



INVITATION TO LECTURE

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**FOLLOW THE INTERACTION:
STUDYING DISCURSIVE FIELDS ETHNOGRAPHICALLY**

**DISCUSSANTS:
ANNETTE HILSCHER, CONRAD LLUIS MARTELL AND
DR. MINNA-KRISTIINA RUOKONEN-ENGLER**

**CHAIR:
PROF. FERDINAND SUTTERLÜTY**

**TUESDAY, 25TH OF JUNE 2019
6 PM**

**INSTITUT FÜR SOZIALFORSCHUNG
SENCKENBERGANLAGE 26
60325 FRANKFURT AM MAIN
ROOM I**

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How do social advocates create claims about social problems? A four-year study of advocacy for affordable housing produced empirical and conceptual puzzles for the dominant approaches to claims-making. This presentation offers an alternative approach, in which we follow interaction closely to discover how a discursive field develops boundaries and shapes claims-making in different social settings. Ethnographic research enhanced by archival evidence shows how a discursive field emerged around the problem of a luxury housing complex being built in a low-income, Hispanic neighborhood in Los Angeles. Proponents as well as opponents of the luxury complex appealed to fair opportunity. Affordable housing advocates' preferred pattern of interaction, or scene style, made them devalue or entirely delegitimize other appeals, and made them distinguish appropriate from inappropriate claims in different social settings. By following "styled" interaction, we discover how discursive fields work. We learn how social advocates know what they can claim where, how, to whom.

PAUL LICHTERMAN currently is Professor of Sociology and Religion at the University of Southern California in Los Angeles. Previously he was Associate Professor of Sociology at the University of Wisconsin—Madison. He has been Visiting Professor at the University of Paris VIII and Universität Erfurt. One of his recent co-authored articles received the Clifford Geertz Award from the American Sociological Association Section on Sociology of Culture and the Distinguished Scholarship Award from the Section on Political Sociology, both in 2016.

His areas of research include culture, social movements and political sociology, religion, civic participation, social theory, ethnographic methodology and logic of inquiry. He has authored: *Elusive Togetherness: Church Groups Trying to Bridge America's Divisions*. Princeton: Princeton University Press 2005; *The Search for Political Community*. Cambridge: Cambridge University Press 1996; and co-edited *The Civic Life of American Religion*. Stanford: Stanford University Press 2009. He is finishing a book manuscript titled *How Civic Action Works: Tackling Housing Problems in Los Angeles*.

This lecture is a joint event of Kolloquium/IfS-Arbeitskreis "Familie, Sozialisation, Geschlechterverhältnisse", IfS-Arbeitskreis "Feldforschung" and LOEWE-Schwerpunkt "Religiöse Positionierung".