

Universidade do Estado do Rio de Janeiro
Instituto de Estudos Sociais e Políticos
Programa de Pós-Graduação em Sociologia

Disciplina: Sociologia e Antropologia do Valor e das Valorações
Horário: Terça-feira (de 14h às 17h no IFCS e de 13h às 16h no IESP)
Professores: Eugênia Motta e Alexandre Werneck (IFCS / UFRJ)

Ementa: O objetivo desta disciplina é discutir os vários sentidos do conceito de valor na sociologia da moral e na antropologia da economia, promovendo um diálogo entre essas várias interpretações e oferecendo ferramental teórico e exemplos empíricos para se problematizar os pontos de contato e afastamento entre moral e economia. Para tanto, o curso será subdividido em três partes, em todas elas distendendo-se a discussão entre a moralidade e as questões econômicas: em uma primeira, discute-se o conceito de valor e suas diferentes interpretações; na segunda, faz-se uma discussão sobre valores e suas fundamentações éticas e em vários mundos econômicos; e, na terceira, discute-se a ideia da valoração – a atribuição de valor a inúmeros entes pelos atores sociais – como operação/processo, com ênfase em análise de casos empíricos.

Atenção: A primeira parte do curso será oferecida no IFCS (sala vermelha), de 14h às 17h, e a segunda, a partir de maio, no IESP (em sala a definir, de 13h às 16h).

PARTE I: VALOR

Sociologia

ASH, William. (1965), *Marxismo e moral*. Rio de Janeiro, Zahar.

DE LASTIC, Adélaïde. (2014), *Que valent les valeurs?* Paris, L'Harmatan.

HEINICH, Nathalie. (2017), *Des valeurs: Une approche sociologique*. Paris, Gallimard. Trecho: "Ce que valoir veut-dire: La grandeur, les biens, les principes", pp. 133-196.

HUTTER, Michael; STARK, David. "Pragmatist Perspectives on Valuation: An Introduction". Em: ANTAL, Ariane Berthoin; HUTTER, Michael; STARK, David (orgs). (2015), *Moments of Valuation: Exploring Sites of Dissonance*. Nova York, Oxford University Press, pp. 1-14.

SIMMEL, Georg. (2004[1900]), *The Philosophy of Money*. Londres/Nova York, Routledge, pp. 56-150.

Antropologia

DUMONT, Louis. (2013[1980]). "On Value". *HAU: Journal of Ethnographic Theory*, Vol. 3, n. 1, pp. 287–315

GRAEBER, David. (2001), *Toward an Anthropological Theory of Value: The False Coin of our Own Dreams*. Nova York, Palgrave.

GRAEBER, David. (2013). "It is Value that Brings Universes into Being". *HAU: Journal of Ethnographic Theory*, vol. 3, n. 2, pp. 219-243.

MILLER, Daniel. (2017), "The Uses of Value". Disponível (on-line) em: <https://www.ucl.ac.uk/anthropology/people/academic-and-teaching-staff/daniel-miller/uses-value>

TURNER, Terence. (2003). "The beautiful and the common: inequalities of value and revolving hierarchy among the Kayapó". *Tipiti: Journal of the Society for the Anthropology of Lowland South America* 1(1) (available online: <http://digitalcommons.trinity.edu/tipiti/vol1/iss1/2>).

Sobre a economia

BAIER, Kurt. (1973), "The Concept of Value". In: LASZLO, Ervin; WILBUR, James B. *Value Theory in Philosophy and Social Science*. Londres, Routledge, pp. 1-11.

BROSCH, Tobias; SANDER, David. (2016), "From Values to Valuation: An Interdisciplinary Approach to the Study of Values". In: *Handbook of Value*. Londres, Oxford University Press, pp. 397-404.

HEILBRONER, Robert L. (1983). "The Problem of Value in the Construction of Economic Thought". *Social Research*, vol. 50, n. 2, pp. 253–277.

MIROWSKI, Philip. (1990). "Learning the Meaning of a Dollar: Conservation Principles and the Social Theory of Value in Economic Theory". *Social Research*, vol. 57, n. 3, pp. 689-717.

PEDERSEN, David. (2008), "Introduction: Toward a Value Theory of Anthropology". *Anthropological Theory*, vol. 8, n. 1, pp. 5-8.

PARTE II: VALORES

APPADURAI, Arjun. 1986. "Introduction: Commodities and the politics of value." Em: *The Social Life of Things: Commodities in Cultural Perspective*. Cambridge, Cambridge University Press, pp. 3–63.

JOAS, Hans. (2001), "Formulating the Question"; "Values and Norms: The Good and the Right". Em: *The Genesis of Values*. Chicago, University of Chicago Press, pp. 1-19; 161-186.

KLUCKHOHN, Clyde. (1951) "Values and Value-Orientations in the Theory of Action: An Exploration in Definition and Classification". Em: PARSONS, Talcott; SHILS, Edward (orgs). *Toward a General Theory of Action*. Cambridge, Harvard University Press, pp. 388-433.

REZSOHAZY, Rudolf. 2006. *Sociologie des valeurs*. Paris, Armand Colin.

TURNER, Stephen P.; FACTOR, Regis. (2006), *Max Weber and the Dispute over Reason and Value*. Londres, Routledge.

WEBER, Max. A "objetividade" do conhecimento na ciência social e na ciência política (1904)". In: *Metodologia das ciências sociais*. São Paulo, Cortez, 2001, pp. 107-154.

SCHELER, Max. (2012[1912]), "Ressentimento e outras modificações valorativas na moral moderna". Em: Da reviravolta dos valores. Petrópolis, Vozes, pp. 143-182.

