F.Y.B.A

SOCIOLOGY PAPER - I

**FOUNDATION AND FUNDAMENTALS
OF SOCIOLOGY
(SEMESTER I & II)**

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Foundation & Fundamentals of Sociology

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SEMESTER SYSTEM WITH EFFECT FROM ACADEMIC YEAR 2020-21
FYBA SOCIOLOGY PAPER I
Foundation & Fundamentals of Sociology

SYLLABUS

Objectives :
- To introduce the students to the basic concepts in Sociology.
- To familiarize students with the theoretical aspect of different concepts.
- To introduce the students to the emerging issues in Sociology.
- To enthuse students and to introduce them to the relevance and varied possibilities for future studies in Sociology.

SEMESTER 1

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SEMESTER - I

1

SOCIOLOGY AS A DISCIPLINE

Contents :
*Perspectives in sociology: - Functionalist, Conflict, Interpretive, Critical.
*Sociology Imagination: - Developing a sociological outlook
*Significance of sociology

Unit Structure :

1.0 Objectives

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1.10 Questions

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1.0 OBJECTIVES:-

➢ To give a basic understanding of sociology.
➢ To know the meaning and subject matter of sociology

➢ To understand the nature of scientific study
➢ To know the nature and scope of sociology
➢ To study the contribution of early thinkers towards the development of sociology
➢ To familiarize the students with various sociological perspectives

1.1. INTRODUCTION:

In the family of social sciences, Sociology is comparatively a new entrant. But because of its dealing with social problems, social relationships and social interactions the importance of the study of this subject has considerably increased. It has considerably developed in methodology, scope and approach. Attempts are now being made to study every social problem scientifically and objectively, eliminating subjectivity to the extent possible a distinctive way of examining human interactions. **Sociology** is the systematic study of social behavior and human groups. It focuses primarily on the influence of social relationships upon people's attitudes and behavior and on how societies are established and change. As a field of study sociology has a very broad scope. It deals with families, gangs, business firms, computer networks, political parties, schools, religions, and labor unions. It is concerned with love, poverty, conformity, technology, discrimination, illness, alienation, overpopulation and community.

1.2. DEFINITION:

Sociology is being defined differently by our sociologists and other's. Each one of course, has its own news about the nature and scope of the subject, as he conceives it.

According to **Ward "Sociology is science of society".**

George Simmel opines that **it is a subject which studies human inter-relationship**.

Giddins is of the view that **"Sociology is scientific study of society".**

Max Weber has viewed sociology as **"Science which attempts imperative understanding of social actions".**

Sorokin is of the opinion that **sociology is a study first of all the relationship and correlations between various classes, second between the social and non social aspects of life and third it studies general characteristics common to all classes of society**.

Ogburn has said that**, "Sociology is concerned with the study of social life and its relations to the factors of culture, natural environment, heredity and group."**

Durkheim while defining sociology has said that**, "It is the science of collective representation."**

We may thus **conclude** these definitions with the definition of **E.S. Bogardus when he says that, "Sociology may be defined as the study of the ways in which social experiences function in developing, maturing and repressing human beings through inter-personal stimulations."**

From all these definitions it becomes clear that sociology is concerned with social relationships and studies society, human interactions, inter-personal and intra-personal relations. It tries to study scientifically social institutions, organizations and systems. These definitions also make it amply clear that sociologists view the subject differently and that there is no unanimity in this regard.

1.3. SUBJECT MATTER OF SOCIOLOGY:

While discussing its subject matter of sociology**, Sorokin** said that, **"It seems to be a study, first of the relationship and correlation between various classes of social phenomena"** (correlation between economic and religious, family and moral, judicial and economic, mobility and political phenomena and so on); second that between social and non social (geographical, biological) phenomena; third the study of general characteristics common to all classes of phenomena. Thus according to his view point sociology studies social events, relationships between social

and non social phenomena and generalized study of facts common to all aspects of social life.

In his book '**Society, Culture and Personality'** he has said that sociology is more or less concerned with the working of human beings. In this study he covers the study of human behavior, social organizations, social phenomena and social values. He is thus altogether opposed to formal school of thought.

Let us check:

1.   Define Sociology.

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2.   Discuss its subject matter

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1.4. IS SOCIOLOGY A SCIENCE?

There is a continuing controversy about the nature of sociology. According to some sociologists it is a science, while others strongly refute this claim.

What is a scientific study? For a scientific study it is essential that the whole study should be systematic and without any subjectivity. A scientist is supposed to have a clear vision and a

pointed approach. He should have capacity to record unbiased decisions and properly classify the data. He should also have vision to collect only such data that is useful for his study. He should conclude his findings after verification of data and not on morality or certain pre-supposed philosophies, notions and ideas.

The most important element of a scientific study is that a scientist should deal with bear facts and not with ideal situations. Thus this study should be both factual and systematic. Then another element is that its results should have universal application. Then in a scientific study there should be cause effect relationship and it should also be capable of making certain safe predictions.

Is Sociology A Science? Now a question arises as to whether sociology is science or not. Those who support the cause of sociology as science plead that a present day sociologists must be methodological. He must base his conclusions on impartially collected, analyzed and interpreted data. He should also be willing to get his data tested anywhere to establish its validity. They also argue that like natural scientists, Sociologists are concerned with hard facts and not with ideal situations. They try to analyse facts of social life as they are. They also believe that there are many social facts and theories which the sociologists have developed after hard labor and these are universally applicable, under similar circumstances. They also point out that like natural scientists, the sociologists are very much concerned with cause effect relationship e.g. social stratification and social disorganizations are the outcome of certain causes, which have their effects as well. As with the natural scientists, so with the sociologists, it is equally that like the former the latter can make some safe predictions. They thus argue that "sociology is a science which attempts the interpretative under-standing of social action in order to arrive at a casual explanation of its causes and effects."

Sociology- Not a Science: there is other side of the picture as well. Many believe that society is not a perfect science. Like the results of natural sciences, the results obtained by social scientists cannot be generalized and these also cannot be same under all circumstances and at all places. The conditions always differ from

society to society and social changes are unavoidable. These are also very complex. Then it is said that each human being has his own limitations and he provides information keeping those limitations into consideration. He is not prepared to disclose secrets and thus the information provided is not factual. It is also said that the many situations are not within the control of sociologists and repeated experimentation is almost impossible.

Each sociologist has subjective approach to the problem under investigation. There is no stage of investigation in which there is no subjectivity. Each one has some secrets which he is not prepared to disclose to the investigators. Unlike natural scientist, a sociologist has no laboratory facilities and also has no control over material to be experimented i.e. human beings. Not only this, but it is not possible to repeat experiments. It is more or less not possible to make the safe predictions because nature of social problems with which the sociologists are not the same all over the world.

Let us check:
1. Is sociology a science? Discuss it through the difference between natural and social sciences

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1.5. NATURE OF SOCIOLOGY:

What is real nature of sociology about this controversy is likely to continue. According to Robert Stead, Sociology is a social science and not a natural science, because it deals with human beings and social phenomena. It is positive and not normative science because it studies social phenomena as it is and not as it ought to be. It is pure and not applied science because it studies underlying factors of a social phenomenon. Sociology is an abstract

and not a concrete science because it studies society in general. It deals with society, which in itself is abstract and as such the subject cannot be concrete. It is a science of generalization and not that of particularization because it studies a social problem in general and not in particular way. It does not study a social phenomenon from a particular angle. It is an empirical or rational science because it tries to follow logical method of data collection.

