

G. Thomas Goodnight

Spring 2008

Course Syllabus

NEW INSTITUTIONAL THEORY:

(List in registration as 625 Theory Construction in Communication)

This course examines communication structures, practices, assumptions, and change from the standpoint of late modern institutions that merge the symbolic and the material worlds of norms, power, strategy, and culture. The institutional focus will be upon firms or organizations that create markets, are subject to government regulations, and are by media induced booms and panics.

The course introduces students to New Institutional Theory, a trans-disciplinary discussion among scholars in business, international relations, philosophy, sociology and cultural theory that has emerged with increasing power to challenge rational models of decision-making and define the constitution of organizations through affiliation with institutional norms and identities . The flow of the course moves from structuration theory (Giddens), to reflexivity (Beck), social capital (Bourdieu), self-adjusting communicative systems (Luhmann), debates over communication (Habermas) and review of media impact on the institution of the market place (Schuster). Specific topics in New Institutional Theory include bounded rationality, trust, legitimacy, emotions, and market structures. The final two weeks of the class take up Actor Network Theory (La Tour & friends) in a discussion concerning whether networks now supplement, sustain, or collapse social institution formation. NOTE Campian will waive prerequisite. Books should be ordered from Amazon.com—you can get them faster and cheaper than the books store! Articles are available through Google Scholar, but will be posted on the class Blackboard site.

Texts: Anthony Giddens, *The Consequences of Modernity* (Stanford University Press, 1990); Ulrich Beck, *World Risk Society* (Blackwell, 1999); Pierre Bourdieu, *The Logic of Practice*, Stanford University Press, 1980); Walter W. Powell and Paul J. DiMaggio, *The New Institutionalism in Organizational Analysis* (Chicago, 1991); Bruno Latour, *Politics of Nature* (Harvard UP, 2004); Bruno Latour, *Reassembling the Social* (Oxford UP 2005); Thomas Schueter, *The Markets and the Media: Business News and Stock Market Movements* (2006).

COURSE REQUIREMENTS: The seminar will be approximately 40% lecture; 30% report and 30% open discussion. Students are requested to do one or two reports, outlining subject matter for a given session. Discussion will focus on cumulative topics. We will spend sessions early in the quarter shaping and working toward individual projects which should be at the end of class the quality of a convention paper, but with potential for article development.

CLASS OUTLINE

1. W JAN 16 INTRODUCTION

2. W JAN 23 INSTITUTIONAL LOGICS

Herbert A. Simon, "Bounded Rationality and Organizational Learning," *Organizational Science* 2:1 (1991) 125-134.

Herbert A. Simon, "Rationality as Process and as Product of Thought," *The American Economic Review* 68:2 (1978), 1-16.

Paul Ingram and Karen Clay, "The Choice-Within-Constraints: New Institutionalism & Implications for Sociology," *Annual Review of Sociology* 26 (2000): 525-546.

Patricia H. Thornton & William Ocasio, "Institutional Logics and the Historical Contingency of Power in Organizations," *The American Journal of Sociology* 105:3 (1999), 809-843.

Thomas B. Farrell, Knowledge, Consensus, and Rhetorical Theory," *Quarterly Journal of Speech* 1976), 1-15. Also see the attack and Part II. [find in Communication Complete USC esources]

G. Thomas Goodnight, "The Personal, Technical and Public Spheres," *Argumentation and Advocacy* 1982 [find reproduced through Google Scholar]

AO Kirschman, "Rival Interpretations of Market Society," *Journal of Economic Literature* 20 (1982): 1463-1484.

Marion Fourcade and Kieran Healy "Moral Views of Market Society," *Annual Review of Sociology* 33 (2007) 285-311.

3. W Jan 30 NEW INSTITUTIONAL THEORY: AN INTRODUCTION

Meyer & Rowan "Institutional Organizations: Formal Structure as Myth and Ceremony," NIO, 1-41.

DiMaggio & Powell, "The Iron Cage Revisited," NIO 41-63.

Lynne Zucker, "The Role of Institutionalism in Cultural Persistence," NIO, 83-108.

Lynne Zucker, "Institutional Theories of Organization," *Review of Sociology* (1987) 13:443-464.

Scott & Meyer, "The Organization of Societal Sectors," NIO, 108-140.

4. W FEB 6 NEW INSTITUTIONAL THEORY: AN INTRODUCTION

Jepperson, "Institutions, Institutional Effects & Institutionalism," NIO, 143-164.

Scott, "Unpacking Institutional Arguments," 164-182.

Powell, "Expanding Institutional Analysis," 183-204.

Friedland and Alford, "Symbols, Practices, and Institutional Contradictions,"

NIO, 232-267.

5. W FEB 13 MODERN INSTITUTIONS & THE SELF

Anthony Giddens, *The Consequences of Modernity*

6. W Feb 20 MODERN INSTITUTIONS & QUESTIONS OF REFLEXIVITY

Ulrich Beck, *The Risk Society*. Ulrich Beck, Wolfgang Bonss and Christoph Lau, "The Theory of Reflexive Modernization: Problematic, Hypotheses and Research Programme," *Theory, Culture and Society* 20:2 2-33

7. W Feb 27 WHAT IS CULTURAL CAPITAL & A SOCIAL PRACTICE?

Pierre Bourdieu, *The Logic of Practice*.

