

NEW FOR 2005!

ESSENTIALS OF SOCIOLOGY

Sixth Edition

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Suzanne T. Ortega, University of Missouri—Columbia, and Rose Weitz, Arizona State University

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- **A line-by-line update**—including recent developments in the field and new research findings in every chapter
- **NEW “Connections” boxes** that clarify concepts and show how they apply to students' lives
- **NEW chapter-end sections**—“Where This Leaves Us”—that pull together the various topics and competing themes in each chapter
- **A greatly improved chapter organization**, featuring more logical sequencing of topics, as well as greater distinction and consistency between major headings and subheadings to make the text even easier to follow visually
- **Even more opportunities for students to expand their study online** with the activity-rich Book Companion Web Site, the InfoTrac® College Edition online library, and the *Opposing Viewpoints Resource Center* (an optional bundle available with each text via PIN code access)
- **Every presentation, video, and testing resource for instructors**—see inside this flyer
- **SocCoach CD-ROM**—available **FREE** when packaged with the text—offering students exciting, interactive study opportunities

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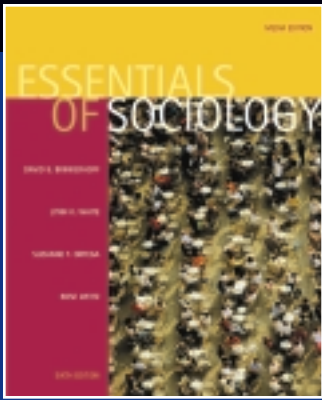
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<http://sociology.wadsworth.com>



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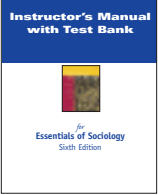
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NEW TO THIS EDITION

- **A greatly improved chapter organization**, featuring more logical sequencing of topics, as well as greater distinction and consistency between major headings and sub-headings to make the text even easier to follow visually.
- **Completely updated with new research** findings throughout on such topics as terrorism, school choice, felon disenfranchisement, the rise of American consumer culture, and many others. The authors' meticulous review of current research is praised by instructors nationwide.
- **A new section on Arab Americans** and increased coverage of Hispanic Americans—added to Chapter 9, “Racial and Ethnic Inequality.”
- **Expanded coverage of sexuality**, the social construction of gender, and the feminist movement in Chapter 10, “Sex, Gender, and Sexuality.”
- **Increased coverage of globalization** in Chapter 8, now titled “Global Inequality and Globalization,” including sections on the sources of globalization; the cultural, economic, and political impacts of globalization; and the links between globalization, global inequality, and the terrorist attacks of 9/11.
- **Additional coverage of terrorism**, 9/11 events, and related topics included throughout the book.
- **Expanded coverage of technology** that now includes a discussion of reproductive technologies, the technological imperative, and “normal accidents”—in Chapter 16, “Social Movements, Technology, and Social Change.”
- **New “Connections” boxes** in each chapter that help to relate sociological concepts to the “big picture,” showing students “what this means” to them and how they can apply the concepts to their own lives. “Connections” include personal applications, historical notes, social policy perspectives, and real-life examples.
- **New end-of-chapter summary paragraphs** titled “Where This Leaves Us” that tie chapter material together and show how the material relates to larger themes, problems, and issues discussed in the chapter.
- **A NEW SocCoach CD-ROM**—available FREE when packaged with the text. Enables students to review chapter content, conduct online research, watch videos of well-known sociologists discuss important concepts, and complete book-specific quizzes.
- **New Opposing Viewpoints Resource Center links** now added to each “Sociology on the Net” section, featuring suggested topics and keyword searches.
- **New Internet and InfoTrac® College Edition links**, now included in each “Focus On” box.

★ KEY FEATURES

- **Five “Intersection” essays with corresponding MicroCase® exercises on the Book Companion Web Site**—Now featuring more visuals to aid student comprehension, these essays, located between chapters, help students understand the connections between concepts and topics, demonstrating how institutions, social processes, culture, and systems of inequality often reinforce each other. Each “Intersection” has a corresponding MicroCase exercise located on the Web site that asks students to analyze and compare statistical data and examine possible relationships between the ideas introduced in the “Intersections.”
- **Better coverage of environmental issues** than any other introductory sociology textbook on the market. “Focus on Environment” boxes include enhanced coverage of ecological issues.
- **“Focus on American Diversity” boxes**, as well as coverage throughout the book, that demonstrate the importance of understanding the increasing diversity present in American society.
- **“Focus on Global Perspectives” boxes** that introduce students to a comparative approach to social issues and social science research.
- **“Focus on Technology” boxes** that emphasize the importance of understanding technology and its impact on society as a whole.
- **“Thinking Critically” questions** at the end of each chapter that encourage students to examine their reasons for a certain viewpoint.
- **A running glossary** in the text margins and comprehensive glossary in the back of the book that make it easy to reference and use as a reinforcement tool.

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