Introduction to Sociology
Instructor: Slusser
Corporations Project (50 pts.) Doing Sociology Assignment #3
**Due Thursday, November 10 at the beginning of class**

In this assignment your task is to analyze corporate responsibility or the relationship between corporations and the social, political, and/or physical world.

Papers should be 3-5 pages in length and typed, double-spaced using Times New Roman 12-point font. Because of the nature of this project, valuable information may be found online. Be sure to reference these online sources and provide a list of the websites at which you found your information. There is an abundance of information about each of these corporations and their wrongdoings. If you have a difficult time finding information be sure to talk to me. It will not suffice to write in your paper that you could not find anything.

**Choose one of the corporations from the list below:**
- Coca-Cola
- Archer Daniels Midland
- Pacific Lumber (Maxaam)
- Raytheon
- Disney
- Arthur Anderson
- Corrections Corporation of America
- Unocal
- Wal-Mart
- General Motors
- AOL-Time-Warner
- Enron
- Pfizer
- Lockheed-Martin
- Halliburton
- Bechtel
- Microsoft
- Phillip Morris
- McDonald’s
- Nestlé
- Nike
- Dow Chemical
- Monsanto
- Starbucks

Investigate and discuss at least one of the following issues (note every one of these corporations has had past or current issues with at least one of the following):

1. Labor policies (e.g., employment of women and/or children, union organizing, wage structure)
2. Involvement in formal legal actions (e.g., criminal or civil actions)
3. Campaign finance contributions (e.g., to whom, how much, for what purpose)
4. Environmental impacts (e.g., use of natural resources, toxic dumping)

**General Information on Your Corporation (6 pts.)**

First visit your chosen corporation’s website.

- What is your corporation involved in? What products do they manufacture or what services do they provide?
- Are they affiliated with any other corporations or are they owned by any others?
  **(theyrule.net is a useful website)**
- Is your corporation a multinational corporation? In what countries do they do business?

**Corporations and Public Opinion (8 pts.)**

After visiting your corporation’s website answer:

- Does your corporation address any of the issues listed above (#1-4)?
- How do they frame their social, political, and environmental responsibilities? Why do they talk about these issues? How does talking about them benefit to corporations bottom line?
  - If they do not address these issues, what message does this send to consumers?
Corporations and their Influence (10 pts.)

- What has this corporation done that would negatively impact our social, political or physical world? (please note that every corporation listed above has been noted by the media has having been involved in some negative impacts – it will not suffice to say in your paper that you could not find any negative impacts)
  **(corpwatch.org is a useful website)**
  - do not rely on the corporations website to obtain this information
  o What had been this corporation’s response to public criticism?

Corporations and Social Movements (10 pts.)

- What groups have been involved in actions in response to your corporation’s negative impact? (please note that every corporation listed above has had social movement groups respond to their negative impacts – it will not suffice to say in your paper that you could not find any groups that have responded to your corporations actions)
- What have these groups done in order to change your corporation’s actions?
- Have these groups been successful? Why or why not?
- What policy recommendations would you make to address the impact of corporations on the larger social world?

Corporations and Sociological Theory (10 pts.)

Finally, what sociological theory (functionalism, conflict theory, or symbolic interactionism) can best be applied to frame what you have found? Conclude your paper with an application of this theory to the activities of this corporation.

Grammar and Organization (6 pts.)