**SOC 330**  
**Culture and Cognition**  

**COURSE NAME/NUMBER**
SOC 330

**FACULTY/DEPARTMENT**
Social, Cultural and Media Studies

**UFV CREDITS**
4

**COURSE DESCRIPTIVE TITLE**

**CALENDAR DESCRIPTION:**
This course draws from research and scholarly writing that addresses how, and the ways in which, cognition is shaped by social factors. Drawing on Durkheim and theories by symbolic interactionists, phenomenologists, social psychologists, cognitive sociologists, and cognitive anthropologists, the course explores ways in which things such as attention, perception, classification, reasoning, and meaning are deeply intertwined with the culture in which we live. Examples to illustrate these points are drawn from a broad spectrum of social life.

**PREREQUISITES:**
60 university-level credits to include at least 9 credits of Sociology, Anthropology, Psychology, or Philosophy (SOC 230 recommended).

**SYNONYMOUS COURSE(S):**
- (a) Replaces:
- (b) Cross-listed with:
- (c) Cannot take: for further credit.

**TOTAL HOURS PER TERM:** 45

**STRUCTURE OF HOURS:**
- Lectures: 30 Hrs
- Seminar: 15 Hrs
- Laboratory: _______ Hrs
- Field experience: _______ Hrs
- Student directed learning: _______ Hrs
- Other (specify): _______ Hrs

**TRAINING DAY-BASED INSTRUCTION:**
- Length of course:
- Hours per day:

**OTHER:**
- Maximum enrolment: 25
- Expected frequency of course offerings: Once every 3 years (every semester, annually, every other year, etc.)

**WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only)**
- [ ] Yes
- [x] No

**WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department)**
- [x] Yes
- [ ] No

**TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:**
- [ ] Yes
- [x] No

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Course designer(s): Chantelle Marlor

Department Head: Eric Spalding  
Date approved: March 2010

Supporting area consultation (Pre-UPAC)  
Date of meeting: March 5, 2010

Curriculum Committee chair: John Carroll  
Date approved: May 7, 2010

Dean/Associate VP: Jacqueline Nolte  
Date approved: May 7, 2010

Undergraduate Program Advisory Committee (UPAC) approval  
Date of meeting: May 21, 2010

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LEARNING OUTCOMES:
Upon successful completion of this course, students will be able to:
- Explain how and describe ways in which attention, perception, classification, and reasoning are not just "natural" but shaped by social conditioning
- Explain different theories that have been put forward explaining how (socialized) individuals create order from their sensory experiences
- Apply ideas from the course to their own thinking, such as how they draw mental lines between similar categories or how their reasoning is shaped by the way in which they conceptualize a subject matter

METHODS: (Guest lecturers, presentations, online instruction, field trips, etc.)
Lectures and discussion

METHODS OF OBTAINING PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):
- Examination(s)
- Portfolio assessment
- Interview(s)

☐ Other (specify): Methods will be considered on a case-by-case basis
☐ PLAR cannot be awarded for this course for the following reason(s):

TEXTBOOKS, REFERENCES, MATERIALS:
[Textbook selection varies by instructor. An example of texts for this course might be:]
*The Development of Cognitive Anthropology* by Roy D'Andrade (Cambridge University Press, 1995)

SUPPLIES / MATERIALS:

STUDENT EVALUATION:
[An example of student evaluation for this course might be:]
- Short written analysis 1 20%
- Short written analysis 2 20%
- Reading report 15%
- Final paper 30%
- Reading discussion leader 15%

COURSE CONTENT:
[Course content varies by instructor. An example of course content might be:]
- Theories of attention
- The social aspects of perception
- Historical and cultural differences in use of the human senses
- Lumping and splitting – on how we classify and why
- The importance of social facts and inter-subjectivity in terms of how we understand the world
- Schemas, cultural models, and other theories that explain mental ordering
- The relationship between practice and thought
- Reasoning by use of cognitive norms, cultural assumptions, and practices