

# ESA 2011 - Abstract Submission

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## WHAT CAN CULTURAL SOCIOLOGY CONTRIBUTE TO ETHNOGRAPHIC WRITING?

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**Abstract:** The aim of this paper is to demonstrate what the Strong Program in cultural sociology can contribute to ethnographic writing. Cultural sociology offers a well-organized alternative for rethinking the logic of the “sociology of culture” perspective, which treats culture as a dependent variable. Ethnographic writing has the potential to benefit greatly from cultural sociology. In order to achieve this, however, ethnographers must break free from the sociology of culture and the habit of forming arguments that are dependent on the economic base. Instead, cultural sociology suggests ethnographic works that focus on the processes of meaning making. First, the paper will introduce the term “cultural sociology” and carefully distinguish it from the “sociology of culture”. Then, it will discuss the similarities and contrasts between the current discourse of constructivist ethnographic writing and that of cultural sociology. Finally, it will argue that cultural sociology, which promises to bring fresh “analytic” perspectives to sociology, may help ethnographic writing to reformulate its discourse.