

CURRICULUM VITAE

William David Gartman
Department of Sociology, Anthropology and
Social Work
University of South Alabama
Mobile, AL 36688
251.460.6347
dgartman@usouthal.edu

6506 Maryknoll Drive
Mobile, AL 36695
251.666.6896

PROFESSIONAL HISTORY

Education:

- 1980 Ph.D., University of California, San Diego (Sociology)
Dissertation: "Auto Slavery: The Development of the
Labor Process in the Automobile Industry of the United
States"
Committee: Joseph Gusfield (chair), Bruce Johnson,
Randall Collins, Richard Arneson, Gerald Doppelt
- 1974 M.A., University of California, San Diego (Sociology)
- 1972 B.A., summa cum laude, University of Houston (Sociology)

Current Position:

Professor of Sociology
Department of Sociology and Anthropology
University of South Alabama
Mobile, AL 36688

Work Experience:

- 1994- present Professor of Sociology, Department of Sociology and Anthropology,
University of South Alabama
- 1986- 1994 Associate Professor of Sociology, Department of Sociology and
Anthropology, University of South Alabama
- 1980- 1986 Assistant Professor of Sociology, Department of Sociology and
Anthropology, University of South Alabama
- 1974- 1976 Teaching Assistant, Department of Sociology, University of California,
San Diego

RESEARCH ACTIVITY

Publications:

Books:

- 2009 From Autos to Architecture: Fordism and Architectural Aesthetics in the Twentieth Century (New York: Princeton Architectural Press).
- 1994 Auto Opium: A Social History of American Automobile Design (London: Routledge).
- 1986 Auto Slavery: The Labor Process in the American Automobile Industry, 1897-1950 (New Brunswick, NJ: Rutgers University Press).

Journal Articles and Book Chapters:

- 2010 “Culture and the Built Environment: Between Money and Meaning, in Sociology of Culture: A Handbook, John R. Hall, Laura Grindstaff, and Ming-cheng Lo, eds. (London: Routledge), forthcoming.
- 2010 “The History and Future of Automotive Fetishism,” Yearbook of the International Association for the History of Transport, Traffic, and Mobility, 83-108, forthcoming.
- 2007 “The Strength of Weak Programs in Cultural Sociology: A Critique of Alexander’s Critique of Bourdieu,” Theory and Society 36: 381-413.
- 2006 “Tough Guys and Pretty Boys: The Cultural Antagonisms of Engineering and Aesthetics in the Automobile Industry,” Morf (a publication of Premsele, the Dutch Design Foundation), no. 5 (November): 71-96.
- 2004 “Three Ages of the Automobile: The Cultural Logics of the Car,” Theory, Culture and Society 21(August-October): 169-95.

Reprinted in Automobilities, eds. Mike Featherstone, Nigel Thrift, and John Urry (London: Sage Publications, 2005).
- 2002 “Bourdieu’s Theory of Cultural Change: Explication, Application, Critique,” Sociological Theory 20:255-77.

- 2001 “Labor, Capital, and the Struggle for Control at the Point of Production”, in Labor and Capital in the Age of Globalization, ed. Berch Bergeroglu (Lanham, MD: Rowan and Littlefield), 29-50.
- 2000 “Why Modern Architecture Arose in Europe, Not America: The New Class and the Aesthetics of Technocracy,” Theory, Culture and Society 17(October):75-96.
- 1999 “Dialectics of the Labor Process, Consumer Culture, and Class Struggle: The Contradictory Development of the American Automobile Industry”, in Rethinking the Labor Process, eds. Mark Wardell, Peter Meiksins, and Tom Steiger (Albany: State University of New York Press), 93-109.
- 1998 “Postmodernism, or the Cultural Logic of Post-Fordism?” Sociological Quarterly 39:119-37.
- 1994 “Harley Earl and the Art and Color Section: The Birth of Styling at General Motors,” Design Issues 10 (Summer) :3-26.