1.6 SCOPE OF THE SOCIOLOGY

Sociologist and others differ what should be the scope of sociology. August Comte makes us believe that sociology should try to study social phenomena on scientific lines. He has thus laid stress on scientific approach. Emile Durkheim has tried to separate sociology from other social science subjects and also tried to give an independent status to this subject. In his own way Pareto has tried to give it scientific orientation. According to him in sociology there should be no place for inferences. He is sure that there is basic unity among various social phenomena. He is of the view that sociology is much of science and social problems should and can be scientifically studied. Max Weber has however said that sociology should merely be interpretative understanding of social actions and nothing beyond that.

Former or Specialist School of Thought: There are two main schools of thought about the scope of sociology. Formal school of thought believes that scope of sociology should not be generalized but confined to the study of some specific aspects of society. The exponents of this school wish to keep the subject pure and independent. According to them it should deal with social relationships, social activities and processes of socialization.

Max Weber, who is the chief exponent of this school of thought, has said that sociology should deal with interpretations of social behaviors only.

Vier Kandt, , who is another exponent of this school of thought, is of the view that sociology should confine itself to the

study of formal and not the actual behavior of the people in the society.

Simmel has given an abstract concept of sociology, in which stress has been laid on social relationship and social inter-actions. For him, every society is the mix of this two. Social relations are nothing but social interactions between two individuals. He has said that society is not collections of individuals but it is essentially a psychic inter-action between the individuals. It is sum total of social relations between the individuals living in it.

According to Simmel sociology should not be made a general science devoted to the study of social relations in general. It should be confined to the study of specific social relations because now these are being studied in the context of social production and social heritage.

Vone Wiese is another exponent of this school of thought. He believes that subject matter of sociology is different from other social sciences. He does not agree with the idea that sociology is combination of social sciences but it is a subject which combines different social science subjects. For him sociology as a special science has more importance than general sociology. It should separate its subject matter from other social sciences.

Synthetic School of Thought: The school of thought believes that sociology should study society as a whole and not confine itself to the study of only limited social problems. Auguste comte believes that the scope of sociology should be considerably widened. According to him the study of one aspect of society can lead to misleading results because all aspects of society, like parts of human body, are inter-linked. Hobb-House and Sorokin also contribute to this view point. They too believe that Sociology should study society as a whole. The supporters of this school of thought agree that in our modern times no social science subject can remain isolated altogether ignoring other subjects of study. The scope of sociology, they argue should be general and not narrow. Durkheim has gone to the extent of saying that "Sociology is science of collective representation."

Sorokin is the main exponent of this school of thought. He is not satisfied with the traditional views about sociology and thus wants to give it a new approach. According to him sociology is a systematic science and it has manifold inter-actions. It is concerned with general facts of social life. He is keen to give systematic interpretation of society.

Let us check:
1. **Examine the nature and scope of sociology in detail**

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1.7. EARLY THINKERS:-

➢ **August Comte :**

In France, the 19th Century was an unsettling time for the nation's intellectuals. French monarchy had been deposed in the revolution of 1789 and Napoleon had suffered defeat in his effort to conquer Europe. Philosophers and intellectuals were finding the ways out to improve the society. August Comte is considered as the most influential philosopher of the early 1800s. He believed that in order to improve society the theoretical science of society should be developed and a systematic investigation of behavior should be carried. He Coined the term sociology to apply to the science of human behaviors. The term Sociology has been derived from Latin word **'socious'** means **'society'** and Greek word '**logus**' means '**science'**.

Comte hoped that the systematic study of social behavior would eventually lead to more rational human interactions. In Comte's hierarchy of the Sciences, Sociology was at the top. He called it the "queen", and its practioners "scientist-priests."

> **Emile Durkheim :**

Durkheim is considered as one of the founding fathers of sociology. He made many pioneering contributions to Sociology including his most important theoretical work on Suicide. Durkheim (1858-1917) was son of a rabbi he was educated in both France and Germany. He has an impressive academic record and was appointed as one of the first professors of the Sociology in France. Durkheim asserted that behavior must be understood in the larger social context, rather an individual action.

Through intensive study of Arunta tribe, he focused on the important functions of religion in reinforcing group Solidarity. According to Durkheim the growing division of labor in industrial society and increasing specialization leads to what he called as Anomie. In the state on anomie the confusion and the inability to cope with the circumstances also results in cases of suicide.

> **Max Weber:**

Max Weber was born in Germany (1864-1920). He studied legal and economic history, but gradually developed an interest in sociology. Later he became professor and taught at various German universities. He taught the "Verstehen", to his students. He said that in order to fully comprehend behavior, we must learn the subjective meanings people attach to their actions- how they themselves view and explain their behavior. He is also credited for his key conceptual tool: the Ideal type. The concept of ideal type can be used to study the family, religion, authority, and economic systems, as well as the analyze bureaucracy.

> **Karl Marx:**

Karl Marx (1818-1883) was a critique of existing institutions that a conventional academic career was impossible. He was a revolutionary and spent most of his life in exile from his native Germany. He was very much influenced by the ideas of Friedich Engles (1820-1895) with whom he formed a lifelong friendship.

Marx lived in extreme poverty in England. He pawned most of his possessions, and several of his children died of malnutrition and disease.

In Marx's analysis, society was fundamentally divided between two classes i.e. Bourgoise and Proletariat who have opposite interests. In his examination of industrial society, he saw the factory as the center of conflict between the exploiters (the owners of the means of production and the exploited (the workers).

Marx's influence on contemporary thinking has been dramatic. His writings inspired those who led the communist revolutions in Russia, China, Cuba, Vietnam, and elsewhere.

Let us check:
1. Briefly analyze the contribution of early thinkers to the development of sociology.

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1.8.PERSPECTIVES IN SOCIOLOGY:-

Sociologists view society in different ways. Some see the world basically as a stable and ongoing entity. They are impressed with the endurance of the family, organized religion, and other social institutions. Some sociologists see society as composed of many groups in conflict, competing for scarce resources. To other sociologists, the most fascinating aspects of the social world are the everyday, routine interactions among individuals that we sometimes take for granted. The four perspectives that are most widely used by sociologists will provide an introductory look at the discipline. These are the functionalist, conflict, interactionist and critical perspectives.

1.8.1. Functionalist Perspective:-

Also known as functionalism and structural functionalism, functionalist perspective is based on the assumption that society is stable, orderly system. This stable system is characterized by societal consensus, whereby the majority of members show a common set of values, belief and behavioral expectation. According to this perspective a society is composed of interrelated parts, each of which serves a function and contributes to the overall stability of the society. Societies develop social structure or institutions that persist because they play a part in helping society survive. These institutions include the family, education, government religion, and the economy. If anything adverse happens to one of these institutions or part are affected and the system no longer functions properly.

Talcott Parsons (1902-1979). a Harvard university sociologist was a key figure in the development of functionalist theory. Parson had been greatly influenced by the works of Emile Durkheim, Max Weber and other European sociologists. Under the functionalist approach, if an aspect of social life does not contribute to a society stability or survival- if it does not serve some identifiably useful function or promote value consensus among member of a society- it will not be passed on from one generation to the next.

