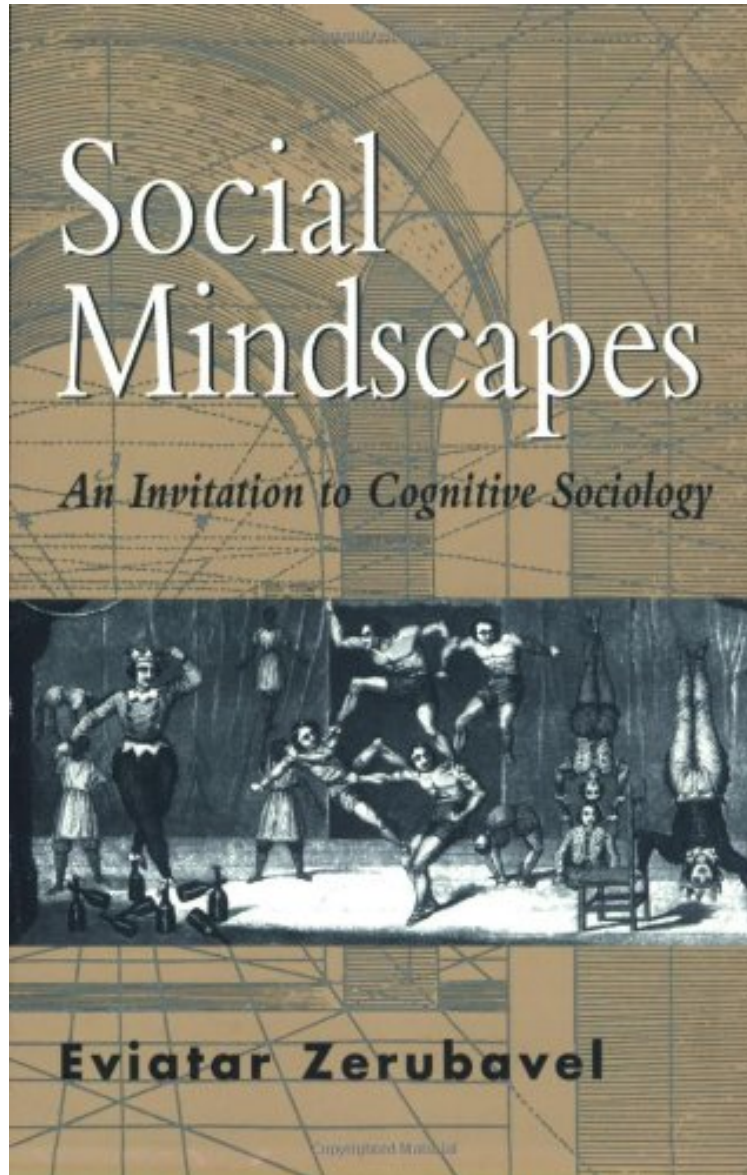


[Pdf free] Social Mindscapes: An Invitation to Cognitive Sociology

Social Mindscapes: An Invitation to Cognitive Sociology

Eviatar Zerubavel

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#898480 in Books Harvard University Press 1999-10-15 1999-09-19 Original language: English PDF # 1 8.30 x .46 x 5.54l, .46 #File Name: 0674813901176 pages | File size: 43.Mb

Eviatar Zerubavel : Social Mindscapes: An Invitation to Cognitive Sociology before purchasing it in order to gauge whether or not it would be worth my time, and all praised Social Mindscapes: An Invitation to Cognitive Sociology:

0 of 0 people found the following review helpful. Five Stars By Pat Mule Love this author and his intellectual perspective. 0 of 0 people found the following review helpful. Three Stars By Isis Land Great read, repetitive. But good 6

of 6 people found the following review helpful. Refreshing Tidbits By Peter McCluskey This book is a refreshing and concise collection of interesting tidbits about cultural aspects of human minds. He points out many cultural quirks in our thinking that I suspect many people unconsciously assume are universal beliefs. Sometimes it's easy to see once you're provoked to think about it why we should consider something to be a cultural quirk (e.g. putting jam and jelly into two distinct categories rather than one). With others, such as whether the differences between male and female genitalia justify classifying the equivalent parts differently for each sex, I'm almost suspicious enough of his report that western culture had a different answer a couple of centuries ago than it does today to tempt me to check some of his copious references. And there are a few places where his cultural norms seem odd (e.g. his claim that daylight savings time seems natural). With only 113 pages of actual text, it's a quick read that would be worth reading for the entertainment value alone, and has the added benefit of shaking up one's preconceptions.