Reprinted in Design History: An Anthology, ed. Dennis Doordan (Cambridge, MA: MIT Press, 1995), 122-44.
- 1993 “The Historical Roots of the Division of Labor in the U.S. Auto Industry,” in The Labor Process and Control of Labor, ed. Berch Berberoglu (Westport, CN: Praeger Publishers), 21-43.
- 1991 “Culture as Class Symbolization or Mass Reification: A Critique of Bourdieu’s Distinction,” American Journal of Sociology 97: 421-447.
- 1986 “Reification of Consumer Products: A General History Illustrated by the Case of the American Automobile,” Sociological Theory 4:167-85.
- 1983 “Structuralist Marxism and the Labor Process: Where Have the Dialectics Gone?” Theory and Society 12:659-69.
- 1982 “Basic and Surplus Control in Capitalist Machinery: The Case of the Auto Industry,” in Research in Political Economy 6, ed. Paul Zarembka (Greenwich, CN: JAI Press), 23-57.
- 1979 “Origins of the Assembly Line and Capitalist Control of Work at Ford,” in Case Studies on the Labor Process, ed. Andrew Zimbalist, (New York: Monthly Review Press), 193-205.

1978 "Marx and the Labor Process: An Interpretation," The Insurgent Sociologist 8:97-108.

Reprinted, with a new critical commentary, in the twenty-fifth anniversary edition of Critical Sociology 25 (1999): 384-403.

Book Reviews:

2009 Cotten Seiler, Republic of Drivers, Journal of American History 96 (Sept.): 583-84.

2008 Mauro Guillen, The Taylorized Beauty of the Mechanical: Scientific Management and the Rise of Modernist Architecture, American Journal of Sociology 114 (July): 273-76.

2007 Sally Clarke, Trust and Power: Consumers, the Modern Corporation, and the Making of the United States Automobile Market, History: Reviews of New Books 35 (Summer 2007): 138.

2005 Lisa Fine, The Story of Joe Reo: Work, Kin, and Community in Autotown, U.S.A., Journal of American History 92: 655-56.

2005 Harvey Molotch, Where Stuff Comes From, Contemporary Sociology 34: 274-75.

2003 James M. Rubenstein, Making and Selling Cars, Journal of American History 90: 1110-1111.

2003 David Chaney, Cultural Change and Everyday Life, Contemporary Sociology 32: 336-37.

1999 David Schwartz, Culture and Power: The Sociology of Pierre Bourdieu, American Journal of Sociology 104:1889-90.

1998 Ruth Milkman, Farewell to the Factory: Auto Workers in the Late Twentieth Century, American Journal of Sociology 103: 1544-57.

1997 James A. Ward, The Fall of the Packard Motor Car Company, American Historical Review 102: 1584-85.

1997 Judith Stephan-Norris and Maurice Zeiltn, Talking Union, in Sociological Inquiry 67: 264-66.

- 1996 Murray Edelman, From Art to Politics: How Artistic Creations Shape Political Conceptions, Contemporary Sociology 25: 44-45.
- 1995 James R. Zetka, Militancy, Marketplace Dynamics and Workplace Authority, American Journal of Sociology 101:532-34.
- 1995 Wallace Clement and John Myles, Relations of Ruling: Class and Gender in Postindustrial Societies, Contemporary Sociology 24: 186-187.
- 1994 Nelson Lichtenstein and Howell John Harris, eds., Industrial Democracy in America: The Ambiguous Promise, in Labor History 35: 116-117.
- 1994 David Harris, From Class Struggle to the Politics of Pleasure: The Effects of Gramscianism on Cultural Studies, Contemporary Sociology 23: 316-317.
- 1993 Michele Lamont, Money, Morals and Manners: The Culture of the French and the American Upper-Middle Class, American Journal of Sociology 99: 766-68.
- 1992 Derek Robbins, The Work of Pierre Bourdieu, Contemporary Sociology 21: 279-280.
- 1991 Peter J. Ling, America and the Automobile: Technology, Reform and Social Change, 1893-1923, American Journal of Sociology 96: 1034-1036.
- 1990 Wayne Lewchuk, American Technology and the British Vehicle Industry, Journal of Economic Behavior and Organization 13: 134-136.
- 1990 Philip A. Korth and Margaret R. Beegle, I Remember Like Today: The Auto-Life Strike of 1934, and Martin Halpern, UAW Politics in the Cold War Era, Journal of American History 76: 1308-1310.
- 1989 Daniel Nelson, American Rubber Workers and Organized Labor, Journal of American History 76: 626-627.
- 1989 James J. Flink, The Automobile Age, Contemporary Sociology 18:701-702.