As an example of the functionalist perspective, let us examine prostitution. Why is it that a practice so widely condemned continues to display such persistence and vitality? Functionalists suggest that prostitution satisfies needs of patrons that may not be readily met through more socially acceptable forms such as courtship or marriage. The "buyer" receives sex without any responsibility for procreation or sentimental attachment; at the same time, the "seller" gains a livelihood through this exchange.

Through such an examination, we can conclude that prostitution does perform certain functions that society that seems to need. However, this is not to suggest that prostitution is a desirable or legitimate form of social behavior.

Manifest and Latent Functions:-

Manifest function are intended or overly recognized by the participants in a social unit. In contrast, latent function is unintended function that is hidden and remains unacknowledged by participants. For example, a manifest function of education is the transmission of knowledge and skills from one generation to the next, a latent function is the establishment of social relations and networks. Robert Merton noted that all features of a social system may not be functional at all times, dysfunctions are the un-desirable consequences of any element of a society. A dysfunction of education in United States is the perpetuation of gender, racial and clah inequalities. Such dysfunction may threaten the capacity of a society to adopt and survive.

1.8.2.Conflict Perspective:-

According to conflict perspectives, groups in society are engaged in a continuous power struggle for control of scarce resources. Conflict may take the form of politics, litigation, negotiations or family discussions about financial matter. Simmel, Marx and Weber contributed significantly to this perspective by focusing on the inevitability of clashes between social groups. Today, advocates of the conflict perspective view social continuous power struggle among competing social group.

Karl Marx viewed struggle between social classes as inevitable, given the exploitation of workers under capitalism. Expanding on Marx's work, sociologists and other social scientist have come to see conflict not merely as a class phenomenon but as a part of everyday life in all societies. Thus, in studying any culture, organization, or social group, sociologists want to know who benefits, who suffers and who dominates at the expense of other. They are concerned with the conflict between women and men, parents and children, cities and suburbs and whites and African Americans, to name only few. In studying such questions, conflict theorists are interested in how society's institutions-including the family, government, religion, education and the media-may help to maintain the privileges of some groups and keep others in a subservient position.

Like functionalist, conflict sociologists tend to use the Marco-level approach. Obviously, though, there is a striking difference between these two sociological perspectives. Conflict theorists are primarily concerned with the kinds of changes that can bring about, whereas functionalists look for stability and consensus.

The conflict model is viewed as more "radial" and "activist" because of its emphasis on social change and the need for redistribution of resources to eliminate existing social inequality. On the other hand, the functionalist perspective, because of its focus on stability, is generally seen as more "conservation" (Dahrendorf,1958)

Currently, conflict theory is accepted within the discipline of sociology as one valid way to gain insight into a society.

One important contribution of conflict theory is that it has encouraged sociologists to view society through the eyes of those segments of the population that rarely influence decision making.

Feminist theory builds in important way on the conflict perspective. Like other conflict theorists, feminist scholars see gender differences as a reflection of the subjugation of one group (women) by another group (men). Drawing on the work of Marx & Engels, contemporary feminist theorists often view women's subordination as inherent in capitalist societies. Some radical feminist theorists, however, view the oppression of women as inevitable in all male-dominated societies, including those labeled as capitalist, socialist and communist (Tuchman,1992).

1.8.3.Interactionist or Interpretive:-

The functionalist and conflict perspectives both analyze behavior in terms of society wide patterns. However, many contemporary sociologists are more interested in understanding society as a whole through an examination of social interactions such as small groups conducting meetings, two friends talking casually with each other, a family celebrating a birthday and so forth. The interactionist perspective generalizes about fundamental or everyday forms of social interaction. Interactionism is a

sociological framework for viewing human beings as living in a world of meaningful objects. These "objects" may include material things, actions, other people, relationships and even symbols. Focusing on everyday behavior permits interactions to better understand the larger society.

George Herbert Mead (1863-1931) is widely regarded as the founder of the interactionist perspective. Mead was interested in observing the minutest forms of communication-smiles, frowns, nods of the head and in understanding how such individual behavior was influenced by the larger context of a group or society.

Interactionists see symbols as an especially important part of human communication. In fact, the interactionist perspective is sometime referred to as the symbolic interactionist perspective. Such researchers note that both a clenched fist and a salute have social meaning which are shared and understood by the members of a society. In the U.S, a salute symbolizes respect, while a clenched fist signifies defiance. However in another culture different gestures might be used to convey a feeling of respect or defiance.

Let us examine how various societies portray suicide without the use of words. People in the U.S point a finger at the head (shooting); urban Japanese bring a fist against the stomach (stabbing); and the south fore of Papua , New Guinea , clench a hand at the throat (hanging). These types of symbolic interaction are classified as forms of nonverbal communication, which can include many other gestures, facial expressions, and postures.

Erving Goffman (1922-1982) made a distinctive contribution by popularizing a particular type of interactionist method known as the dramaturgical approach. The dramaturgist compares everyday life to the setting of the theater and stage. Just as actors present certain images, all of us seek to present particular features of our personalities while we hide other qualities. Thus, in a class, we may feel the need to project a serious image; at a party, it may seem important to look like a relaxed and entertaining person.

1.8.4.Critical Perspective:-

This perspective says that we live in a society dominated capitalist society, based on exchange principles of value and profit. Capitalist society is not a peaceful society but based on unequal exchanges of power and privileges. Critical theory is a social theory whose aim is critiquing and changing society and culture, unlike traditional theory whose aim is only understanding or explaining it. For eg. Instead of seeing the behavior of homeless youth as of criminal behaviour, the critical perspective would ask why did the youth become homeless and why are they connected to criminal behaviour?

Critical theorists like Horkheimer criticized science calling it harmful and destructive as it is controlled by the elite and powerful. They also critique the role of media in society, as it diverts the attention of people and only makes them consumers.

Let us check:
1. Critically analyse various perspectives in sociology.

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1.9 SUMMARY :

In the family of social sciences, sociology is a new entrant. Sociologists are not unanimous about definition of sociology. Wide variety of definition of the subject shows that there are differences of opinion about the scope of the subject. These definitions however make clear that sociology is concerned with human relations and social institutions.

There is a continuing controversy about the nature of sociology. Some claim sociology to be a science where as some refute this claim.

Viewes also differ about the scope of sociology. The formal school of thought believe that scope of sociology should not be generalized wheras synthetic school believes that sociology should study society as a whole.

August Comte is considered as the most influencial philosopher of 1800s. He is called as the father of sociology.He hoped that systemstic study of social behavior will eventually lead to more rational interaction.

Durkiem made pioneering contribution to sociology and is remembered as one of the founding fathers of sociology.

Weber is known for "Verstehen".He said inorder to fully comprehend behavior we must iearn the subjective meaning people attach to their action.

Marx's theory of class struggle is an incredible contribution to sociology in analyzing the conflict.His influence on contemporary thinking has been dramatic.

Sociologists view society in different way.The four perspectives i.e functionalist,conflict,interactionalist and critical are most widely used by sociologists to give an ntroductory look at the discipline.Functionalist perspective is based on the assumption that society is stable ,orderly system .Society is composed of interrelated parts,each of which serves a function and contribute to the overall stability of the society.

According to conflict perspective, groups in society are engage in a continuous power struggle for control of scarce resources.

Many sociologists are more interested in understanding society through social interactions. The interactionist perspective generalizes about fundamental or everyday forms of social interaction.

Critical perspective says that we live in a society,based on exchange principles of value and profit.

