THE SOCIAL DIVISION OF LABOR BY THE FOURTH WAVE OF SOCIAL CHANGE

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Abstract

The social division of labor is an objective historical and continuous process that accompanied the evolution of human society from the appearance. Hence the idea that the work is the specific activity of human. However, we should mention that also other species work and they do it even at group level through cooperation. For example, spiders and bees. But what makes the difference exclusively on human work is its human social character. The moral dimension of social division of labor was formed in time, starting with the natural division period of labor which had a purely physiological basis. After the collapse of the primitive commune, the appearance and then the development of productive forces have determined the formation of social character of the division labor. It's the time of the appearance social-economic criteria as a new foundation for the development of society. The division of labor has been gradually achieved by the waves of social change. Thus the first phase of social division of labor took place with the separation of the tribes of shepherds from other tribes that later to achieve separation of agriculture crafts in the second phase. The separation of the dealers from other workers, the exchange of merchandise, the market and commodity production are the defining elements at the third phase of the social division of labor.

Regarding the productive forces, it should be noted that each stage of their development has led to a higher and complex division of the social labor, which resulted the character of the relations of production, rellations par excellence social-economics.

Keywords: the social division of labor, the waves of change, social solidarity, economic functions, socioarchie.

1. Introduction

The theme of the study is part of a comprehensive cognitive initiative oriented by the global purpose of the social labor. The reference field it is the social action which is in the interdependence with the social change, which triggers new social needs and thus new views on their satisfaction. This study aims to analyze the evolution of the social division of labor along with *The Waves* of social change. To achieve this target, we propose a foray into the weather studies. Thus, *Ferguson* gives a fatalistic view to the social division of labor by showing the danger of separation of those who hold power weapons and not only, of civilians. In this case, *Ferguson* sees a caste of the people who own force of arms against each other, so a threat from the specialist who can decide and act on behalf of non-experts. **This happens in fact, in present.**

Ernest André Gellner sees in his study "Conditions of freedom. Civil society and her rivals⁽¹⁾, only the positive side of social division of labor and disagree with the Ferguson's predictions. He presents a number of reasons why the Ferguson's fears would not become reality: the scientific and industrial revolution which lead to strong growth of productive forces; the production can become a tool of prosperity so powerful, that can defeat any

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¹ Gellner, E.A., Condițiile libertății. Societatea civilă și rivalii ei, Ed. Polirom, București, 1998, op. cit.

harmful domination; the superiority of the civil society; the separation of activities causes professional mobility, which leads to the creation of professions and not the castes; political self-government arises from social order founded by individuals, so that everyone can choose to lead the society or to practice a profession.

Émile Durkheim considered social division of labor as the fundamental element of the social solidarity, with a strong moral character.

Alvin Toffler² describes The Waves of social change under the influence of social labor. Social division of labor is present in Toffler's futuristic concept as being the dynamic element of the configuration society, causing the change and accompanying it at the same time. Alvin Toffler's opinion is that The Fourth Wave of social change transforms the social work in a tool of creation and sculpts new corporate model. In this regard, H.B. Maynard and S. E. Mehrtens presents "a vision of the future diseangaged from the future"³ in which we will work to create the visions for the business world. In future we are one and we choose to create together, actually to cocreate.⁴

Thus, the work will accompany the fundamental mutation which will shall be subjected to the corporations in order to serve the individual and social needs. Essentially, the problem is that in the future we do not need more and the same, but a something new, a value that will be the main objective of the work in its quality of human activity. Is shaping stronger the need for creating new value systems founded on environmental and economic justice.

2. Content

In the modern societies, one of the most important traits is the existence of division of labor. This aspect is particularly complex and he supports comparisons, depending on the type of the society.

Thus, in traditional societies, non-agricultural work required mastery of a single skill. The craftsmen work involved learning the profession, consisting of a series of activities they lifelong learners, but each executing all stages of the production process.

Given the fact that largest traditional societies encompassed dozens of major crafts in modern industrial system there are thousands of distinct occupations.

In traditional society the people worked especially on farms, and individuals, through complex activities that you executed were enough to satisfy all their economic needs. Comparative, this type of society contrasts sharply with the modern economic aspect: economic self-sufficiency is replaced by the economic interdependence.

