

The Blackwell Encyclopedia of Sociology ONLINE

Spring 2009 Newsletter

Welcome to the spring 2009 newsletter for the **Blackwell Encyclopedia of Sociology ONLINE**. Within this newsletter you will find a brief summary of the seventh update which features 10 new and 3 updated entries, as well as a sneak preview of future entries. Have an idea for a new entry? Suggest a new entry for the Online Encyclopedia and if your suggestion is included you could win an Amazon gift certificate! (See details below)

Finally, be sure to check out the reviews of the Blackwell Encyclopedia of Sociology, and pass this newsletter on to your librarian.

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About the Blackwell Encyclopedia of Sociology ONLINE

The **Blackwell Encyclopedia of Sociology ONLINE** provides a living, breathing resource for the academic community in sociology, including faculty, students, and researchers. The most comprehensive reference work ever published in sociology, the Encyclopedia is updated three times a year with new entries and updates to existing entries. Suggestions for new topics to be covered are welcome, and for those who did not contribute to the print version, there may be an opportunity to contribute to the Online Encyclopedia.

To learn more about the **Blackwell Encyclopedia of Sociology ONLINE**, visit www.sociologyencyclopedia.com

New Entries for the Seventh Update

Geertz, Clifford - Philip Smith

Geertz was one of the most influential cultural theorists of the 20th century. Perhaps best known for his collected essays found in *The Interpretation of Cultures* (1973), Geertz was a strong advocate of hermeneutic approach. His idea of a “thick description” has been highly influential, particularly among ethnographers.

Gorz, André - Josue Pereira da Silva

Gorz was not only an important social theorist, but also an influential journalist and political activist. His work covered a broad range of topics from French Existential-Marxism to ecological concerns to general critiques of the irrationality of capitalist rationality. In all his works, Gorz did not limit himself only to critiques but also formulated political proposals aimed at overcoming the present social situation.

Maclver, Robert Morrison - Malcolm Williams

Maclver was a prominent Scottish born sociologist who made contributions to the sociology of community, political sociology, and methodology. His views come from a conception of the social world as society, the state, community and association where the former is all encompassing and the latter take on different forms at different times in different places.

Mauss, Marcel - Hernan Vera

Mauss, the nephew and disciple of Durkheim, played an important role in helping his uncle to establish sociology as a discipline. He not only helped classify the cases from which the tables in Suicide were constructed, but he also maintained *l'Annee Sociologique*, the first journal in sociology. His most famous sociological contribution, however, is probably his work, *The Gift* (1925), which remains influential among sociologists even today.

Ogburn, William Fielding - Robert Bannister

Ogburn was concerned with rates of change in society and took a quantitative approach to sociology. In perhaps his most famous work, *Social Change* (1922), he introduced the idea of "cultural lag", or the gap between material culture (i.e. technology) and non-material culture (i.e. belief).

Panopticon - Heather Marsh

The Panopticon is a literal structure, as well as a metaphor for surveillance society, made famous by Jeremy Bentham and Michel Foucault. It is a starting point for many discussions on knowledge, power, and disciplining techniques and is a powerful concept in thinking about power-knowledge regimes and the ways in which such regimes are connected to surveillance society.

Sexism, Sexual Harassment and Sexual Assault: Toward Conceptual Clarity - Juanita M. Firestone and Richard J. Harris

Although sexism, sexual harassment, and sexual assault are categories that can be studied independently, this entry shows how the three are interconnected. In addition to showing their utility in synthesis, this entry also contributes to our conceptual understanding of each process in its own right.

Sociocide - Keith Doubt

Sociocide, a newly emerging concept in sociology, is the killing of the social. It is best used as an ideal-type and can be used in either a negative or positive way – the latter being used to describe instances such as genocide and the latter more closely associated with the works of postmodernists arguing the end of the social.

Venture Capital - Jonathon E. Mote

Venture capital is an institutionalized form of investment capital directed toward early stage entrepreneurial ventures with potential for high growth. The sociological literature on venture capital is growing and focuses on issues such as the role of status in market exchanges, and the social and policy implications of the creation of venture capital programs by state governments.

World Trade Organization - Susan Hagood Lee

The World Trade Organization (WTO) is a multilateral body that regulates world trade and provides a forum for negotiations to reduce trade barriers. Although not formally in existence until 1995, the WTO grew out of the General Agreement on Tariffs and Trade (GATT) established at Bretton Woods in 1944. Due to its controversial liberalization policies, among others, the WTO has become a global lightning rod for alternative globalization protests.

Updated Entries

- Affirmative Action
 - Branding and Organizational Identity
 - Consumption, Landscapes of
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Future Updates

The eighth update (scheduled for November 2009) will feature additional new entries as well as updates to existing entries to keep the Online Encyclopedia at the cutting edge of sociology. Some of the planned new entries include:

- **Corporate Social Responsibility** - Paul Dean
 - **International Monetary Fund** - Susan Hagood Lee
 - **Disaster Tourism** - Kevin Fox Gotham
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Suggest a New Entry!

If you have suggestions for potential new entries, please send them to J. Michael Ryan, Senior Managing Editor of the Blackwell Encyclopedia of Sociology ONLINE, at miker@socy.umd.edu.

Access the Encyclopedia

If your library has a subscription, you can access the Blackwell Encyclopedia of Sociology online through www.blackwellreference.com.

Reviews

NEW "It's a solid ten....This product is highly recommended to public and academic libraries serving social science scholars and researchers."

- **Library Journal**

"The most up-to-date work on this topic ... Essential. Lower-level undergraduates through faculty/researchers."

-**Choice**

"The Blackwell Encyclopedia of Sociology will increase students' understanding of important concepts, people, and trends in social sciences, and serve as a ready reference for scholars and teachers who need a well developed but concise exposition of a concept. Recommended for purchase in academic libraries."

-Reference Reviews

"Attractive, easy to use and pleasingly set out, the site offers features that work well and are refreshingly straightforward ... There are useful bibliographical references at the end of each entry, and it is possible to find related topics of interest very quickly."

-Information World Review

"This work will be an important addition to large university libraries with sociological departments. It represents important scholarship in this field and will be a resource that will be well used and reliable."

-American Reference Books Annual

"Ritzer has created the literal bible of sociology – a comprehensive and vital tome that houses an ever-evolving snapshot of the structure of our society ... Blackwell's Encyclopedia of Sociology deserves a place in all college-level libraries. Simply, we have seen no other sociological-based resource as comprehensive or as classy – this point of reference that outlines the academic mission in beautiful almost elegant terms, in turn recording our never-ending quest for knowledge and enlightenment."

-The Electric Review

As a product aimed at students, lecturers, and researchers, The Blackwell Encyclopedia of Sociology Online provides both the depth and breadth required to meet a variety of individual needs. With its multiannual updates and added entries, the editor has created a resource of continued relevancy in a field with an important mission of exploring current social issues as well as providing historical context

-Charleston Review

Recommend the Encyclopedia

Does your library have access in 2010? Be sure to tell your librarian how important the Blackwell Encyclopedia of Sociology ONLINE is to you and your colleagues. Many libraries will consider whether to renew their subscription to the Encyclopedia in the coming months. Remind your librarian how important the Encyclopedia is to you, your students, and your colleagues. In addition to reminding your library about this great resource, encourage your fellow researchers and students to consult the Encyclopedia for all of their research needs. Libraries make subscription decisions based on usage, as well as recommendations. The more your institution uses the Encyclopedia, the better chance that you will have access for years to come.