

Preface

Sociology has been my life's work for several decades. In the classroom and in the pages of my textbooks, I have tried to spark students' interest in the discipline by showing them its real-life implications. My aim has been to convince students that sociology is more than just another academic pursuit, an exercise in scholarship for the sake of scholarship. Sociology illuminates the world around us—our families, schools, neighborhoods, and other familiar institutions we have lived with all our lives. It puts into larger perspective our culture and our socialization—the way we come to be the way we are. Sociology makes us think deeply about the divide between ourselves and those of different races, classes, and ethnicities. It forces us to recognize the effects of power, technological advances, and the increasingly rapid process of social change in our own lives. Sociology matters—to you, me, and everyone with a stake in the society we live in.

This concise volume stresses the same theme, in fewer pages and with fewer illustrations and study aids. *Sociology Matters* is intended for instructors who desire an especially short, relatively inexpensive introductory text. This text covers the essential content in *Sociology: A Brief Introduction*, Fifth Edition, in much the same depth. Its 10 chapters can be covered easily in a quarter- or semester-long course, together with other materials instructors might wish to add.

Major Emphases

Like the brief fifth edition of *Sociology*, this volume includes comprehensive, balanced coverage of the major theoretical perspectives. Chapter 1 introduces, defines, and contrasts the functionalist, conflict, and interactionist perspectives, as well as the increasingly important feminist approach. Later chapters use these distinctive viewpoints to explore topics such as deviance (Chapter 4); social stratification (Chapter 5); race and ethnicity (Chapter 6); gender (Chapter 7); social institutions (Chapter 8); communities, health, and the environment (Chapter 9); and social change (Chapter 10).

This volume also includes strong coverage of gender, race, ethnicity, and social class. Three entire chapters are devoted to these topics: Chapter 5, on stratification in the United States and worldwide; Chapter 6, on race and ethnicity; and Chapter 7, on gender. Related discussions appear throughout the book. For instance, Chapter 3 examines race and gender as ascribed statuses; Chapter 4, racial profiling and the perceived

seriousness of white-collar crime; Chapter 9, the connection between health and a person's social class, race, ethnicity, and gender; and Chapter 10, the role of gender in social movements.

Finally, this volume includes considerable cross-cultural coverage. Chapter 2, which opens with a vignette on technological and cultural change in Bhutan, covers the development of culture around the world. Chapter 4, which opens with a vignette on social control in Singapore, covers international crime rates. Chapter 5 treats social stratification from a global perspective, including coverage of world systems analysis, dependency theory, modernization theory, the development of multinational corporations, and the global economy. Chapter 7 covers Margaret Mead's work on cross-cultural differences in gender roles. Chapter 8 takes a global view of the family. Chapter 9, which opens with a vignette on global population growth, treats global environmental issues. And Chapter 10 covers global social change.

Special Features

This volume offers a variety of learning aids designed to help students understand and review basic concepts, including:

- Chapter outline
- Chapter-opening vignette with chapter overview
- *Use Your Sociological Imagination* sections, which prompt students to apply their knowledge of sociology to the world around them
- Tables and figures, some with sticker-style captions and Think About It questions
- Photographs and cartoons
- Online Learning Center icons, which alert students to relevant material on the book's companion website
- Boldfaced key terms
- *Sociology Matters* sections at the end of each chapter, which point out the relevance of a chapter's content to students' lives
- Numbered 10-point chapter summary
- End-of-chapter key terms list with page references
- End-of-book glossary with page references

Supplements and Internet Resources

A rich variety of complimentary teaching and learning resources are available to students and instructors who use *Sociology Matters*. Students

will benefit from the free study guide, quizzes, and other materials accessible to them at McGraw-Hill's website, www.mhhe.com. Instructors may choose from the following resources:

- Instructor's Resource Manual
- Test Bank
- Instructor's Resource CD-ROM with Computerized Test Bank, including the Instructor's Resource Manual and PowerPoint slides
- Online Learning Center (includes quizzes, activities, and PowerPoint masters)
- *Reel Society*, an interactive movie available on CD-ROM, designed to stimulate classroom discussion of basic sociological concepts
- Video Lecture Launcher, drawn from the NBC News archives

Acknowledgments

Elizabeth Morgan, who has collaborated with me on more than one edition of *Sociology*, brought her experience and knowledge to *Sociology Matters*. Virginia Joyner's contributions to several editions of *Sociology* are apparent in this volume as well.

I deeply appreciate the contributions my editors made to this book. Thom Holmes, a senior developmental editor at McGraw-Hill, helped to shape this fresh approach to sociology for undergraduates. Rhona Robbin, director of development and media technology, oversaw the project, lending her expertise and experience to its development. I received strong support and encouragement from Phillip Butcher, publisher; Sherith Pankratz, sponsoring editor; Dan Loch, marketing manager; and Jessica Bodie, media technology producer. Additional guidance and support came from Amy Shaffer, editorial coordinator; Diane Folliard, project manager; Laurie Entringer, design manager; Carol Bielski, production supervisor; Nora Agbayani, photo editor; and Elsa Peterson and Judy Brody, permissions editors. I would also like to express my appreciation to Todd Fuist for his assistance in preparing the reference list.

I would especially like to acknowledge Clayton Steenberg of Arkansas State University, for his work on the instructor's resource manual and test bank; and Lynn Newhart of Rockford College, for developing the materials in the Online Learning Center.

As is evident from these acknowledgments, the preparation of a textbook is truly a team effort. The most valuable member of this effort continues to be my wife, Sandy, who provides the support so necessary to my creative and scholarly activities.

I have had the good fortune to be able to introduce students to sociology for many years. Those students have been enormously helpful in

x PREFACE

spurring my own sociological imagination. In ways I can fully appreciate but cannot fully acknowledge, their questions in class and queries in the hallway have found their way into this textbook.

Richard T. Schaefer

schaeferrt@aol.com

As a full-service publisher of quality educational products, McGraw-Hill does much more than just sell textbooks to your students. We create and publish an extensive array of print, video, and digital supplements to support instruction on your campus. Orders of new (versus used) textbooks help us to defray the cost of developing such supplements, which is substantial. Please consult your local McGraw-Hill representative to learn about the availability of the supplements that accompany Sociology Matters. If you are not sure who your representative is, you can find him or her by using the Rep Locator at www.mhhe.com.

Academic Reviewers

Several sociologists reviewed this book and offered constructive and thorough evaluations of its content. I would like to thank the following reviewers for their thoughtful comments on the manuscript and its features:

Henry Borne
Holy Cross College

Nelson Pichardo
Central Washington University

Barbara Feldman
Seton Hall University

James R. Robinson
Oklahoma State University

Cynthia Ganote
Vanderbilt University

Laurel Tripp
University of Maine

Dennis McGrath
Community College of Philadelphia

Meifang Zhang
Midlands Technical College