1.10 QUESTIONS:

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1. "Sociology is a systematic study of social behavior and human group". Discuss the statement with reference to various definition and subject matter of sociology.

2. What is meant by scientific study? Illustrate with examples to support the argument whether sociology in a science or not.

3. Critically anlyse the nature and scope of sociology. Elaborate on Former and synthetic school of thoughts.

4. Briefly highlight the contribution of ealy thinkers towards the development of sociology.

5. Discuss the various perspectives in sociology.Which one do u think is important and why?

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2

DEVELOPING SOCIOLOGICAL IMAGINATION, CAREERS IN SOCIOLOGY

Unit structure:

2.0 Objectives

2.1 Sociological imagination.

2.2 Developing a sociological outlook.

2.3 Importance /significance and practical utility of sociology.

2.3.1 Importance of study of sociology.

2.3.2 Significance of sociology.

2.3.3 Careers and specialization in sociology.

2.4 Summary

2.5 Questions

2.6 References

2.0 OBJECTIVES:

➢ To develop a sociological outlook by enhancing the sociological imagination.

➢ To Know the importance of the study of sociology.

➢ To understand the significance of sociology.

➢ To make students aware of the practical utility of sociology in day –to-day life.

➢ To explore the various specialization and career opportunities in sociology.

2.1. THE SOCIOLOGICAL IMAGINATION:

Sociologist C. Wright (1959 b) described sociological reasoning as the "Sociological imagination- the ability to see the relationship between individual experiences and the larger society.

This awareness enables us to understand the link between our personal experiences and the social context in which they occur. The sociological imagination helps us distinguish between personal trouble and social (or public) issues. (Kendall ; 2007).

A key element in the sociological imagination is the ability to view one's own Society as an outsider would, rather than from the limited perspective of personal experiences and cultural biases. Sociological imagination allow us to go beyond personal experience and in attempting to understand social behavior, sociologists rely on an unusual type of creative thinking. C. Wright Mills (1959) described such thinking as the **sociological imagination-** an awareness of the relationship between an individual and the wider society. This awareness allows people (not simply sociologists) to comprehend the links between their immediate, personal social settings and the remote, impersonal social world that surrounds them and helps to shape them.

A key element in the sociological imagination is the ability to view one's own society as an outsider would, rather than from the limited perspective of personal experiences and cultural biases. Sociological imagination allows us to go beyond personal experiences and observations to understand broader public issues. Unemployment, for example, is unquestionably a personal hardship for a man or woman without a job. However, C. Wright Mills pointed out that when unemployment is a social problem shared by millions of people, it is appropriate to question the way that a society is structured or organized. Similarly, Mills advocated use of the sociological imagination to view divorce not simply as the personal problem of a particular man and woman, but rather as a structural problem, since it is the outcome of many marriages. And he was writing this in the 1950s, when the divorce rate was but a fraction of what it is today (I . Horowitz, 1983:87-108)

Sociological imagination can bring new understanding to daily life around us.

2.2. DEVELOPING A SOCIOLOGICAL OUTLOOK

The sociological imagination require us, above all, to 'think ourselves away from the familiar routines of our daily life in order to look at them with a new perspective. Consider the simple act of drinking Coffee. What could we find to say, from a sociological point of view about such an apparently uninteresting piece of behavior.

We could point out first of all that coffee is not just refreshment. It possesses Symbolic value as part of our day-to-day Social activities, Often the ritual associated with coffee drinking is much more important than the act of consuming the drink itself. For many westerners the morning cup of coffee stands at the centre of a personal routine. It is an essential first step to starting the day. Morning coffee is often followed later in the day by coffee with others-the basis of a social ritual. Two people who arrange to meet for coffee are probably more interested in getting together & chatting than in what they actually drink. Drinking and eating in all societies, in fact, provide occasions for social interaction and the enactment of rituals- and these offer a rich subject matter for sociological study.

Second, coffee is a drug, containing caffeine, which has a Stimulating effect on the brain. Many people drink coffee for the extra lift it provides. Long days at the office and late nights studying are made more tolerable by coffee breaks. Coffee is a habit – forming substance, but coffee addicts are not regarded by most people in Western culture as drug users.

Third the individual who drinks cup of coffee is caught up in a complicated set of social & economic relationships stretching across the world. Coffee is a product which links people in some of the wealthiest & most impoverished parts of the planet, it is consumed in great quantities in wealthy Countries, but is grown primarily in poor ones, and it provides many countries, with their largest source of foreign exchange. The production & transportation of coffee require continuous transactions between people thousands of miles away from the coffee drinker. Studying such

global transactions is an important task of sociology since many aspects of our lives are now affected by worldwide social influences and communications.

Fourth, the act of sipping a coffee presumes a whole process of past social & economic development. Along with other now familiar items of western diets – like teas, bananas, potatoes & white sugar – coffee became widely consumed only from the late 1800s. Although the drink originated in the Middle East , its mass consumption dates, from the period of Western expansion about a century & a half ago. Virtually all the coffee we drink today comes from areas (South America & Africa) that were colonized by Europeans, it is in no sense a 'natural' part of the Western diet. The colonial legacy has had an enormous impact of the development of the global coffee trade.

Fifth coffee is a product that stands at the heart of contemporary debates, about globalization, international trade, human rights & environmental destruction. As coffee has grown in popularity, it has become 'branded' & politicized; the decisions that consumers make about what kind of coffee to drink & where to purchase it have become life style choices. Individuals may choose to drink only organic coffee, natural decaffeinated coffee or coffee that has been 'fairly traded' through schemes, that pay full market prices, to small coffee producers in developing countries. They may opt to patronize 'independent' coffee houses, rather than corporate coffee chains such as starbuch which is a brand in UK . Coffee drinkers might decide to boycott coffee from certain, with poor human rights & environmental records. Sociologist are interested to understand how globalization heightens people awareness of issues occurring in distant corners of the planet & prompts them to act on new knowledge in their own life.

Let us check:

1. What is meant by sociological imagination .Discuss the significance of sociological outlook in understanding and analysis of individuals existence in day to day society

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2. Critically examine the usage of mobile phone in contemporary society through your sociological imagination

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2.3 IMPORTANCE/ SIGNIFICANCE & PRACTICAL UTILITY OF SOCIOLOGY:

Sociology as a subject of study is a new comer in the family of social sciences but today it has occupied very important position, which signifies its utility. It has become very important because it is concerned with human beings who act and react in the Society.

Sociology studies human resources and determines their social strength. It is a body of knowledge which studies social relationships in a systematic way. Needless to say that these relationships are very important for proper conduct of human life.

2.3.1.Importance of Study of Sociology: Sociology is becoming quite popular subject of study because it has some obvious advantages. These may briefly be discussed as under:-

1.   It is a subject which helps us in assessing available human resources and extent of human resources needed for solving our social problems. In this way sociology helps in human planning process which contributes significantly in economic problem.

2.   It provides us basic and fundamental knowledge about human society, which includes strong and weak points of society, including human relationships. In this way it saves us from duping in the dark.

3.   Each society is faced with social problems, which in turn create economic and political problems. Some of the social evils are deep rooted and it is essential that these should be rooted out. Sociology helps us both in identifying those problems and finding out their solution. Without proper understanding magnitude of the problems, these can not be properly tackled.

4.   It is sociology which helps us in conciliation and adjustment. Each society has diverse elements. These, if not properly reconciled, can result in dis-organization and de-stabilization of the society. It is sociology which helps us in understanding the extent of diversity and the way in which this diversity can be converted into homogeneity.