The social division of labor is a social fact that on the one hand makes essentially economic gap between traditional and modern society, on the other hand represent an important segment of the genetic baggage of social solidarity.

This social phenomenon represents from a particular point of view a differentiation who concentrating the vital forces.

- the rupture of organic solidarity as an effect of deviant character of the labor

Like any normally social phenomenon, the social division of labor shows pathological states. These states lead towards ruptures of the organic solidarity.

One of the advantages of division of labor deviated forms study is to determine exactly how close to normality conditions of this social phenomenon.

² Alvin Toffler, Al Treilea Val, Ed. Politică, București, 1983, op. cit.

³Maynard, H.B., Mehrtens, S.E., Al Patrulea Val – afacerile în secolul XXI, Ed. Antet, București, 1997, p. 9.

⁴ *Ibidem*, p. 18.

The abnormal forms of the division of social labor is manifested as partial ruptures of organic solidarity, social division of labor through coercion, or uncoordinated running of the specialized parties of the economic social action.

The industrial or commercial crises, the bankruptcies, are examples of situations in which is manifested ruptures of the organic solidarity, which is an abnormal form of division of labor.

Another example of organic solidarity rupture takes the form of antagonism between labor and capital. Between the diversification of industrial functions and organic solidarity is manifested an inverse correlation. As an example, we can analyze the relationship between worker and craftsman in the *Middle Ages*, which was one of equality, which rarely lead to social conflicts. Over time, however, appear separators hierarchical order, class, between individuals which perform involving joint work. With the the delimitation of these differences, conflicts have multiplied. However to keep a balance, meaning that the labor disputes are not extended beyond subject matter of ammending. Once the workers' demands were met, the conflict turns off, course to return at another time, but the involved parties did not remain permanently in opposition.

Final opposition is stabilizing and begins to solidify given that *big industry takes its momentum.* Now the division of labor is deepening, so progressing. Each individual in the workforce has its function is specialized to perform certain operations, for the future each performing a single operation as well. It is time when the manufacturing workshops are separated, the differentiation based on specific the work done: rotating, tailoring, weaving, dyeing, etc. On this occasion we find that the smallest reason for complaint was enough to stop the activity of a whole workshop and thus all production stagnate, other workshops being directly related to the revolt that arise. Further, conflicts are becoming increasingly violent. Underlying these disputes they were unsatisfactory conditions in which laborers workers, but that they accepted this constraint by needs, the lack of an alternative.

Another aspect of rupture organic solidarity refers to science.

When the level of knowledge in science was inferior, science was very divided.

The human individual has the ability to penetrate spiritual the whole of it low. Hence results the unity.

Extending cognitive area, deepening existing knowledge led to the division of the subbranches of science, which led the amplification of a separate and private studies and thus breaking the unity, solidarity conferred by unit, by division of the intellectual labor. Also, "this universal human potential for social change has a biological basis. It is rooted in the flexibility and adaptability of the human species—the near absence of biologically fixed action patterns (instincts) on the one hand and the enormous capacity for learning, symbolizing, and creating on the other hand."⁵

- the disintegrator character of the division of labor

Whenever the social division of labor exceeds a certain level and proceed to the next higher, it determines disintegration.

The accentuation of the division of labor is a disintegrator factor in that it determines amplification of individual divergences, intellectual and moral, which leads at the same time to the need to build a permanent discipline, able to prevent and combat the effects of deepening specialization equally.

In other words, we can say that separation of social functions is essential to the development of knowledge, but also prevents the maintaining of the social, economic, organizational unit.

⁵ http://www.britannica.com/EBchecked/topic/550924/social-change

Returning to the beginning stage of generality, is not a viable solution but rather requires philosophy, the science of sciences, to rebuild the unit. Just as "the brain does not create the body unit, but express a crowning"⁶, is likewise expected that philosophy to express the unity of science, which under the division of labor increases and thus determines the disintegration of the unit.