- 1988 Ronald Edsforth, Class Conflict and Cultural Consensus, Theory and Society 17: 473-77.
- 1988 Michael Burawoy, The Politics of Production, Social Forces 66: 848-850.
- 1983 Wolfgang Schluchter, The Rise of Western Rationalism, American Journal of Sociology 88: 1294-1296.
- 1982 “Ideology in the Labor Process: A Review of Michael Burawoy’s Manufacturing Consent,” The Insurgent Sociologist 11: 91-95.
- 1978 B. J. Widick, ed., Auto Work and Its Discontents, Contemporary Sociology 7: 67.

Notes and Comments:

- 1990 “Letter to the Editor,” Journal of American History 76: 1377.
- 1990 “Comment on Jeffrey’s Review of Auto Slavery,” American Journal of Sociology 95: 1052-1054.
- 1987 “Reply to Claude Fischer,” Sociological Theory 5: 202-203.

Other:

- 2003 Two articles on the web site of the Science and Technology Studies program of the University of Michigan-Dearborn, funded by a \$220,000 grant from the National Endowment for the Humanities:

“Tough Guys and Pretty Boys: The Cultural Antagonisms of Engineering and Aesthetics in the Automobile Industry”

“A History of Scholarship on American Automobile Design”

Research in Progress:

A volume of my previously published essays on culture, entitled A Critical Theory of Culture: Between Bourdieu and the Frankfurt School

Areas of Research Interest:

Sociological Theory

Sociology of Culture

Sociology of Art

TEACHING ACTIVITY

Courses Taught:

Introductory Sociology

Industrial Sociology

Social Movements

Classical Sociological Theory

Contemporary Sociological Theory

Modern Sociological Theory (Graduate Seminar)

Sociology of Poverty (Graduate Seminar)

Bureaucracy (Graduate Seminar)

Sociology of Culture

PROFESSIONAL ACTIVITY

Editorship and Reviewer Roles:

Associate Editor, Social Problems, 1984-1993

Occasional reviewer, Social Problems, Sociological Theory, Theory and Society, Critical Sociology, Sociological Inquiry, American Journal of Sociology, Theory, Culture and Society

Membership in Professional Societies:

American Sociological Association

Society for the Study of Social Problems

Southern Sociological Society

Paper Presentations:

2009 "Economy and Culture in the Built Environment," Annual Meeting of the American Sociological Association, San Francisco

- 2009 “Culture and the Built Environment: Between Money and Meaning,” Annual Meeting of the Southern Sociological Society, New Orleans
- 2008 “Field and Economy in the Rise of Postmodern Architecture,” Annual Meeting of the American Sociological Association, Boston
- 2007 “The History and Future of Automotive Fetishism,” keynote address, International Association on the History of Transport, Traffic and Mobility, Helmond, the Netherlands
- 2007 “The Evolution of Bourdieu’s Theory of Culture: From Relativism to Universalism,” Annual Meeting of the American Sociological Association, New York
- 2007 “Bourdieu’s Vicissitudes: The Evolution of a Theory of Culture,” Annual Meeting of the Southern Sociological Society, Atlanta
- 2006 “Technocracy and Aesthetics: The Belated Rise of Modern Architecture in American Cities,” Annual Meeting of the American Sociological Association, Montreal
- 2006 “Competing Programs in Cultural Sociology: A Critique of Alexander’s Critique of Bourdieu,” Annual Meeting of the Southern Sociological Society, New Orleans
- 2005 “Three Ages of the Automobile,” Annual Meeting of the Society for the Interdisciplinary Study of Social Imagery, Colorado Springs
- 2004 “The Rise of Modern Architecture in Postwar America,” Annual Meeting of the American Sociological Association, San Francisco
- 2004 “Why Modern Architecture Came Late to America,” Annual Meeting of the Southern Sociological Society, Atlanta
- 2003 “Theorizing the Car as Cultural Object,” Annual Meeting of the American Sociological Association, Atlanta
- 2003 “The Car and Theories of Consumption,” Annual Meeting of the Southern Sociological Society, New Orleans
- 2002 “Bourdieu’s Theory of Cultural Change: Explication, Application, Critique,” Annual Meeting of the American Sociological Association, Chicago