5.   It is sociology which helps us in making social reconstruction easy.

6.   Each society has its cultural heritage and wants to preserve that. It is sociology which high-lights and researches past culture heritages and also helps in the development and growth of cosmopolitan culture, so that there are no cultural clashes.

7.   It helps in bringing family stability. It is sociology which helps us in identifying the causes of family instability and family disorganization. It is again sociology which tells us how emerging de-stabilizing trends in the family should be checked, so that strong family system continues.

8.   It is sociology which helps us in understanding social problems. Many social problems remain unidentified and many with the passage of time become maladies. It is essential that these should be timely checked before their tackling becomes difficult. It is sociology which helps us in timely identifying of social problems.

9.   It helps us in proper understanding of the needs of social relationship and the way in which this relationship should be maintained.

10. It is sociology which makes us tolerant by telling us good points and healthy customs, traditions, norms and value of other societies It enables us to appreciate what is the best in them which needs to be adjusted in our life style. Thus sociology helps us in tolerating others and appreciating their view point.

2.3.2.Importance of Study of Sociology in India :

Study of sociology is very important for India . It is because we are a developing society and our rulers in the past not only tried to solve our social problems but also allowed these to get deep rooted.

The sociologists in India can help us in understanding deep rooted cause of casteism and regionalism, which today pose a great threat to our social, economic and political system. They can also tell us to why really untouchability is not getting rooted out and corruption at all levels in our society is on the increase

Again sociologists in India can play a significant role in our national and emotional integration by identifying the areas where such integration can easily be possible. This can be done with the help of scientific study of customs and traditions. The sociologist can also help in knowing why efforts made so far to raise the living standard of weaker sections of society have failed. In fact in our society the sociologists can play a big role because it is passing through very difficult stages of social transition and when it on the cross roads, the sociologists alone can provide proper direction and give proper lead. As already pointed out task becomes difficult because our society is full of diversities and neither problems of all sections of society are same nor solution can be uniform.

2.3.2 Significance Of Sociology:-

Sociology has many practical implications, for our lives, as C. Mills emphasized.

1.   Awareness Of Cultural Differences:-

First sociologist allows us to see the social world from many perspectives. Quite often, if we understand how people live, we can have better idea about their problems. Policies, which are meant for solving the problems of people's may fail if they have not understood the life of people. Example – Policies regarding tribal, or slum dwellers rehabilitation or street hawkers shifting bar dancer's profession or even allowing shopkeepers to have late night business, all require practical knowledge of their life.

2.   Assessing The Effect Of Policies:-

Many policies related to employment or rehabilitation of people failed miserably since they do not make use of the aims & real needs of people. Sociologist brings the basic needs, & objectives of people concerned into light so that the government can understand the causes of failure. Unless people are involved in any programme meant for them, the programme is not going to be successful. Sociological research points, out deficiencies, in the policy and discrepancy between the people's aims & the policy aims.

3.   Self Enlightenment:-

Sociology provides, knowledge to understand self. Sociology helps us to know why we behave in a particular manner. Many self help groups- Alcoholics, dog lovers, Anonymous, environmentalist, Senior citizen group have learned to help themselves without being dependent on government.

Let us check:

1. Elaborate on the significance, importance and practical utility of sociology in everyday life

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2.3.3 Careers & Specialization in Sociology:

Sociology is not only an intellectual discipline, it is also a profession. When we speak of a profession, we refer mainly to such themes as the uses or applications of a body of knowledge. Sociologist plays a rich and varied role in today's society. They serve in a variety of capacities such, as consultant, teacher, policy maker, researcher, administrator, clinical counselor, social critic, interviewer, journalist, probation and parole worker, career counsellor, social worker, recreation worker, programme evaluator, urban planner, marketing administration co-coordinator and personal manager etc. they work in areas as broad and diverse as the discipline they have chosen.

Knowledge of sociology can be used in the following areas of social life:

1. Teaching
2. Social research
3. Social work
4. Professions-medicine, law, engineering, business etc.
5. Industry
6. Rural and Urban planning
7. Public administration- civil services
8. Policy making
9. Business consulting
10. Politics
11. Architecture
12. Child welfare and Health welfare
13. Gerontology (study of old age people)

14. Computer industry
15. Military intelligence and military
16. Entrepreneurship
17. International relations
18. Criminal justice
19. City management
20. New emerging careers: (a) action programme, and (b) development

2.3.4. Specialization within sociology

Aging/ Social Gerontology
Biosociology
Collective Behavior/ Social Movements
Community/ Rural Society
Comparative Sociology/ Macro sociology
Criminal Justice/ Corrections
Criminology/ Delinquency
Cultural Sociology
Demography
Development/ Modernization/ Social Change
Deviant Behavior/ Social disorganization
Economy and Society
Education
Environmental Sociology
History of Sociology/ Social thought
Human ecology
Industrial Sociology
International Development/ Third World
Law and Society
Leisure/ Sports/ Recreation
Marriage and the Family
Mass Communication/ Public Opinion
Mathematical Sociology
Medical Sociology
Methodology: Qualitative and Quantitative Approaches
Micro computing/ Computer applications
Military Sociology
Occupations/ Professions
Political Sociology

Race/ Ethnic/ Minority Relations
Religion
Sex and Gender
Small Groups
Social Control
Social Networks
Social Organization/ Formal/ Complex
Social Psychology
Socialization
Sociological Practice/ Social Policy
Sociology of Art/ Literature
Sociology if Knowledge/ Science
Sociology of Language/ social Linguistics
Sociology of Markets
Sociology of Mental Health
Sociology of Work
Stratification/ Mobility
Urban Sociology
Visual Sociology

Let us check:
1. Discuss in detail the diverse specializations available in sociology directing one to opt for various careers in sociology

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2.4 SUMMARY:

The term sociological imagination was developed by C.Wright Mills to go beyond personal experience and to rely on an unusual type of creative thinking. The sociological imagination require us above all, to think ourselves away from the familiar routines of our daily life in order to look at them a new.

Today sociology has occupied very important position due to its significance and utility. Study of sociology is very important for India .It is because we are a developing society and our rulers in the past not only tried to solve our problem but also allowed it to get deep rooted.

Sociology makes us aware of cultural differences, help us in assessing the effect of policies and contribute to once self enlightenment. There are large number of specialization and career opportunities available in sociology.

2.5 QUESTIONS:

1. Examine in detail how sociological outlook and sociological imagination helps one to develop a better understanding of society and social problem.

2. Highlight the significance of sociology in general and its importance in Indian society in particular.

3. Write a detail note on significance and practical utility of sociology.

2.6 REFERENCE AND READINGS:

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3

SOCIAL INSTITUTIONS: POLITICS AND GOVERNMENT

Unit Structure

3.0 OBJECTIVES

- ➢ To understand the concept of social institution and its functions.
- ➢ To evaluate the concept of politics and government.
- ➢ To understand significance of political system.
- ➢ To compare and contrast different political system.

3.1 INTRODUCTION:

Every society has certain basic needs and it is vital for the society to satisfy these needs. To satisfy these needs, society creates social institutions. Social institutions are built from social relationships in society so that basic needs such as law and order, stability, defining roles and responsibilities and decision making can be met. For sociologist social institutions are complex social forms that reproduce themselves such as family, marriage, religion, government and so on.

