

MINOR IN SOCIOLOGY

Sociology, one of the youngest social sciences, offers awesome ways of looking at the way you and others live. You will encounter a wide range of social interaction, from personal expressions of defiance to radical social movements, from formal rituals to improvisations on everyday life, from the operations of large bureaucracies to the workings of factions, cliques and gangs. You will also see changing forms of community as cities and villages, as well as real and virtual cultures, confront the demands of the global capitalism and electronic technology. And as you study the structures built up by the economy, the state, religion, media and the family, both within and outside the Philippines, you begin to realize how these larger forces shape how individuals think, act, and desire.

Welcome to Sociology – a field of study that calls for a logical and interdisciplinary understanding of the human condition, a discipline that urges its students to enhance human lives, and an academic program that more and more agencies in the public and private sectors see as vital to the success of their own engagements.

The **Minor in Sociology Program** prepares students who wish to enter professions that deal with people in a variety of social settings -- business, community development, the culture industry, education, government, health, law, media, social research, to name a few – where a logical systematic knowledge of social life will allow public and private agencies to make an impact in a globalized world. It also serves as an excellent compliment to your major subject be it in the humanities, science and engineering, management or another social science. It likewise serves as an academic foundation for those who wish to take advanced degrees in sociology, anthropology, and other social sciences.

Think **SOCIO!** The program is for students who are:

- **Set** to work with people
- **Oriented** to a unique way of understanding people, cultures, and societies
- **Committed** to distinguish fact from opinion,
- **Inclined** to make a difference in people's lives
- **Open** to job opportunities available to those with people skills

To these students, the Minor in Sociology Program will be of immense value, allowing them the opportunity to pioneer in expanding the influence of a young discipline, breathe fresh insights in instilling greater awareness of the human condition, and make a vital difference in the social world around them.

COURSE REQUIREMENTS

- SA 101 – Survey of Social Theories (3 units) OR SA 102 – Sociological Analysis (3 units)
- SA 103 – Quantitative Methods in the Social Sciences (3 units) OR SA 104 – Qualitative Methods in the Social Sciences (3 units)
- SA Major Subject / SA Elective (6 units)
Students are encouraged to enrol in courses in sociology and anthropology as substantive, deepening courses.
- SA 105 – Practicum (3 units)
The Practicum is an independent study program to undertake a research project, a job internship, a social action or a creative documentation relating sociology and another field of study.

Notes:

As a prerequisite to these course requirements, all minors are expected to have completed SA 21 (Introduction to Sociology and Anthropology).

The Ateneo Cultural Laboratory (6 units), which is offered every summer, can substitute for SA 104 and SA 105.

For further information, please contact:

Department of Sociology and Anthropology

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Department of Sociology & Anthropology

The Ateneo de Manila University is a Jesuit institution of learning recognized by the Department of Education, Culture and Sports, and incorporated and operating under the laws of the Republic of the Philippines, the guidelines of the Catholic Church, and the principles of the Society of Jesus. The University seeks to preserve, extend, and communicate knowledge, applying this to the development of women and men, as well as to the preservation of the environment. Through the education of the whole person, the formation of needed professionals and technologies, and the conduct of various corporate activities, the University aims to contribute to the development goals of the nation. It also seeks to form the persons who will devote their lives to the service of their fellow individuals and, through the promotion of justice, serve those who are in need of help, most especially the poor and the powerless.

The Department of Sociology and Anthropology is an academic unit of the School of Arts and Sciences of the Ateneo de Manila University. Through its training and educational programs, the Department instills in its students a critical understanding of the interplay between structure and human agency in a globalized society, and the ability to apply this understanding to social practices, especially those found in Third World countries such as the Philippines. These skills help the individual in making sense of contemporary issues such as globalization vis-à-vis national integration, inequalities in accessing power and resources, and the deconstructive ethos of Postmodernity.



MINOR IN CULTURAL HERITAGE

Cultural heritage (dakilang pamana) refers to traditional knowledge, values, practices and products that a society's members regard as important for their identity and which must therefore be transmitted to future generations.

Examples are: socially meaningful landscapes, indigenous botany, community stories, weaving skills, local sports, landmark buildings

Understanding cultural heritage fosters:

- 1) Pride of place; and
- 2) Competitive advantages in the Global game.