Why do we eat sardines, but never goldfish; ducks, but never parrots? Why does adding cheese make a hamburger a "cheeseburger" whereas adding ketchup does not make it a "ketchupburger"? By the same token, how do we determine which things said at a meeting should be included in the minutes and which ought to be considered "off the record" and officially disregarded? In this wide-ranging and provocative book, Eviatar Zerubavel argues that cognitive science cannot answer these questions, since it addresses cognition on only two levels: the individual and the universal. To fill the gap between the Romantic vision of the solitary thinker whose thoughts are the product of unique experience, and the cognitive-psychological view, which revolves around the search for the universal foundations of human cognition, Zerubavel charts an expansive social realm of mind--a domain that focuses on the conventional, normative aspects of the way we think. With witty anecdote and revealing analogy, Zerubavel illuminates the social foundation of mental actions such as perceiving, attending, classifying, remembering, assigning meaning, and reckoning the time. What takes place inside our heads, he reminds us, is deeply affected by our social environments, which are typically groups that are larger than the individual yet considerably smaller than the human race. Thus, we develop a nonuniversal software for thinking as Americans or Chinese, lawyers or teachers, Catholics or Jews, Baby Boomers or Gen-Xers. Zerubavel explores the fascinating ways in which thought communities carve up and classify reality, assign meanings, and perceive things, "defamiliarizing" in the process many taken-for-granted assumptions.

One can perceive a cognitive turn in much of sociology over the past decade, but its progress has been more halting than in other fields, in part because we have had no natural framework for thinking about the role of cognition in social relations. Social Mindscapes provides such a framework. Eviatar Zerubavel has given us the field-defining primer we have needed, an invitation to cognitive sociology written with sufficient sophistication that senior scholars will find it engaging and persuasive, yet with such grace and clarity that students will also understand and learn from it. (Paul DiMaggio, Princeton University) This book extends the tradition of Karl Mannheim and Erving Goffman in an exciting search for the social roots of ideas. (Lewis A. Coser, Boston University) Zerubavel, who has done pioneering work on the social construction of time, here expands his approach to include a broad spectrum of cognitive processes. This is an important book--sophisticated, well argued, comprehensive--and, last not least, eminently readable. (Peter L. Berger, Boston University) The author--a sociologist--proposes that sociology takes into account cognition and the ideas of cognitive science, only to return to the problem of knowledge from a sociological perspective and denounce cognitive science's emphasis on the individual thinker and the discovery of universal laws of cognitive functioning, at the expense of contextual and cultural factors. The book is very well written and will be of interest to psychologists who dislike individualistic accounts of intelligence and look for a more contextualised approach to cognition. (Infancia y Aprendizaje [Italy]) One can perceive a cognitive turn in much of sociology over the past decade, but its progress has been more halting than in other fields, in part because we have had no natural framework for thinking about the role of cognition in social relations. Social Mindscapes provides such a framework. Eviatar Zerubavel has given us the field-defining primer we have needed, an invitation to cognitive sociology written with sufficient sophistication that senior scholars will find it engaging and persuasive, yet with such grace and clarity that students will also understand and learn from it. (Paul DiMaggio, Princeton University) From the Back Cover Cognitive science addresses cognition on two levels: the individual and the universal. To fill the gap between the Romantic vision of the solitary thinker, whose thoughts are the product of unique experience, and the cognitive-psychological view that revolves around the search for the universal foundations of human cognition, Zerubavel charts an expansive social realm of mind -- a domain that focuses on the conventional, normative aspects of the way we think.