Social Institution can be defined as a complex, integrated set of social norms aimed to preserve certain basic societal values. It is essential for the survival of society. We may come across differences in the way a society establish social institutions, some are simple while others are complex but all the societies have certain primary social institutions such as government and politics, family, religion, economy and education.

Sumner (1906) defined "an institution consists of a concept and a structure". By "concept" Sumner meant ideas, notions, doctrine and interest and "structure" meant a framework or arrangement. While Horton and Hunt (1964) termed institutions as "an organized system of a social relationship which embodies certain common values and procedures and meet certain basic needs of the society". Here "common values" indicates shared ideas and goals, "common procedures" denotes standardized pattern of behaviour that a given group of people follows and "the system of relationship" indicates a set of roles and structures through which action takes place.

Turner (1997) refers to social institutions as a complex of positions, roles, rules and values located in certain types of social structures that have comparatively stable patterns of human activity regarding fundamental problems in producing life-sustaining resources, in reproducing individuals and in sustaining viable societal structures within a given environment. This definition brings out the essential function of social institution.

One of the most comprehensive meaning of social institution is given by Hertzler. Hertzler (1946) refers to social institutions as purposive, regulatory and consequently primary cultural configuration that is formed consciously or unconsciously to fulfill individual's desire and social needs. It consists of codes, rules and ideologies. It has essential symbolic organizational and material implementation. Hertzler definition brings out four important element of social institutions i.e purpose, functions, mechanism and structure.

3.2 FEATURES OF SOCIAL INSTITUTIONS:

➢ Social institutions are means to control individual behaviour.
➢ It depends upon collective activities of humans.
➢ It possess well defined procedures that are based on customs and doctrines.
➢ It is stable than others means of social control.
➢ Every social institutions have specific norms which is essential for the members to follow.

3.3 CLASSIFICATION OF SOCIAL INSTITUTIONS:

By social institutions sociologist mean normative system that function in five basic realm of life, which may be called as primary social institutions:

➢ Family-determines kinship and basic socialization
➢ Religion- regulates relation with supernatural
➢ Economic- leads to production and distribution of goods and services
➢ Political and government – regulates access to and use of legitimate power and authority
➢ Education- transmission of knowledge from one generation to another

All the above social institutions are universal in nature found in all human societies and play vital role in the development and smooth functioning of human societies. Beside these five primary

social institutions there are secondary social institutions also for example the secondary social institutions of education would be school, colleges and universities and for religion the secondary social institutions would be totem, temple, taboo, church, Synagogue and Mosque.

3.4. FUNCTIONS OF SOCIAL INSTITUTIONS:

➢ **To preserve human race:** The primary function of family is to preserve human race and its growth through socially approved way of conjugal relations and by taking care of basic needs of human being. Similarly political Institutions maintain law and order and legitimizes power and author.

➢ **To transmit culture:** Social institution play significant role in not only keeping culture intact but also transmit it from one generation to another generation. For example family transmit traditions, customs and values to its members and educational institution transmit knowledge.

➢ **To satisfy basic needs:** The aim of social institution is to provide for and satisfy basic needs of its members. Family and Educational institutions train individuals in various skill which are essential to lead a dignified life. Political institution for example maintain law and order and give stability to society.

➢ **To maintain social solidarity:** One of the fundamental function of social institutions is to maintain social solidarity and stability. Religious institutions promotes social solidarity through common belief, rituals and common worship. Similarly economic institutions generate employment opportunities to the individual so that they can earn their livelihood.

➢ **Welfare:** The vital function of social institution is welfare of its members. Political institution develop schemes and policies for the welfare of its members for example women hostels, orphanage, old age homes, skill development centers etc.

Check Your Progress:

1. What is Social Institutions?

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2. Explain features of Social Institutions.

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3. Classify Social Institutions.

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4. What are functions of Social Institutions?

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3.5 POWER:

For centuries scholars from different discipline have explored and analysed power. Power relationship describes our world. For Macionis, politics is the social institution that distributes power, set social goals and make decision. In Weber's opinion every society is based on power and power has the ability to achieve desired results despite resistance from others. Foucault expresses that power relation is present in all facet of social life. Power not only influence our personal relation but also moulds social groups, organizations and governments. Power is mainly used by the government.

Government is a formal organization that gives direction to the political life of the society. Although government demands compliance from its people, it does not openly use threat on its people. In most cases people respect and adhere to their political system. In contemporary world government power is not limited to its citizens but may extend to other governments or nations for instance U.S government.

Government as political institution maintains law and order and security of its people. Form of government and the way it functions depend on the accepted behaviour pattern of the society. Development and welfare is the major responsibility of the government today. To be effective and efficient the government may decentralize for example local self-government, Panchayat in India.

Power can be coercive that is not legitimate where force is used or it can be legitimate which is accepted and supported by the legal system i.e authority. According to Weber it is legitimacy that forms core of authority.

3.6 AUTHORITY:

In Weber's view authority is a power that people perceive as legitimate rather than coercive. There are three types of authority according to Weber.

➢ **Traditional Authority:**

This type of authority emanates from customary laws and is sanctify by ancient traditions. Indonesia's King Maha Vajiralongkorn for example occupies a position that he has inherited traditionally by succession. In Ritter's words traditional authority is grounded in the claim by the leaders and a belief on the part of the followers that there is virtue in the sanctity of age old rules and powers. In traditional authority the subordinates accept the traditional rights of the powerful individuals or groups for instance religious leaders, spiritual guru, family and patriarch. Traditional authority is mostly supported by culture for instance symbols such as cross, crescent moon or flag and by structures and institutions. It is believed that traditional authority hinders social change and is likely to be irrational and inconsistent and maintains status quo.

➢ **Rational legal Authority:**

In this type of authority the power originates from a formalistic belief in the content of both legal law and rational. The followers do not obey to any specific individual but adhere to a set of uniforms norms for instance bureaucracy. The individual who exercise this type of authority have qualifications that are prescribed and codified. For instance people obey traffic police because he exercise authority due to his position bestowed to him by law. The rational legal authority is present in modern state, corporations and other voluntary organizations. In Weber's opinion development of modern state is undistinguishable with that of modern officialdom and bureaucratic organizations just as the development of modern capitalism is associated with bureaucratization of economic enterprise. However, no authority structure can be purely bureaucratic there would be some elements of charisma present in bureaucratic structure.

➢ **Charismatic Authority:**

This type of authority is based on perceived extraordinary characteristics of a leader. The followers are extremely devoted to the charismatic leaders and adhere to the way of life preached by such leaders. They believe that the leader has some supernatural power. As long as the leaders continue to prove their magical power, they enjoy authority and they are worshipped by their

believers. To continue charismatic authority it has to be transformed into legal or traditional form of authority. Thus charismatic authority rest on the personal charisma of the leader who enjoys power due to his personality and personal traits for instance Dr. B.R Ambedkar, Indira Gandhi and Aung San SuuKyi.

Check your progress:

1.   Write a note on Power and Authority.

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3.7 POLITICS IN GLOBAL PERSPECTIVE:

Throughout history, humans have created various types of political system from monarchy to republic to maintain law and order, protect themselves from foreign invasion and to have sound economic system. There are various type of political system with varying degree of success and having its own advantage and disadvantage. Differences in political systems is based on the way it provide services to its people, protect their rights and enforce rule of law upon them.

