

# Sociology





# What is Sociology?



**Sociology** is the study of how society influences what we do and how we think. Sociologists study social behaviour and relationships in an attempt to understand and explain differences, for example: between men and women, the young and the old, people of different nationalities, ethnicities, etc. Comparing and analyzing the different ways that people live and work together is an important aspect of sociology.

## Areas of Study

### *Sociology*

Have you ever wondered why some people behave differently from others? This program helps you understand yourself and your social world better. Best suited for the generalist, this area allows students more flexibility in their course choice.

### *Criminology*

What effect does gun control have on crime rates? How do the media report crime? This program explores the causes and consequences of deviant and criminal behaviour.

### *Sociology of Health & Aging*

Can a poor work environment lead to health problems? This program explores the process of aging and how it is influenced by such factors as gender, social class, and health care.

### *Social Inequality*

Is Canadian society racist? Why are low-income youth less likely to go to university? This program questions how inequality is socially produced through the unequal distribution of power in the world.

### *Population Studies*

Why do economically advanced countries have fewer children per family? This program focuses on questions about population – how rates of fertility (births), mortality (deaths), and migration (population movements) affect the size, structure, and rate of growth of the population.

## Sample Courses

### *Advertising and Society*

This course examines the social role of advertising and public relations in society. Special emphasis is given to advertising content, the mechanisms of persuasion, and controversies over advertising effects on human behaviour and socialization.

### *Youth in Conflict with the Law*

This course reviews sociological perspectives on youth criminal offending and on the legal and moral regulation of youth. Canadian social policies, with respect to the criminal behaviour of young persons, are also examined.

## After Graduation

By providing a strong liberal arts foundation, Sociology can prepare students for professional programs in law, education, social work, business administration, health care or other disciplines. Sociology can also lead to careers in diverse areas, such as: entry-level positions in social services, criminal justice, government, business, and industry.

## Careers of Graduates

- Counsellor
- Teacher/Professor
- Industrial Psychologist
- Policy Analyst
- Criminologist
- Labour Relations
- Social Worker
- Corrections Officer
- Family Therapist
- Career Services Counsellor



*"There were a number of different aspects of Sociology that help with what I am doing now in my work: team development, learning how culture impacts human behaviour, and knowing research methodologies, especially qualitative methods."*

Maureen Macpherson, B.A., 1987  
Organizational Development Consultant, London Health Sciences

*"It was in a Sociology class that I started to realize that critical thinking is not only an art but a crucial life skill."*

Sophia Fortier, B.A. Honors, 1994  
Associate Director of Sales and Marketing, Oxford University Press



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