

UNIVERSIDADE FEDERAL DO RIO DE JANEIRO
Programa de Pós-Graduação em Sociologia e Antropologia (PPGSA)

Disciplina: Sociologia e Antropologia do Valor e das Valorações – Código FCS753/853

Professores: Alexandre Werneck e Eugênia Motta (Iesp/Uerj)

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).

Sessão 1 – Apresentação do Curso

PARTE I: VALOR

Sociologia

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.

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

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

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

Antropologia

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>

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

Sobre a economia

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.

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.

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.

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

PARTE II: VALORES

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.

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

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.

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

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.

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

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.

PARTE III: VALORAÇÕES

Preço e precificação

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

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

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.

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.

Conflitos de valoração e commodificação

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.

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.

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.

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.

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.

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.

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

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.

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.

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.

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

STARK, David. (2009), The Sense of Dissonance: Accounts of Worth in Economic Life. Princeton, Princeton University Press.

ROSENTAL, 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.

KARPIK, Lucien. (2010), Valuing the Unique: The Economics of Singularities. Princeton, Princeton University Press. Trecho: pp. 3-128.

GUYER, Jane I. (org). (1995), Money Matters: Instability, Values and Social Payments in the Modern History of West African Communities. Portsmouth, Heinemann.

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SAHLINS, Marshall. (1972), Stone Age Economics. Hawthorne, NY, Aldine de Gruyter.

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.

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HUMPHREY, Caroline; HUGH-JONES, Stephen (orgs). (1992), Barter, Exchange and Value: An Anthropological Approach. Cambridge, Cambridge University Press.

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