Phillips 2013 *Shaping Jazz: Cities, Labels, and the Global Emergence of an Art Form*
- (4) Swaminathan and Carroll *Why the Micro Brewery Movement* 2000 AJS
- (5) Hayagreeva Rao, Philippe Monin, Rodolphe Durand. *Border Crossing: Bricolage and the Erosion of Culinary Categories in French Gastronomy*, American Sociological Review. 70:9868-991. 2005.
- (6) Giacomo Negro, Michael Hannan, Hayagreeva Rao. 2010. *Categorical Contrast and Audience Appeal: Niche Width and Critical Success in Winemaking* Industrial and Corporate Change. 19:1397-1425.
- (7) Giacomo Negro, Michael Hannan, Hayagreeva Rao. 2011 *Category Reinterpretation and Defection: Modernism and Tradition in Italian Winemaking*, Organizational Science. 22(6):1449-1463.
- (8) M.T. Hannan *What does it mean to span cultural boundaries? Variety and atypicality in cultural consumption* (with A. Goldberg and B. Kovács) *Am. Sociological Rev.*, (2016)
- (9) M.T. Hannan and B. Kovács: *Conceptual spaces and the consequences of category spanning*. *Sociological Sci.* 2 (2015) 252–86.
- (10) M.T. Hannan, G. Negro and M. Fassiotto: *Category signaling and reputation*. (with) *Organization Sci.* 26 (2015) 584–600.
- (11) M.T. Hannan, Ö. Koçak and G. Hsu: *Emergence of market orders: audience interaction and vanguard influence*. *Organization Studies* 35 (2014) 765–790.
- (12) M.T. Hannan D.G. McKenrdick *Oppositional identities and resource partitioning: distillery ownership in Scotch whisky, 1826–2009* *Organization Sci.* 25 (2014) 1272– 1286.