However, it is clear that philosophy will fail completely to provide an overview of the knowledge of every science discipline or sub-branch. The developing and the deepening each discipline by the division of labor or the specialization of functions, will not only lead to the providing from the philosophy a general overview of the results achieved in various sciences. For example, no spirit can not penetrate the knowledge in depth and a whole to the level of sec. XXI.

The negative effects of the division of labor is inevitable. They manifest against a background of anomic manifestations, which is inter-relationship.

A. Comte demonstrates the existence of social need to return to the primary generalization, with the aim of maintaining unity. The return, as the method of achieving a state which coincides with the starting point. The instrument would be represented by an independent body (state / government) to fulfill a particular function. Under these circumstances, the society would present as a whole, as a whole, homogeneous, but indefinitely. In its composition would remain and would function, in its own way, like integrated whole and yet independent, without the possibility full to directing them, all the social elements. The influence in this case is directed from the particular to the general, and what looks the general is only a result which is reached by a spontaneous consensus of the parties, translated into a special form of internal solidarity.

- the relationship between the specialization of the economic functions and the social cohesion

Excessive specialization was at one time the explanation for threatening social cohesion, by causing of incoordination: organic solidarity is not what it should be, it is not owed a weakenings of the mechanical solidarity, but that they are not achieved all the conditions of the existence of organic solidarity.

The economists addresses the problem in terms of self-regulation: they focus on the element *price*, which increases or decreases as exacerbate or decrease in production. However, this process requires partial rupture of organic solidarity.

The organization is more complex, the more specialized *functions* and thus appears as the *need for adjustments*. These three factors are in an inter-relationship and mutual determination triggering the operation in terms of feedback loops.

From *the socio-human point of view* can say that from the moment of its appearance and establishment, each discipline in an attempt to assert by delimiting to the research area, to the object of study, to the theories and own distinct research methods, she tried a separating from the other. This is especially if we consider that these disciplines have disputed the primacy.

From here comes the *anarchy*. It takes the form of an ensemble consisting of separate parts between whom there is interrelation, so no unity. This is due to lack of organization because it the purpose of all cognitive demarches is represented the happiness and the welfare of the human factor.

Today, thanks to this ultimate common purpose, the sciences, their interlocking gave birth to the others, of intersection: interdisciplinary sciences.

⁶ E. Durkheim – *Diviziunea muncii sociale*, Ed. Albatros, București, 2001, p. 376.

Under these circumstances, degree of complexity of science is amplified, resulting in continue to accentuation of the division of labor, but also the correlation of activities. These actions are determined mutually. It is a condition of returning to normal the division of labor. This state is characterized in that the individual is not defined by a specific task, closed, but can achieve what happens beyond it, may charge a condition overall. For this, the worker shall not include social cognitive the vastness , but proximity its function, the importance and the ultimate goal of their own actions. It is the moment in which is achieved the combination between deepening and enlargement, by effect the actions to enhance research in a particular direction known to man. It does not act mechanically, robotically. He acts consciously, even if his action is marked by uniformity.

- the division of social labor through coercion

This uniformity often leads to an abnormal form of the division of labor and is represented by compulsion. Coercion is presented here as a result of regulation, in a certain stage and located in the ratio of inconsistency with the nature of things.

It can be said that the division of labor through coercion is not a form of anomic human activity, as long as it is directed by rules. The fact that those rules no longer correspond at some point to a regulatory requirement can be viewed as a lack which in this context refers to a different set of rules that don't exist yet, or at least to a form of regulation that doesn't exist yet. This being said we come also in one form / state of anomy.

This stage of the social division of labor is found mainly in the class struggles.

The organization of division of labor within social classes is strictly regulated, but usually leads to conflicts of class. "Lower classes, not being satisfied with the role they deserve by custom or by law, aspire to functions that are prohibited and tries to take over from those who exercise them. From here the internal struggles who is due to the manner in which labor is distributed."⁷

Therefore, the rightful role of lower classes due by rigid rule, leads to disharmony between the individual and its function. He bear this function by coercion. Is exactly the cause of the outbreak of the conflict, of a class struggle embodied in the weakening of increasingly strong organic solidarity.