The prominent political system in the world are as follows:

➤ **Monarchy:**

A monarchy is a form of political system in which a single family rules from generation to generation through the lines of inheritance. It was common form of government in many of the agrarian societies. In the modern industrial societies however, monarchy lost its charm. Today some countries continue to have monarchy example Saudi Arabia and Kuwait. In this form of political system legitimation, level of authority, power, succession, role and responsibilities was determined by historical factors, culture and desires and preferences of the ruler.

➢ Democracy:

The historical trend in modern society is towards democracy. Democracy is a type of political system in which power rest in the hand of people as a whole. It is referred as government of the people, by the people and for the people. In a system of representative democracy authority is in the hands of the elected leaders who from time to time compete for office in elections. An ideal democratic political system is based on universal suffrage that allows its citizens to exercise adult franchise. The success of democratic political system depends on an enlightened electorate, politically conscious citizens who actively participate in the democratic process. The role of the elected representative is to frame the policies and programmes, formulate the budget and implement the programmes through a network of officials.

Democracy and rational-legal authority is closely associated in much the same way as the monarchy and the traditional authority are associated. However it is not necessary that most of the democratic nations would be democratic in real sense for the following reasons:

a. Bureaucracy:

The problem with Indian bureaucracy is that it lack professionalism, there is rampant corruption and misuse of powers and this is adversely affecting the administration and the governance. People find Indian bureaucracy to be slow, tremendously rigid and mechanical and therefore not adaptive to change.

b. Economic inequality:

Rich people have far more political influence than the poor people. This is due to the fact, the rich, particularly the business tycoons fund the political parties campaign during elections. The 2019 election in India is said to be one of the most expensive election ever in Asia. India's business tycoons have played very significant role ranging from funding the election, endorsing the political parties to being the topic of hot debates themselves. NiranjanSahoo of ORF commented that this will lead to

unstoppable corporate influence that can have detrimental effect on policies.

> ### Authoritarianism:

The concept of authoritarianism is opposite to democracy. Authoritarianism as a political system has strong central power and it denies people popular participation in government, political pluralism, and defence of civil liberties and is not accountable to the people. It may resort to unconstitutional means such as censorship, fear, and force. In the authoritarian form of government the power lies in the hand of a single leader or a small group of elite who are not constitutionally accountable to the people. Those in power consider themselves above the law.

The traditional authoritarian government had monopolistic control over the political life of its people by one party system that was organised around a strong leader or a military junta and direct rule by the executive, often through martial law with no role or some role of the parliament. Puddington (2017) discern that 21st century is marked by resurgence of authoritarian government in spite of economic instability and popular resistance. It has succeeded due to sophisticated strategies to repress any opposition by way of controlling the media, propaganda, creating illusion of political pluralism and suppressing civil society example Russia and China.

> ### Totalitarianism:

In totalitarian political system state is supreme than the individual. The state controls and regulates almost all the aspects of public and private life of its citizens. The totalitarian political system exercise total political, social and cultural control over its citizens and usually is ruled by charismatic ruler. It is a single mass party rule headed by a dictator who attempt to mobilize the people to support state ideology and does not tolerate any activities that is against the goals of the state. The totalitarian government makes use of various means of social control such as secret police, regulation and restriction of freedom of speech, control of mass media, use of surveillance equipment and so on example Vietnam and North Korea.

Although some totalitarian state claim to represent the view of the people but most seek to bend people to the will of the state. Such state as the name indicates have total concentration of power and do not allow any organised opposition. It denies its subject right to assemble for political purpose and control access to information. These government uses intimidation and terror to create fear in people. Socialization in totalitarian system is intensively political seeking not just compliance but personal commitment to the system.

Check your progress

Explain the following political system:

a.   Monarchy:

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b.   Totalitarianism:

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c.   Democracy:

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d.   Authoritarianism:

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3.8 GLOBAL POLITICAL SYSTEM:

We often come across terms such as global economy: Are we heading towards global political system? The answer is 'NO'. Although most of the economic activities now involves more than one nations, but the world still remains divided into nation states. However due to the devastating effects of two world wars United Nations was setup, an initiative towards global government. However, the critics argue that UN is dominated by five of its elite members who also happen to be nuclear power. It is also evident from the War on Iraq that the UN is often divided and its member nation's functions largely to serve their own interest.

At the same time we observe that politics has become a global process due to following reasons:

a. ICT has revolutionised the world of information as national politics is easily accessible to people around the world.

b. There are thousands of NGOs working across the world for various causes such as environment, war, health, violation of human rights and women issues. They are watchdog of society, therefore in today's context, no government can function and take decision in privacy. For example Amnesty international India, Jagori etc.

3.9 POLITICAL SPECTRUM:

Today a wide range of political outlook exist leftist, rightist, secular and moderate. This wide variety of political view point help in sustaining democracy. The two major factors that determines an individual's political view is the change they expect in their government and society and how much government involvement they are ready to accept in the economy. In other words an individual's viewpoint on various social and political issues determine their political spectrum. A political spectrum is made up of continuum or value line people fall on that depending on their belief. So an individual may be a liberal, radical, conservative or moderate.

The leftist (radical) political view would call for rapid change in political, social and economic system and may not even hesitate to resort to violence to bring about change. While liberal reject any violent means of social change, they believe in gradual and peaceful change in the political system. They promote social welfare of people. In case of moderates they believe in both the liberal and conservative ideology. In fact they follow wait and watch policy. They are tolerant and against use of any violent means to bring about change in political system. The conservative maintain status quo, they want to keep things as they are. In Jefferson's view "the best government governs least".

The debate over abortion:
The liberals would support abortion stating that it is private matter so let women decide what she wants similarly the moderates view it as women's choice. The conservative stand would be that a pregnant woman is morally obliged to bear the child only in some extreme case she has right to abort.

How do we choose Political Spectrum?
For many scholars it is economic pressures that motivate people to take political stance. People who are rich will definitely want to maintain status quo while the one who are poor would support change. However, we may come across rich liberals and conservative poor too. Age can be another factor usually young are

liberal and old are supposed to be conservative. Beside economic pressure and age another factor that influence once political stance is nature and psychology of an individual.

Does people's Political Stand change?

Over a period of time there is possibility that by altering their position on the continuum, people's attitudes may shift to the right, left or may remain stationary. There are numerous examples of people in Indian politics who have changed their political spectrum such as Navjot Singh Siddhu in 2004 he joined BJP and contested election from Amritsar and 2017 he joined Indian National Congress.

Check your progress:

1.   Write a note on Political Spectrum.

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3. 10 SPECIAL INTEREST GROUPS:

Special Interest groups are political alliance of people interested in some economic and social issues. It may include association of elderly people, women, doctors, teachers, artists, farmers and so on. This groups are numerous working across the society for example Washington City alone has nearly 15000 lobbyists working on behalf of special interest groups.

Political action committee are organization formed by Special interest groups, independent of any political parties involvement, to raise and spend funds in support of political objectives.

3.11 POLITICAL REVOLUTION:

Political revolution is overthrow of one political system and establish another. It brings about radical change in social and political structure. The 20th century is marked by revolution in the history of Asia. One of the reason for so many revolution in Asia was imperialism of the 19th century. Many of these Asian countries not only became independent but also brought about fundamental social, economic and political changes in their society. While on the other hand reforms refers to bringing about modification in the system.

Characteristics of Revolution:

➢ **Rise in expectation:** A revolution will not take place if there is no expectation.