8. W Mrc 5 WHAT IS A SOCIAL SYSTEM?

Nicholas Luhmann and Dirk Baker, *Social Systems*.

9. W Mrc 12 HABERMAS-LUHMAN DEBATES OVER SOCIAL WORLDS

Jurgen Habermas, selection from *Theory of Communicative Action I*

GT Goodnight Essay on Habermas

Nicholas Luhmann, "The Autopoiesis of Social Systems," *Essays on Self-Reference* (New York: Columbia UP, 1990), 1-20.

William Rasch, "Theories of Complexity, Complexities of Theory: Habermas, Luhmann, and the Study of Social Systems" *German Studies Review* 14 (1991) 65-83

Eva Knodt, "Toward a Non-Foundationalist Epistemology: The Habermas/Luhmann Controversy Revisited," *New German Critique* 66 (1994) 77-100.

10.W Mrc 19 MODERN INSTITUTIONS & QUESTIONS OF TRUST

Nicholas Lumann, selections from his work *Trust & Power*

Oliver E. Williamson, "Calculativeness, Trust, and Economic Organization," *Journal of Law & Economics* 35:1 (1993), 453-486.

J. David Lewis and Andrew Weigert, "Trust as Social Reality," *Social Forces* 63 (1985) 967-985.

Roderick M. Kramer, "Trust and Distrust in Organizations: Emerging Perspectives, Enduring Questions." *Annual Review of Psychology* 50 (1999) 569-598.

Charles W. L. Hill, "Cooperation, Opportunism, and the Invisible Hand: Implication for Transaction Cost Theory," *Academy of Management Review* 15:3 (1990), 500-513.

11.W Mrc 26 MODERN INSTITUTIONS & QUESTIONS OF LEGITIMACY

Douglas C. North, "Institutions," *Journal of Economic Perspectives* 5:1 (Winter 1991), 97-112.

Armen A. Alchian, "Uncertainty, Evolution, and Economic Theory," *The Journal of Political Economy* 58:3 (1950), 211-221.

John Dowling and Jeffrey Pfeffer, "Organizational Legitimacy: Social Values and Organizational Behavior," *The Pacific Sociological Review* 18:1 (January 1975): 122-136.

Joseph Eric Massey, "Managing Organizational Legitimacy: Communication Strategy for Organizations in Crisis," *The Journal of Business Communication* 38:2 (2001) 153 ff.

Loizos Heracleous & Michael Barrett, "Organizational Change is Discourse: communicative Actions and Deep Structures in the Context of Information Technology Implementation," *Academy of Management Journal* 44 (2001), 775-778.

Roy Suddaby and Royston Greenwood, "Rhetorical Strategies of Legitimacy," *Administrative Science Quarterly*, forthcoming.

12.W Apr 2 MARKETS AS INSTITUTIONS

Mark Granovetter, "Economic Action and Social Structure: The Problem of Embeddedness," *American Journal of Sociology* 91:3 (Nov 1984) 481-510

Jens Beckert, "Uncertainty and Embeddedness in Economic Action," *Theory and Society* 25:6 1996 803-840.

Neil Fligstein, "Markets as Politics: A Political-Cultural Approach to Market Institutions," *American Sociological Review* 61:4 (August 1996) 656-673.

Eric H. Rambo, "Symbolic Interests and Meaningful Purposes: Conceiving Rational Choice as Cultural Theory," *Rationality and Society* 11:3 (1999) 317-342.

13.W Wed Apr 9 MARKETS & MEDIA: MOTIVES FOR VALUATION

Thomas Schuster, *The Markets and the Media: Business News and Stock Market Movements* Robert J. Schiller, Stanley Fisher, Benjamin M. Friedman, "Stock Prices and Social Dynamics," *Brookings Papers on Economic Activity* 2 (1984) 457-510.

Graciela L. Kaminsky, Carmen M. Reinhart and Carlos A. Vegh, "The Unholy Trinity of Financial Contagion," *Journal of Economic Perspectives* 17:4 (2003) 51-74.

14. Apr 16 EMOTIONS: PANICS, BUBBLES, & CRASHES

Geoffrey H. Moore, "Business cycles, Panics, and Depressions," in Glen Porter (ed). *Encyclopedia of American Economic History*, 1980, 151-156.

Jon Elster, "Emotions and Economic Theory," *Journal of Economic Literature* 36 (March 1998) 47-74.

George F. Lowenstein, Christopher K Hsee, Elke U. Weber & Ned Welch, "Risk as Feelings," *Psychological Bulletin* 127:2 (2001) 267-286.

M. Y. Abolafia & M. Kilduff. "Enacting market Crisis: the Social Construction Of a Speculative Bubble," *Administrative Science Quarterly*, 33 (1988), 177-193.

15. W Apr 23 ACTOR NETWORK THEORY: Are Networks an Alternative to

Institutions? Bruno Latour, *Reassembling the Social: An Introduction to Actor Network Theory*

Nick Lee and Steve Brown, "Otherness and the Actor Network: The Undiscovered Continent," *American Behavioral Scientist* 37 (1994) 772ff.

16. W Apr 30 ACTOR NETWORK THEORY: Convergence between the Symbolic

- Material Realms? Bruno Latour, *The Politics of Nature: How to Bring the Sciences into Democracy*.