- 2001 “Pretty Boys and Tough Guys: The Cultural Antagonisms of Aesthetics and Engineering in the Automobile Industry,” Stonecipher Symposium on Technology, Communication and Culture, Tennessee Technological University
- 2001 “The Uniquely European Roots of Modern Architecture: A Class Analysis of Aesthetics,” Annual Meeting of the Society for the Interdisciplinary Study of Social Imagery, Colorado Springs
- 2001 “Modeling the Rise of Modern Architecture: Bourdieu or Jameson?” Annual Meeting of the American Sociological Association, Anaheim
- 2000 “The New Class Ideology of Modern and Postmodern Architecture,” Annual Meeting of the Society for the Interdisciplinary Study of Social Imagery, Colorado Springs
- 1999 “Nazi Architecture: The Symbolic Politics of Anti-Fordism,” Annual Meeting of the American Sociological Association, Chicago
- 1998 “Why Modern Architecture Emerged in Europe, Not America: A Class Analysis of Aesthetics,” Annual Meeting of the American Sociological Association, San Francisco
- 1997 “Postmodernism, or the Cultural Logic of Post-Fordism?” Annual Meeting of the American Sociological Association, Toronto.
- 1995 “The Ideologies of Modern and Postmodern Architecture,” Annual Conference on Social Theory, Politics, and the Arts, University of California, Santa Barbara.
- 1995 “From Autos to Architecture: The Populist Pretensions in Modernism and Postmodernism,” Annual Meeting of the American Sociological Association, Washington, DC.
- 1994 “Dialectics of the Labor Process, Consumer Culture, and Class Struggle: Neglected Moments of Braverman’s Labor and Monopoly Capital,” Annual Meeting of the Society for the Study of Social Problems, Los Angeles.
- 1993 “America’s Struggle for Style,” Annual Meeting of the Southwest Sociological Association, New Orleans
- 1991 “The Aesthetics of Fordism,” Annual Meeting of the American Sociological Association, Cincinnati.

- 1989 “Culture as Class Symbolization or Mass Reification: A Critique of Bourdieu’s Distinction,” Annual Meeting of the American Sociological Association, San Francisco
- 1987 “Automobile Design as Reified Ideology,” Annual Meeting of the Southern Sociological Society, Atlanta
- 1984 “Reified Production/Reified Products: A Theory of Modern Material Culture,” Annual Meeting of the American Sociological Association, San Antonio.
- 1984 “The Division of Automotive Labor,” Annual Meeting of the Southern Sociological Society, Knoxville
- 1982 “Structuralist Marxism and the Labor Process,” Annual Meeting of the American Sociological Association, San Francisco
- 1980 “Basic and Surplus Control in Capitalist Machinery,” Annual Meeting of the Mid-South Sociological Association, Little Rock.
- 1980 “Social Factors in Machine Design,” Santa Cruz Labor Process Conference, University of California, Santa Cruz

Chair and Discussant Roles in Professional Meetings:

- 1985 Chair of Workplace Democracy session, Annual Meeting of the Southern Sociological Society, Charlotte

PUBLIC SERVICE

Served on the Board of Advisors for PBS documentary entitled “America on Wheels,” produced by Stefan Moore, Thirteen-WNET, New York, 1995-96.

Interviewed by author James Morgan for a book on automobiles, published as The Distance to the Moon: A Road Trip into the American Dream, 1998

Interviewed by Philip Morgan for “Passion for new cars shows Americans are driven,” Tampa Tribune, August 9, 1995

Interviewed by David Lazarus for “Ford can’t sustain its workforce,” San Francisco Chronicle, January 29, 2006

Interviewed by Michael Hill for “Driving’s heavy toll,” Baltimore Sun, April 30, 2006