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Sociological Storytelling: Navigating Glocal Perspectives and (Creative) Writing as Public Sociology

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Sociologists are in the business of storytelling. Narrative threads run throughout much contemporary sociological practice, analysis, and writing. This paper explores public sociology as storytelling; a practice of writing sociology that connects local and global frames of reference and extends the reach of research beyond the academy. The approach employed in the paper is underscored by public sociology as developed by Burawoy (2004) among others, and considers Robertson's concept of glocality (1995) as liminality. This intertwining of public sociology, glocality, and writing is significant as sociological storytelling offers two considerations to the challenges of neoliberalism. Firstly, telling glocal stories as a practice of public sociology is itself a response to these challenges; through this practice sociologists can critique or disrupt the hyper-individualised ideological view that neoliberalism rationalises. Secondly, sociologists writing public sociology can bring often abstract, intellectualised global ideas such as neoliberalism to a local context through the content of sociological stories, illustrating and engaging publics with the relevance and seriousness of these challenges. This paper explores each of these ideas with reference to my wider PhD project, where I employ autoethnography and fiction writing to create a sociological novel and accompanying exegesis.