It is very human to want to be proud of one's place of birth or residence. Such pride has stronger anchors if people are conscious of the various cultural assets of their locality. In turn this awareness can give enable them to project unique knowledge, skills and products in the Global Village.

The program awakens students to careers that are heritage-related. Some of our students have become master chefs, have opened own tour companies specializing in heritage sites, or have participated in improving the unique products of their locality.

OBJECTIVES



Awaken among the social science students a sensitivity to the beauty and meaningfulness of Filipino cultural heritage. These include both tangibles and intangibles.

Develop an ability to understand cultural heritage vis-à-vis its social and cultural matrix.

Encourage students to develop action plans that can conserve and promote cultural heritage, and even to create new products inspired by it.

TRACK AND END GOALS

There are three tracks, each focusing on an aspect of the process of managing cultural heritage, rather than on a theme.

Track A: The Conservation of Cultural Heritage

Content: Develop social science skills to understand the context for the preservation of crafts, monuments and sites.

Envisioned Opportunities: Work with developmental agencies or local government agencies. Pursue graduate studies in urban planning, architecture, art management or in development work.

Track B: The Dissemination of Cultural Heritage

Content: Develop social science skills to communicate a vivid awareness of Filipino cultural heritage.

Envisioned Opportunities: Work with hotels, restaurants, and tour operators as a specialist in heritage tourism. Create tour packages and programs that promote the heritage of a particular locale. Develop strategies for promoting heritage-related Filipino products. Do further studies in marketing, art management, or tourism.

Track C: Culturally-Inspired Creativity

Content: Create innovative products inspired by Filipino heritage.

Envisioned Opportunities: Create culturally-sensitive products with a distinct local or regional feel; develop new brand images for heritage-related products.

Relevance for Christian Humanism

The appreciation for cultural heritage leads to a better appreciation of both nature and human creativity, and therefore of Creation. Pride in cultural heritage is a firm basis for ethnic and national pride and; the preservation of unique cultural skills creates opportunities in a competitive global market.

Linkages Between Institutions

Courses of the Cultural Heritage Studies Program attract students from all Loyola Schools and from other schools too. We strengthen the network by working closely with faculty of different departments on campus. We also work closely with well-known heritage advocates, experts in heritage preservation, designers, architects, tour operators, NGOs, and local governments.

Laboratories

Every summer we open an Ateneo Cultural Laboratory whose aim is to focus attention on the study, preservation and promotion of the cultural heritage of a particular district, town or city. Findings are presented publicly before various stakeholders and submitted to relevant NGOs and the Local Government concerned so that they can be used for development plans that will benefit the community. 2009: Tayabas; 2010: Intramuros; 2011: San Juan del Monte.

REQUIREMENTS

- SA 104 – Qualitative Methods in the Social Sciences (3 units)
- SA 119 – Introduction to Cultural Anthropology (3 units)
- SA 157 – Introduction to Cultural Heritage (3 units)
- SA 199.1 – Sp. Topics in the Social Sciences: Culture and the Senses (3 units)
- SA 105 – Practicum (3 units; for a heritage project)

Notes:

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The Ateneo Cultural Laboratory (6 units), which is offered every

CORE CULTURAL HERITAGE COURSES

Culture and the Senses – McDonaldization and the threat of Sameness. Explore the Five Senses in the company of experts on visual arts, dance, music, scents, cookery and healing. Study Filipino cultural interpretations in these fields.

Introduction to Cultural Heritage – Varieties of tangible and intangible assets – landscapes, arts and crafts, oral literature, etc. The local vis-à-vis the global. Issues in documentation and preservation. Heritage celebrations, tourism and branding.

A Practicum Course for a Heritage Project

A Heritage Project will be made in Fourth Year using the Practicum as the basis. Options depend on the students' interests. Some possibilities:

- The significance of a particular form of heritage
- Promoting a particular heritage asset
- Redesigning a heritage-oriented product.
- Or an option of your choice following consultation.

Research, Fora, and Publications

The program is not oriented exclusively towards instruction. It promotes continuing research by both the students and the faculty as well. Moreover, it organizes fora where the research findings and discussions are disseminated to the wider public in various media.