Another important element in this diagram refers to the external conditions of class struggle. The equality or inequality report where is these conditions constitute the basis of the appearance of a particular problematic. This problematic is materializez in the need for equalization of opportunities for individuals to access the desired social functions, regardless of social class membership.

Along with the deepening of the social division of labor arises the need to develop contractual relationships. It also requires harmonization of contractual relations in order to achieve contractual solidarity. When the economic and social contracts are respected by force, the contractual solidarity is disturbed. In order to counteraction this issue is imposed the location of the involved (parts) in the contract, in equal external conditions.

In terms of external constraint - which comes from the inside of social forces – deviates the social life, from its natural direction.

It is necessary here to mention the emergence of a form of inconsistency. This consistency is very visible in the industry and beyond. But for clarification, we will stop at this area: the entrepreneur, the investor, any of they, depend largely on the amount and quality of work of laborers. With how they act jointly, consciously, direct interest, the production will increase, revenue will increase and hence increase the investor will be in advantage.

⁷ *Ibidem*, p. 389.

Reverse, when the labor is quantitave and qualitative ineffective, the results will be at the opposite pole. In this case we are talking about a weakening of solidarity in the labor process, amid the weakening of the relations between the economic functions performed by workers. On the background of such a weakening is found that the activity of each worker is below normal, there are discontinuities in the relationship between the functions assigned to each one.

That being said have just described how it looks the incoherence born from the disturbance appeared between social need and social labor solidarity.

An increased specialization of the functions in a complex structure must completed by a sufficient quantity of labor. Thus, the whole process of work doubled by a optimal regulatory between the above elements will represented the framework of organic solidarity in labor.

Of course, do not should be ignored that at social needs grown and of increasingly diversified, the social division of labor is accentuated, and automatically triggers an growth of the economic activity and continuity of the economic functions.

The main function of the social division of labor consists in increase productive labor and the ability of worker. This phenomenon is based on the following:

1) before change the individual labor activity in social activity, one and the same person was forced to move from one occupation to another, so to perform activities in different areas. We speak of course about the period by beginning of mankind, even before the onset of the first wave of development of human society. The workforce was an individual action, so not involved the group and depended on the needs of each man.

The undivided work is a unspecialized work, even though many assert that satisfaction of human needs of all kinds involves a complex specialization. As an example we have the hunter that meets the needs of food for him and his family. But, in addition to hunted, he has need also of vegetables and grain, so it was required to supply agricultural activities too. At one point there was a need for clothing, the human individual therefore added another job in existing activities, namely the clothing tailor. The same guy has needed shelter, and for this reason why he deals with this too, so that late in history to find, among others, the builder of their own homes. All these activities are present simultaneously in human life before shaping of social dimension of work because each individual was placed in the position to solve alone all basic needs (in the beginning there were not different needs) and there is no exchange of goods. With the appearance of trade in goods this stage is exceeded, human needs are diversifying and appear the economic relationships. But about the example described here, all human activities related to work, from the simplest to the most complex, require a greater physical and intellectual effort, time and energy consuming. Also equally important aspect is the unspecialization of economic functions in the undivided work, lead to poor results qualitatively: a person can not successfully perform several functions, hence more social roles. Along with the shape of this gender issues has been status desintegration occurred.

As a result of those mentioned here it is clear that the division of labor is the key to solving social problems.

2) The social division of labor leads besides saving labor time given for the recreation and leisure time to the increase of the worker skills and the sustained cultivating of his talent because of the specialization of economic functions. At the same time it is found that any unsuccessful attempts, hesitations are reduced progressively. So, more the division of labor is emphasized, the more precisely each worker knows exactly what to do in his work and especially how to act in work to serve the social need.

We can say that the evolution of division of labor has individual and psychological causes. The need of fortunately, forces the individual to specialize increasingly more, wich implies simultaneously collaboration in societal framework. But here it should be mentioned

that the individual happiness requires a balance between undivided work and overly specialized work. In the over specializated work we have a large lack of creativity, so the functional activity is reduced. In the over specializated labor, the functional activity is increased excessively, which is inconsistent with the optimal level of human happiness.

