

Identifying Social Class Markers – W. Barratt

You have three cards in your packet, one red, one white and one blue. The red card, signifying debt and financial problems are for the working class and lower classes, the white card is for the middle class and the blue card is for the upper middle class. You will be asked to use these to share your perception of the social class values of things, values and recreations by holding up a card. Some of these will be clear, and some will be unclear, so this relies on your perceptions of social class markers.

For example, what is the first thing that comes to your mind, your first perception of the social class you would associate with Martinis? Hold up the corresponding card please. For some things, you might believe that it applies to multiple social classes, and you would need to hold up two or even three cards: for example, what is your first perception of the social class you would associate with Budweiser Beer?

<p>Lets try some drugs. What social class do you associate with:</p> <p>Crack Cocaine Marijuana Xanax</p> <p>How about brands of clothing?</p> <p>Nike Prada Armani Red Wing Lands End</p> <p>What about fabrics:</p> <p>Flannel Polyester Silk Wool</p> <p>What about retail stores:</p> <p>Wal-Mart Eddie Bauer Neiman Marcus</p> <p>Cars:</p> <p>Volvo Ford Cadillac Old Cadillac</p>	<p>Vacation destinations:</p> <p>Florida vacations Hawaii vacations Vacations to Europe</p> <p>Home life</p> <p>Spanking children as a regular form of discipline</p> <p>What about social class and media?</p> <p>The Discovery Channel The Bob and Tom Show National Public Radio Country and Western Music Opera</p> <p>What about sports?</p> <p>NASCAR Polo Football Golf Putt Putt Golf</p> <p>What about dialects:</p> <p>“I got no dog in that fight.” “Don’t mean nothing.” “Eschew obfuscation”</p> <p>Places to stay:</p> <p>Motel Six Holiday Inn The Plaza Hotel</p>
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