

History 407/507: Social Movements and Markets

Instructor: Prof. Arafaat A. Valiani

Email: valiani@uoregon.edu

What do the contemporary markets in organic food, Nouvelle Cuisine, personal computing, fair traded coffee and tea, craft beer and whisky, vintage wine and philanthropy have in common? In various ways, they all emerged out of social movements which sought to challenge the prevalence of industrially processed food, to promote individual freedom through access to information, artistic expression, harness markets for social causes, or efforts to recuperate artisanal craft. This interdisciplinary course will focus on the interdisciplinary study of the role of popular movements in creating economic markets in the United States and various parts of the world. This course draws on insights that underscores the process by which economic development in the past two decades has come to include the creation of markets that claim to simultaneously achieve social goals *and* create value. Drawing on insights from business history, organizational and economic sociology, science and technology studies and the study of gender and sexuality, we examine markets in their historical, cultural and institutional contexts thus enriching understandings of collective resistance, market processes and entrepreneurship. Students will develop critical interpretive skills by studying diverse primary sources pertaining to specific movements/markets. Biographies, manifestos, publicity and advertising, newspaper accounts, conference proceedings, trade publications, film and photographs will be primary sources that we interpret in this course.

Learning Objectives:

By the end of term you should be able to:

- Understand the diverse relationships between social movements and markets in different contexts.
- Understand key aspects of selected markets globally
- Understand the role of difference, different power relationships and market institutions in various contexts.
- Analyze and interpret “primary” sources of historical information.
- Identify an author’s argument or thesis.
- Write an essay and develop your own argument, supported by evidence.

Class Format: Seminar

Requirements: active participation in class discussions (includes weekly questions on the reading), class presentation(s), final research paper or case study (18-20 pages for undergraduates; 25-30 pages for graduate students). I will meet with graduate students separately and we will discuss some additional readings.

Grade Distribution*

1. Participation	20 %
2. In class presentations	20 %
3. Approved paper description with bibliography	10 % (Due by the 3 rd week/Meeting 3)

4. Preliminary Draft of Paper 15 % (Completed by 9th week/Meeting 9)
5. Final Draft of Paper 35 % (Due one week after the last class)

* All elements are required to receive a final grade.

All required readings will be provided on Canvas.

Course Schedule (this may be adjusted as we move through the term, I will announce these changes in advance).

Week 1: Introduction

Library session to locate primary sources.

Week 2: What is a Social Movement?

“The Circuit Rider Mounts: Establishing Worth and the Birth of a Social Movement”, in *From Social Movement to Moral Market*, Paul-Brian McInerney, pp. 23-48.

Week 3: Field Configuration Through Social Movement Contention

-Case study: The Civil Rights Movement:

-“Contention Over Race in the United States, 1932-1980”, in *A Theory of Fields*, Fligstein and McAdam, pp 114-163.

Week 4: Historical Treatment of Entrepreneurship

-“Institutional Entrepreneurs Build a Bridge: Connecting Movements and Markets Through Social Enterprise”, in *From Social Movement to Moral Market*, Paul-Brian McInerney, pp. 77-106.

Week 5: Culture and Markets (the historical case of wine after Prohibition)

“Will It Be Wine or Cocktails? The Quest to Build a Mass Market for California Wine After Prohibition”, Lisa Jacobson, in *Enterprise and Society—The International Journal of Business History*, June 2017, Vol. 18, No. 2, pp. 369-399.

Week 6: What is a case study or research paper? Methodological Analysis and Critique of two studies.

Part 1: “Transnational Indian Business in the Twentieth Century”, Chimney Tumbe, forthcoming, *Business History Review*,
<https://doi.org/10.1017/S0007680517001350>

Part 2: Changing Landscapes: The Construction of Meaning and Value in A New Market Category—Modern Indian Art, by Mukti Khaire and R. Daniel Wadhvani, in *Administrative Quarterly Journal*, 2010, Vol. 53, No. 6, 1281–1304.

Week 7: Valuation and Counting I

- 2015. “Of Principal and Principle: Value Plurality in the Market of Impact Investing.” Emily Barman, in *Valuation Studies* 3(1), pp 9-44.

Week 8: Valuation and Counting II

-“Defining, Counting, Contesting: Changes in Diagnoses, Prevalence and Advocacy” (the case of autism and genetic science 1980-2000), by Jennifer S. Singh, in *Multiple Autisms: Spectrums of Advocacy and Genomic Science*, pp 27-52.

-Film Excerpt: *The Real Dirt on Farmer John*

Thursday, **To Be Decided by Class Members Collectively (the course as a social movement)**

-Film Excerpt: *Food Inc.*

Meeting 9

Preliminary draft discussions this week, individually and in my office, no meeting.

Meeting 10

Paper/case study Presentations

Final Draft of Research Paper due one week after the last day of class.