"The pain occurs when the functional activity is insufficient, and when the same activity is excessive." 8

The specialization of functions must not lead us to the idea that individuals tend at individualization, separation. The economics functions they need cohesion, and the cohesion in this case necessarily involves partnership. The partnership leads to continuity in complexity, all against the background the division at level at sub-branches economics.

By the limiting of the activity of each individual is achieved on the one hand the specialization in the respective activity (which lead to the increase at worker performances and the quality at labor product), and on the other hand to the care for person (time of labor limited and saving of physical effort, which means more rest and recreation).

Due to this limitation, the individuals in their activity are becoming increasingly dependent on each other, and their actions limited but put together give rise to further action. It aims at the solution to the social need which generated the triggering of all limited actions. As an example, we can appeal to ancestral human need, the need for shelter. To build a apartment building is need by the limited actions on different specializations of the builders. Thus, some are blacksmiths-benders and building the foundation and the structural frame. Others are bricklayers, they are only dealing with the brickwork. Certainly not lacking the carpenters, parquet layers, etc.. Each of these categories has a limited field of action of their own specialization or training. Well, these actions also limited and various, placed end to end, gives rise blocks of apartments that will meet the social need for housing, as shelter. Of course we must not forget that all these actions are actually pieces of a whole, and for this all to be done, as materialization of divided labor is necessary, as I have just explained, the continuity, the cooperation, the association and the adjustment.

Resulting indisputable that the division of labor limited and also develop the individuals work. This gives them solidarity. A solidarity in the complexity of the limited manifestations, differentiated and situated in relation of continuity.

So we can say that the social division of labor is a source of solidarity evolving.

- the future evolution of the social division of labor

It is very important to show where they are going this process of social division of labor. Because labor is the engine of human society both from point of view physical and moral, we need to find wich is the path them in the future.

The futurologists⁹ not remain indifferent to the evolution of the social phenomenon generated by work. They sought to anticipate the forms and effects of this evolution.

We still try to capture the features of social work, comparing its essential elements from one stage to another in the development of human society. More exactly, we start with *The First Wave*, marked by agriculture and individual work, then we pass *The Second Wave* of the massive industrialization, which requires a strong differentiation of the social and economic functions as shown by the father of french sociology *Emille Durkheim*, in his *"The social division of labor"*¹⁰.Farther to *The Third Wave*, we intersect with the informatics era in which the large corporations exists. By explaining the mechanisms of social change from the *Third Wave*, *Alvin Toffler* makes references to the transition to *The Fourth Wave* of social development.

⁸ Herbert Spencer, *The Principles Of Psychology*, Ed. Longman, Brown, Green and Longmans, London, 1855, p.283.

⁹ With the publication of the paper *The Future Shock* in 1970, *Alvin Toffler* has created the futurology as discipline.

¹⁰ Emille Durkheim, Diviziunea muncii sociale, op. cit.

Each form of work is directed towards a goal. The goal of social labor from *The Second Wave* is geared towards maximum profits and is directed of motivations exclusively targeted by monetary gain. Thus, the dominant element of the social labor is the *quantity*. Typical values of *The Second Wave* of human development are characterized by profit, development and control, natural consequence of the monetary gain increasingly higher. These values are strongly supported by the owners of the companies, shareholders. The main purpose of divided labor on specializations is the business. The businesses are dynamic element of economic relations, the main way of making a living. For every investor, business owner or shareholder, actually interested persons, the perspective is resumed to self-preservation. All the social divided labor activates social and economic life and dynamized the business but is limited to the local area, at most national. The Results of the work, its social effects are predicted for a period of no more than 5-10 years. Only so could be provided the future in economy, in the dominated period by the Industrial Revolution.

The Third Wave of social change is characterized by quality-oriented purposes. The economic functions of social labor have like finality to creating values. If in *The Second Wave* the corporations were functioning after the model derived from the army model, where the success reflects the amount, now the social norms are redefined. This causes a fracture of large companies into smaller units. Appear new values, such as *diversity* and *differentiation*. In *The Third Wave*, as shown *Toffler*, the motivations social labor in companies are diversifying, going from the earning money to the awareness and the resolving of social problems.

