What is the Role of Meaning Analysis in Sociological Explanation?
I. From Micro to Meso to Macro:

A. Micro-Approach


   “Sign-Vehicles”
   Symbolic Interaction (face to face interaction)

   “Face work” (Impression Management)

   Self as Actor        (Preedy p. 4)

   Front stage vs. Back stage
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A. Micro-Approach


   - Narrative Analysis
   - Career as Story w/ repetitive plot style
   - Broader Psychoanalytic Resonance
   - Mike Doyle’s Dutch Auction
1. From Micro to Meso to Macro:

B. Macro-Approach


   Structuralist Tradition

   House as a Semiotic Code System

   Signifier vs Signified

   Binary Oppositions (Homologous p. 275)

   Practical Activities of Everyday life:
   Gender: Cosmology, etc.
From Micro to Meso to Macro:

B. Macro-Approach

2. Wayne Brekhus: Culture Theorist

Emphasizes Binary Oppositions

Marked vs. Unmarked

In any pair, one is taken for granted

Marked is articulated
Marking exaggerates importance of Marked
I. From Micro to Meso to Macro:

C. Meso-Approach

1. Ann Swidler: Culture Theorist

   Culture as Enacted

   Not in the head, but in society

   Romantic vs. Prosaic Vision of Love

   Why Romantic persists?

   Fits with Institution of Marriage
I. From Micro to Meso to Macro:

C. Meso-Approach

2. Karen Knorr-Cetina: Culture Theorist

   Higher Energy Physics

   Semiotic Construction of Data

   Care of the Self (p. 61)

   Construction of Meaning in interaction
I. From Micro to Meso to Macro:

C. Method of Interpretation

1. Clifford Geertz: Culture Theorist

   Thick Description

   Gilbert Ryle

   Mock Sheep Raid

   Semiotic Approach to Knowing