

УЧЕБНЫЕ ПРОГРАММЫ

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MARKT UND KULTUR

Lektüreseminar

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Als Teil der neuen Wirtschaftssoziologie hat sich in den letzten Jahrzehnten eine Soziologie des Marktes entwickelt, die ihren Blick auf die strukturellen, institutionellen und kulturellen Grundlagen von Märkten aller Art richtet. Dabei werden, anders als in der Wirtschaftstheorie, ökonomische Handlungen als soziale Handlungen verstanden, die immer eingebettet in sozialen Netzwerken stattfinden. Märkte sind somit als eigene soziale Strukturen zu untersuchen. Leitend für die intensive Auseinandersetzung mit dem Thema «Markt und Kultur» in diesem Lektüreseminar werden zwei Fragen sein:

- Wie konzeptualisieren die Autoren die Rolle von «Kultur»?
- Was bedeuten diese Kulturverständnisse für die theoretischen und empirischen Entwicklungen der Soziologie des Marktes?

Wie werden eine Reihe von theoretischen Texten und empirischen Fallbeispielen aus unterschiedlichen Märkten kennenlernen und damit einen fundierten Einblick in aktuelle soziologische Entwicklungen gewinnen¹.

<...>

¹ В последние десятилетия в рамках новой экономической социологии развивается социология рынков, направленная на изучение структурных, институциональных и культурных основ всех видов рынков. В отличие от экономической теории, экономические действия здесь рассматриваются как социальные, и изучать их следует в рамках социальных структур. В центре семинара два основных вопроса:

- Как авторы концептуализируют роль «культуры»?
- Что означает такое понимание культуры для теоретического и эмпирического развития социологии рынков?

Будут проанализированы теоретические тексты и иллюстрирующие их эмпирические примеры различных рынков.

1. Einführung und Vorstellung des Seminars [Введение]**2. Soziologie des Marktes [Социология рынков]²**

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* *Fourcade M.* Theories of Markets and Theories of Society // American Behavioral Scientist. 2007. Vol. 50. P. 1015–1034.

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3. Märkte in Netzwerken [Рынки в сетях]

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* *White H., Eccles R.* Production markets // The New Palgrave. A Dictionary of Economics / Ed. by J. Eatwell, M. Milgate, P. Newman. N.Y.: Macmillan Press, 1987. P. 984–986.

² Обязательная литература помечена звездочкой «*».

- * *Leifer E.* Markets as mechanisms: using a role structure // *Social Forces*. 1985. Vol. 64. P. 442–472.
- White H.* Where do markets come from? // *American Journal of Sociology*. 1981. Vol. 87. P. 517–547.
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- White H.* *Markets from Networks: Socioeconomic Models of Production*. Princeton: Princeton University Press, 2002.

5. Märkte als Orte der Suche [Рынки как места поиска]

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- * *Geertz C.* The bazaar economy: information and search in peasant marketing // *The Sociology of Economic Life* / Ed. by M. Granovetter, R. Swedberg. Boulder: Westview, 2001 [1978]. P. 139–145.
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- Spence M.* Signaling in retrospect and the informational structure of markets // *Nobel Prize Lectures*. Stockholm, 2001. <http://nobelprize.org/economics/laureates/2001/spence-lecture.html>

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7. Kultur und Märkte [Культура и рынки]

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