"In addition to de-massification, the contemporary corporation is made more and more responsible for providing of solutions for the social problems."¹¹

In *The Third Wave*, the social labor come to produce moral effects. It pass from profit, development and control, to the creation of values as a teaching or education. Also note that in addition to business owners, the incentives include now also the employees, their families, the service providers and products that goes into the social labor, the clients businesses, the community, even the government.

As a perspective, appears as the dominant the cooperation. The business, where until recently represented the primary way of making a living, tend to the development of society and the serving of people.

"Strategic thinking is redirected to anticipate the future independent needs of the corporation, and the business are seen (...) as a vehicle through which the people can grow and to serve the others."¹²

In these circumstances the prospects it widen, meaning that the labor effects are anticipated and planned for the time intervals for decades, the corporations plan their activities and elaborates development plans in the existing terms by the international level, all these was reactions to the rules of the new world economic order.

In *The Fourth Wave* of the social change, the social labor will build the purpose, within the corporations, on the global service. The caring toward mankind would rise around the new values and social issues. The goal of social labor will be motivated by the heritage that it will receive the future. As *Hermann Maynard* and *Susan Mehrtens* anticipates, the dominant values will take the form of responsibility for the entire human society. A heightened attention will be directed to services, and the personal happiness and satisfaction of the individual will confirm the ability of the social labor to create the moral values.

Regarding the joint interest in the labor process in *The Fourth Wave* we find *the ecosystems* and *Gaia*, in addition to the previous wave, where everything is stopped at the national government level. The global interest will be felt by involving ecology in the

¹¹ Fowler Elizabeth, Să accentuăm calificarea în ecologie, The New York Times, 17 martie, 1992.

¹² Maynard, H.B., Mehrtens, S.E., Al Patrulea Val – afacerile în secolul XXI, Ed. Antet, București, 1997, p. 56.

individual's life. The perspective economy will take the form of the unit and will be based on the social division of labor combined with the joint management of the local, national and global activities. The economic forecast will follow the quality of life for periods of generations or centuries in the future.

"The temporal horizon of the corporation from *The Fourth Wave* will feature generations or even centuries corresponding with the role of global servant."¹³

The social labor in *The Fourth Wave* will run in a climate much different from the previous one. The workplace will benefit from facilities like: health clubs, recreation centers, meditation rooms, etc..

The workplace policies will be focused on:

1 - the prevention of diseases, which requires an environment free of tobacco consumption, incentives to quit the smoking practices, the rehab clinics, meditation courses and also a healthy eating at the workplace;

2 - the holistic attitude will be concretized in the organization of some seminars on corporate money, of reducing stress for workers who will benefit from mental health clinics, encouraging the use of techniques of integration between mind, body and soul;

3 - active support against drug addiction and workaholism.

So, *Emile Durkheim*'s assertion according to wich the social division of labor produces moral values resonate in the minds of *Alvin Toffler*: the first thing you need to do to evolve mankind is to exceed the level of desire to beat the competition and reach at the level of desire to serve the world. Once this transfer will be done purely intellectual, will be achieved the moral purpose who characterizing *The Fourth Wave*.

While the economies of *The Fourth Wave* takes shape in the overdeveloped countries, occurring new paradigms related to the future corporation. In an attempt to define the social model from *The Fourth Wave, Maynard and Mehrtens* predicted that the new corporation will think globally, will act locally and will become a model of ambiental preoccupation.

3. Conclusions

The social division of labor has evolved in direct proportion to the normative socialization. "The social norms, as foundation of the normative theories are found as components of terms: *sociabilis* (all that can merged), *socialism* (to become a society), *societas* (on trade association)."¹⁴

The institutionalization of the sociality rules determined the normative socialization in the *socioarchie*¹⁵, the phenomenon of individual integration of the regulatory system in the through socialization that supporting specific influences in time.

The basis of commodity economy is the social division of labour.

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¹³ *Ibidem*, p. 58.

¹⁴ Parlagi A., Fenomenologia politică a dreptului, Volumul I, Ed. C.H.Beck, București, 2013, p. 28.

¹⁵ Gane Milke, *French Social Theory*, Sage Publications Ltd, London, 2003, p. 39.

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