PARTE III: VALORAÇÕES

Preço e precificação

FRIDMAN, Daniel. (2018), "¿Cuánto vale la neurosis? El pago por servicios de asistencia psicológica en la Ciudad de Buenos Aires". Em: WILKIS, Ariel (org). El poder de (e)valuar: La producción monetaria de jerarquías sociales, morales y estéticas en la sociedad contemporánea. Buenos Aires, Unsam-Edita, pp. 109-134.

HELGESSION, C. and KJELLBERG, H., (2013). "Introduction: Values and Valuations in Market Practice". Journal of Cultural Economy, vol. 6, n. 4, pp. 361–369.

ORTIZ, Horacio. (2014), Valeur financière et vérité : Enquête d'anthropologie politique sur l'évaluation des entreprises cotées en Bourse. Paris, Les Presses de Sciences Po.

TSING, Anna. (2013), Sorting out Commodities. How Capitalist Value is Made through Gifts". HAU: Journal of Ethnographic Theory. 3 (1): 21–43.

Conflitos de valoração e commodificação

DE BONT, Werner. "Values and Beliefs of European Investors". Em: KNORR CETINA, Karin; PREDA, Alex (orgs). The Sociology of Financial Markets. Nova York, Oxford University Press, pp. 163-186.

HEALY, Kieran. (2004). "Sacred Markets and Secular Ritual in the Organ Transplant Industry". Em: DOBBIN, Frank (org). The Sociology of the Economy. Nova York, Russell Sage, 336-359.

KARPIK, Lucien. (2010), "The Authenticity Regime (Fine-Wines)". Em: Valuing the Unique: The Economics of Singularities. Princeton, Princeton University Press, pp. 133-147.

PUGLIA, María de las Nieves. (2018), "¿Cuánto vale mi cuerpo? Valuaciones monetarias en la oferta de servicios sexuales". Em: WILKIS, Ariel (org). El poder de (e)valuar: La producción monetaria de jerarquías sociales, morales y estéticas en la sociedad contemporánea. Buenos Aires, Unsam-Edita, pp. 135-153.

SATZ, Debra. (2015), "Mercados nocivos". In: Por qué algunas cosas no deberían estar en venta: Los límites morales del mercado. Buenos Aires, Siglo Veintiuno, pp. 125-153.

ZELIZER, Viviana. (1994), Pricing the Priceless Child: The Changing Social Value of Children. Princeton, Princeton University Press.

_____. (2011), "Valuation of human lives". Em: Economic Lives: How Culture Shapes the Economy. Princeton, Princeton University Press, pp. 13-87.

Conflitos de valoração e qualificação

- BOLTANSKI, Luc; THÉVENOT, Laurent. (1983), "Finding One's Way in Social Space: A Study Based on Games". *Social Science Information*, vol. 22, n. 4-5, pp. 631-680.
- BREWER, John. "Evaluating Valuation: Connoisseurship, Technology, and Art Attribution in an American Court of Law". Em: ANTAL, Ariane Berthoin; HUTTER, Michael; STARK, David (orgs). (2015), *Moments of Valuation: Exploring Sites of Dissonance*. Nova York, Oxford University Press, pp. 89-107.
- CHONG, Philipa K. "Playing Nice, Being Mean, and the Space in Between: Book Critics and the Difficulties of Writing Bad Reviews". Em: ANTAL, Ariane Berthoin; HUTTER, Michael; STARK, David (orgs). (2015), *Moments of Valuation: Exploring Sites of Dissonance*. Nova York, Oxford University Press, pp. 133-146.
- HUTTER, Michael. "Dissonant Translations: Artistic Sources of Innovation in Creative Industries". Em: ANTAL, Ariane Berthoin; HUTTER, Michael; STARK, David (orgs). (2015), *Moments of Valuation: Exploring Sites of Dissonance*. Nova York, Oxford University Press, pp. 57-87.

Transformações e conversões

- BOHANNAN, Paul. 1955. "Some Principles of Exchange and Investment among the Tiv". *American Anthropologist*. 57 (1), pp. 60-70
- GRAEBER, David. "O mito do escambo". Em: Dívida: Os primeiros 5.000 anos. São Paulo, Três Estrelas.
- HASSOUN, Jean-Pierre. (2005), "Emotions on the Trading Floor: Social and Symbolic Expressions". Em: KNORR CETINA, Karin; PREDAL, Alex (orgs). *The Sociology of Financial Markets*. Nova York, Oxford University Press, pp. 102-120.
- HUMPHREY, Caroline; HUGH-JONES, Stephen (orgs). (1992), *Barter, Exchange and Value: An Anthropological Approach*. Cambridge, Cambridge University Press.
- KARPIK, Lucien. (2010), *Valuing the Unique: The Economics of Singularities*. Princeton, Princeton University Press. Trecho: pp. 3-128.
- MUNN, Nancy D. (1986), *The fame of Gawa: A Symbolic Study of Value Transformation in a Massim (Papua New Guinea) Society*. Cambridge, Cambridge University Press. ROSENTHAL, Claude. "When Principles of Evaluation Clash: Assessing the Value of a Demonstration in Artificial Intelligence". Em: ANTAL, Ariane Berthoin; HUTTER, Michael; STARK, David (orgs). (2015), *Moments of Valuation: Exploring Sites of Dissonance*. Nova York, Oxford University Press, pp. 189-207.
- STARK, David. (2009), *The Sense of Dissonance: Accounts of Worth in Economic Life*. Princeton, Princeton University Press.
- STRATHERN, Marilyn. (2013[1988]), *O gênero da dádiva: Problemas com as mulheres e problemas com a sociedade na Melanésia*. Campinas, Editora Unicamp.
- WEINER, Annette. (1985), "Inalienable Wealth". *American Ethnologist*, vol. 12, n. 2, pp. 210-225.