Last week...

- **Durkheim** – social integration
  - things fall apart
  - Individualisation

- **Weber** – rationalisation
  - all the magic has gone
  - Instrumentalism – everything and everyone is a means
  - What about the ends?

- **Marx** – there’s going to be a big bang
  - markets reveal a truth about social relations…
  - commodification
All comparisons involve simplification and selection

Pre-industrial

Industrial

Lecture 2
One industrial society with two flavours?

River Rouge or Magnitogorsk?
Industrial society

- Technology (manufacturing) driven
- Urban
- Bureaucratized
- Individualised
- Secular
- Meritocratic
- Where does politics fit into this?

Lecture 2
Where does it all end?

• Once societies “take-off” into industrialism then (eventually) they all end up in the same place with somewhat similar institutional package deals.

• “Although industrialization follows widely differing patterns...some characteristics of the industrialization process are common to all. These ‘universal’ arise from the imperatives intrinsic to the process. They are the pre-requisites and concomitants of industrial evolution. Once under way, the logic of industrialization sets in motion many trends which do more or less violence to the traditional pre-industrial society.”
  – Kerr et al. *Industrialism and Industrial Man*
Logic of industrialism

– Technological convergence produces institutional convergence
– Organisations face the same production problems and select similar institutional solutions
– Especially true in field of labour relations and management of the production process
– Also expected to produce similarities in structure of distribution – consumer society
  - Social stratification
– Least convergence expected in ideology/politics
  - But implication that this was of little importance
At least we have a prediction…

- Over time (to be specified) industrial (industrialising) societies should converge in major aspects of their institutional arrangements:
  - Production arrangements
  - Family structure
  - Social stratification system
- All because the “logic of industrialism” demands it…
- Cold war ideology?
Challenges

– Until 1989
  • The very existence of the Soviet Block (no consumer socialism)

– Stubborn institutional diversity even amongst Western capitalist economies
  • Industrial relations systems differ
  • Management Structures and vocational training systems differ
  • Social stratification social/class mobility regimes
    – No general tendency in 70s and 80s towards openness or convergence
    – Later evidence more mixed
  • Religion
    – Very different patterns of adherence in Europe and USA
And then we weren’t industrial any more...

- Daniel Bell, *The Coming of Post Industrial Society*
- **Three spheres**
  - Politics
  - Culture
  - Economy/society
    - knowledge economy
    - service sector employment
    - distributional struggles rooted in production are over
    - age of mass consumption/leisure
The Coming of Post Industrial Society

– Scientific knowledge becomes the driver of the economy
  • Was there ever a time since 1650 when this was not true?
– Service sector rather than manufacturing dominates employment
  • So what?
– ‘White-collar’ work dominates ‘blue-collar’ work
  • What about ‘proletarianization’ and deskillling of white-collar work?
The Coming of Post Industrial Society

– Professionalization of everybody?
  • Regulation and decommodification of employment contract?
  • Things now swinging in the other direction?
– If conflict about distribution is over what does politics look like?
  • “…it is clear that in the society of the future…the scientist, the professional, the technicien and the technocrat will play a prominent role in the political life of the society.” Bell, pp. 79
    – Rule by the technocrats (because we all agree about then ends)?
Cultural Contradictions (of capitalism)

– Once there was a fit between industrial capitalism and the culture that sustained it
  • Thrift, hard-work, industry – satisfied *needs*

– The normative system esp. as reflected in Culture (the arts) reflected this
  • And when it didn’t it was just *Art* (not *Life*)
Cultural Contradictions (of capitalism)

– Once production problems are solved
  • *Wants* replace *needs*
  • *Wants* (unlike *Needs*) know no bounds
  • Bohemian cultural values escape from their confines and become generalised beyond a minority
  • Self-fulfilment becomes the highest ideal
  • Normative integration collapses (because everything is allowed)
  • Legitimation becomes more problematic for political authorities and state institutions
    – More and more demands for state to right wrongs, recognize sectional grievances
  • The culture threatens to undermine the economic base that supports it.
Different logics of capitalism?

Lecture 2