Unit 5 Key Terms

Social Movements

The following terms and definitions relate specifically to your reading this week.

Propaganda – in its broad sense, the presentation of information in the attempt to influence people; in its narrow sense, one-sided information used to try to influence people
Public – in this context, a dispersed group of people relevant to a social movement; the sympathetic and hostile publics have an interest in the issues on which a social movement focuses; there is also an unaware or indifferent public.
Mass society – industrialized, high bureaucratized, impersonal society
Social Movement – a large group of people who are organized to promote or resist some social change
Proactive Social Movement – a social movement that promotes some social change
Reactive Social Movement – a social movement that resists some social change
Social movement organization – an organization to promote the goals of a social movement
Deviance and Social Control
Cultural goals – the legitimate objectives held out to the members of a society
Deviance – the violation of rules or norms
Institutionalized means – approved ways of reaching cultural goals
Sanctions –
Positive sanction - a reward or positive reaction for following norms, ranging from a smile to a prize.
Negative sanction - an expression of disapproval for breaking a norm ranging from a mild, informal reaction such as a frown to a formal reaction such as a prison sentence or an execution
Social Control – a group’s formal and informal means of enforcing its norms
Social order – a group’s usual and customary social arrangements, on which its members depend and on which they base their lives