Are rationals the social norms?

RAFAEL PLANCARTE

In this article, it is given a review of the study of social norms as one of the mechanisms that are present in the action of individuals and their relation to the theme of rationality. The need to get away from the functionalist explanations and attend microfoundations seeking explanations from an intentional approach arises. First, the externalist version of rational choice for the study of social norms is discussed. Then it gives a general tour through the sociology to identify the main criticisms of this version of rational choice. Finally, it opens a space to the internist version of rational choice to see what does it has to say on the subject, particularly from the perspective of Jon Elster. It is assumed in the conclusions that the two proposals of rational choice are complementary to approach the phenomenon of social norms.

Keywords: social norms, rationality, intentionality, cooperation, social order.

“Normal” and stigmatized: symbols of social stigmatization in Juan Rulfo

LILIA LETICIA GARCÍA PEÑA

This work is a partial result of the extensive project “The pending stigma and new social actors in the essential works of contemporary Mexican literature”. Here are studied seven forms of social stigma encountered in the complete work of Juan Rulfo and its aesthetic representation in the symbolic network using as frame Erving Goffman’s microsociological theory. The methodology of Goffman, generated during the fifties, is a platform which allows the study of the social realities signified in the text both innovatively and rigorously. The microsocial review of Juan Rulfo’s work opens new possibilities of interpretation both of his poetic imperatives and of the social interactions in it repro...
resented, allowing us to approach to the mechanisms of social construction of the other and of sociocultural change.

**Keywords:** Social stigma, symbolic representation, micro-sociology, Juan Rulfo.

### The 2013 tax reform: Mexico’s fiscal and inequality problems

**MÓNICA UNDA GUTIÉRREZ**

This article analyzes the Executive’s tax bill, the Legislature’s approved tax bill and the Executive’s decrees made after the legislative process. The tax reform scope, in terms of tax level and tax system progressiveness is discussed in historical perspective. Similarly, some of the Mexican tax system’s problems are addressed. It is suggested that a far-reaching reform should increase tax collection by progressive taxes; should reduce the tax loopholes that characterized the tax system; and should make the Ministry of Finance a more transparent institution.

**Keywords:** political economy of taxation, tax reform, inequality and tax progressivity, tax transparency, Mexican State branches of power.

### The people in arms. Vicalvaro and the 1936 coup

**IVÁN RODRÍGUEZ LOZANO**

The main object of this article is the recovery of the events happened in the village of Vicálvaro between July 17th and July 20th, 1936. We studied the key documentation, which allowed us to reconstruct the daily life of the village, and specially the one of the barracks of light artillery No. 2, which was responsible for the rebellion in this quarter of Madrid. Some local conclusions can be derived from the analysis of the information, which may contribute to the debate about other issues, such the theoretical collapse of the republican state after the revolt.
**Internal organization of Mexican immigrant associations: an assessment from the place of destination**

**JUDITH PÉREZ-SORIA**

This paper analyzes internal process of Mexican immigrants associations in different cities of California. The study is based on data collected from twelve first level associations or “clubes de oriundos”. Using qualitative techniques, we document the complexity of the internal organization of these associations, as well as the variety of individual and social efforts to keep them working. The research highlights the importance of the role played by the localities of destination in our understanding of the organization process of Mexican immigrants, as well as the possibilities of their collective actions. In this way, we discuss and complement the studies focused on Hometown Associations from the Mexican localities of origin. Our findings show that the “clubes de oriundos” are complex associations that impose a high organizational cost on its members, as well as spheres of sociability that members use to satisfy a set of social needs related to their position as immigrants.

**Keywords:** Mexican hometown associations, Mexican immigrants, internal organization, civic participation, California.

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**Citizen participation and territory planning on the Mexico’s northern border**

**VERÓNICA MARTÍNEZ-FLORES, MA. DE LOURDES ROMO-AGUILAR, GUSTAVO CÓRDOVA-BOJÓRQUEZ**

Citizen participation is a requirement of modern democracies for the construction of public policy. In territory planning, citizen participation is done through consultation tools as participative planning workshops (PPW). This study ana...
lyzes citizen participation in three cases of territory planning on the Mexico’s northern border. The results show that PPW are a good tool for deliberation but that is necessary to strength the institutional frame to open more spaces for effective participation of society.

**Keywords:** governance, territory planning, citizen participation, planning, participative planning workshops.

**Subjects, practices and institution. Approaches to various identity constructs in two Mexican universities**

**Rosa Martha Romo Beltrán**

**y Elba Noemí Gómez Gómez**

This work reconstructs the meaning that academics give to university regulations and the ability to express ourselves (Kaës), as the university contains and “suffers in us”. We particularly refer to the mandates that universities have incorporated through the validation of different practices. These are a few of the questions from which we approach different trajectories and groups that were instituted in two university cases in Mexico: Bachelors degree in Education (UANL); and a teacher training experience in the Instituto Tecnológico y de Estudios Superiores de Occidente (ITESO).

**Keywords:** institutional innovations, academic identities, histories and institutional change.