

# 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**



# One industrial society with two flavours?

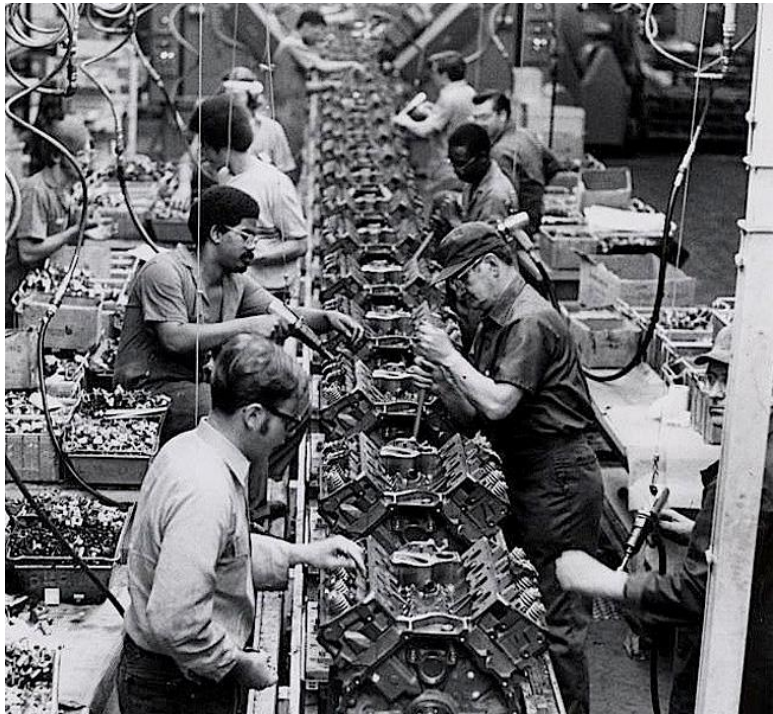
River Rouge

or

Magnitogorsk ?



# Industrial society



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

# 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 ‘universals’ arise from the imperatives intrinsic to the process. They are the prerequisites 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...

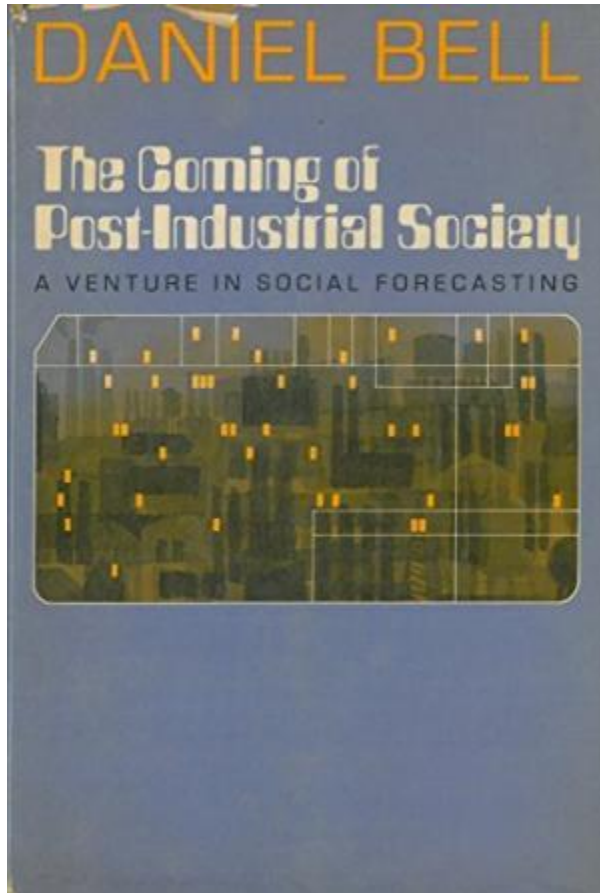
- Over time (to be specified) industrial (industrialising) societies should converge in major aspects of their institutional arrangements:
  - Production arrangements
  - Family structure
  - Social stratification system
- All because the “logic of industrialism” demands it...
- Cold war ideology?

# 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

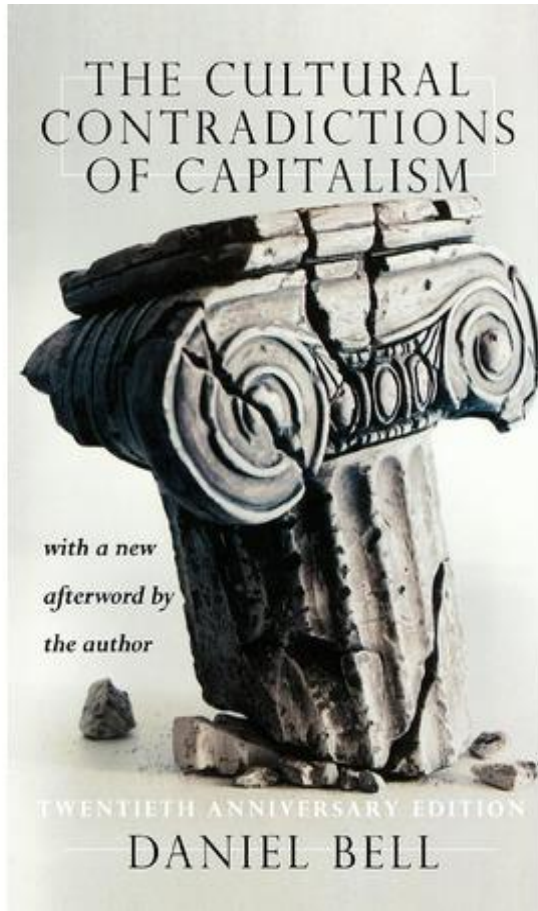
# The Coming of Post Industrial Society

- 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 deskilling 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?

