The Sociology of Monuments/
The Sociology of Emotions

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http://www.iastate.edu/~soc.134
Massacre monument in Almo, Idaho

✓ Monuments are usually proposed by local organizations and present favorable picture of community
  • Often leave out unpleasant history
  • May commemorate things that never happened

✓ Almo, Idaho, monument commemorates Indian massacre of 296 whites that never happened

✓ Another example: Pittsburg, Tx, has monument to airplane inventor Rev. Burrell Cannon

✓ Target for snowplow revisionism?

Catt Hall in Ames, Iowa

Loewen gives as example of case where “reasonable people” disagree
Carrie Chapman Catt was national leader in women’s suffrage movement
Claimed “white supremacy will be strengthened, not weakened, by woman suffrage”
Opponents (Sept. 29 [1995] Movement) argued her racist statements made her an inappropriate person to name a building after
Proponents argued she was “product of her times”
Jaime Schultz argues that the decision to name our stadium after Jack Trice in 1997 was a response to Catt Hall controversy
Trice was largely forgotten from his death in 1923 until 1973

Beginning in 1973 the Trice story was retold as a story of racism and a student movement (resisted by the administration) began to name the stadium after Trice
Schultz believes that naming the stadium after Trice was an attempt to tell a more positive story about race at ISU

Local production of monuments leads to competing claims: two towns claim to have world’s largest ball of twine.

Even bizarre attractions may reflect norms & values—twine ball’s motto is “Thrift + Patience = Success”
Some key points about monuments

✓ Monuments (as material culture) both reflect nonmaterial culture (e.g., ideology) and shape it
✓ Monuments tell the tale of two eras
✓ The “past” (things that happened) is often quite different than “history” (what we say about them)
Culture and everyday experience

✔ Nonmaterial culture: knowledge, beliefs, customs, values, morals, and symbols that are shaped by members of a society and that distinguish the society from others (p. 80)

✔ Nonmaterial culture shapes how we experience everyday life including:
  • What diseases we experience (p. 116)
  • The sick role (p. 116)
  • How many sexes are there (p. 117, 128-9)
  • What emotions we experience (p. 111-113)

The sociology of emotion

- Common-sense belief: Our emotions represent our “true” self, not social rules
- Sociology of emotions studies how culture shapes the way we feel
- Arlie Hochschild: pioneered sociology of emotions
- People do “emotion management”: attempting to make feelings correspond to feeling rules
  - Emotion evocation: bringing about desired feeling
  - Emotion suppression: stifling undesired feeling
- Organizations may demand emotion management from workers