➢ **Irresponsive government:** A revolution will never take place if government response to people's expectation and demand.

➢ **Leader:** A revolution will take place only under the leadership of radical elites who demand for complete change. In absence of leadership there cannot be revolution. Elites provide the justification for revolution and thereby leadership too.

➢ **Establishing a new system:** By overthrowing the old political system the revolution paves for establishing a new system though it is not easy. But still difficult is to maintain the success of revolution.

3.12 TERRORISM:

Terrorism means acts of violence or threat to use violence as a political strategy or ideological aims that targets civilians. The people who use such violence are called as terrorist. Terrorist attacks can happen anywhere at any time and therefore it is difficult to combat such violence example "26/11" attack on Mumbai and recent attack on church in Srilanka. Terrorist attacks are not blind attacks it is symbolic. They choose targets based on their identity, locations or activities example assassination of Prime Minister Rajiv Gandhi by LTTE. The features of terrorism are as follows:

➢ Terrorist attempt to justify violence as a legitimate political tactics even though such act is condemned by International communities.

➢ Terrorism is used not only by individual or group but also by government against foreign citizens or even against their own people example violence against the Kurds in Iraq by Saddam Hussain.

➢ Democratic societies reject terrorism in principle, but they are vulnerable to terrorist attacks because they accord extensive civil liberties and have extremely less secret political networks.

➢ Terrorism is matter of definition because government claim the right to maintain law and order, even by using force and therefore may term groups that opposes its policies by resorting to violence as terrorists.

3.13 WAR AND PEACE:

The most critical political issue is war which may be defined as 'organised arm conflict' among people of various nations on the behest of their government. The 20th century history is full of nations or group of nations involved in armed conflict. United States alone has waged number of wars against nations such as Vietnam and Iraq resulting in death tolls of 1.3 million people and injuring people many times more.

Factors responsible for Wars:

➢ **Perceived threat:** US war on Iraq is an example of perceived threat that Iraq was in possession of mass weapon of destruction.

➢ **Social Issues:** To divert people's attention from states failure to tackle certain pressing socio-economic issues government may resort to war.

➢ **Political Objectives:** Poor nations may use armed conflict to uproot foreign rules. While wealthy and militarily powerful nations may do so to maintain their dominance in world politics.

➢ **Scarce economic resources:** Conflict of interest between nations over scare economic resources may also result in

armed conflict example China and its neighbour over gas and oil resources in South China Sea.

➢ **Moral objectives:** Some wealthy and militarily powerful nations may feel that it is their moral responsibility to save the people from a tyrant. For example America's war over Iraq under Saddam Hussain regime.

➢ **Absence of alternatives:** War may take place between or amongst nation when dialogues fail and it is felt that there is no other alternatives.

The consequences of war can be felt beyond the battle field. There is massive toll in terms of human life and break down of social, political and economic institutions. There is urgent need for us to respect human rights of minorities-ethnic, religious, linguistics and racial. At the same time an effort should be made to strengthen civil society and emphasize on good governance.

3.14 SUMMARY

Social institutions are major part of social life or societal subsystems which formed to meet basic human needs such as law and order. Various social institutions such as family religion, political system and government are essential for the proper functioning of the society. Sociologists interest lie in understanding the impact of politics and government on individual and larger societal systems. Weber examined power and authority and classified authority as traditional, rational legal and charismatic. Nation states are governed by various types of political system such as monarchy, authoritarianism and democracy. Due to the devastating effect of two world war a step was taken towards global government by establishing UN. However the present political life face various challenges such as global terrorism and war.

3.15 QUESTIONS

1. What is social institutions? Explain its features, types and functions.
2. Explain the concept Power and Authority.
3. Discuss in detail different types of political system.
4. Write a short notes on:
a. Political Spectrum
b. Special pressure group
c. War and Peace
d. Terrorism

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4

SOCIAL INSTITUTIONS:
FAMILY AND RELIGION

Unit Structure:

4.0   OBJECTIVES

- To understand the concept of family and religion.
- To evaluate the functions and significance of family and religion as a social institutions.
- To explore the changes taking place in the family and religion as a social institutions.

4.1. INTRODUCTION:

The term religion is derived from the Latin word **'religio'** meaning sacred and **'religare'** meaning obligation. It has existed in

all the societies throughout the world. People have used it in various forms such as narrations and symbols to make sense of life and understand the universe. It can be explained as a system of beliefs and practices that divides the world into sacred and profane. For Durkheim religion is a whole made up of parts which is more complex system of rites, ceremonies, myth and dogmas. Durkheim explains sacred objects as something which set apart from everyday life while profane stands for things that are used in everyday life example among Hindus, Muslims and Sikhs it is observed that they remove their shoes before entering their place of worship this is done to avoid defiling sacred place by the soles that have touched the profane ground.

Durkheim believed that religion was source of social stability. In Weber's opinion religion brings about social change. He explored the impact of religious belief on economic activities and concluded that protestant societies were the most highly developed societies for example Netherland, Germany. According to Weber Calvinism played a key role in development of spirit of modern capitalism. While in Karl Marx view religion manifest social stratification in society and maintained inequality and status quo.

Elements of religion:
The basic elements of religion are as follows:

a. **Beliefs:** Religion is based on numerous beliefs which may not be universal for example monotheism –belief in one god and polytheism – belief in more than one god.

b. **Rituals:** All the religion of the world have rituals and certain ceremonies for example life cycle rituals such as marriage, coming of age and pilgrimage.

c. **Sacred objects:** Every religion has sacred objects for example for Hindu water of river Ganga, for Muslim water from well ZamZam.

d. **Symbols:** It is signs used as sacred object and plays significant role in the life of the people who are believers for example cross for Christian, Om for Hindus. Symbols form basis for knowledge about supernatural and gives meaning to the events beyond comprehension.

e. **Sects:** There may be many small groups within a particular religion having their own set of believers such as Shias and

Sunnis in Islam, Roman Catholics and Protestants in Christianity.

f. **Religious organization:** There are many types of religious organization with sets of beliefs, practices and rituals. These organizations vary in size, structure and perform various functions. For example during Kumbhmela which is mass Hindu pilgrimage considered to be one of the largest religious gathering for holy bath in sacred water depicts organization structure of Hinduism. Religious organizations consists of network of institutional arrangement with certain status and role such as temples and priests, monks and monasteries.

g. **Expressive culture:** All the religion comprises of performing and visual arts such as music, dancing, singing, and chanting.

4.2 SOCIOLOGICAL PERSPECTIVE ON RELIGION:

During the 19th century industrialization and secularization, the classical sociologists like Emile Durkheim, Karl Marx and Max Weber attempted to understand the relationship between society and religion.

Structural functionalist view on Religion:

Durkheim refers to religion as a unified system of beliefs and practices which are sacred. By sacred he meant extraordinary and related to divine. He believed that religion is about community, it brings about social cohesion, promotes social control, and gives strength to people during the transitory phase of their life and at the time when they face tragedies. In his view religion represents power of society so when they celebrate sacred things, they celebrate power of their society.

The three major functions of religion according to Durkheim is as follows:

1. **Social Unity:** Religion brings people together through shared values, norms beliefs and symbols

2. **Social control:** To promote conformity society promotes religious ideas example marriage and reproduction.

3. **Meaning and purpose to life:** In almost all the societies major life events is marked by religious observation this is due to the fact that religion gives meaning and purpose in one's life.

Durkheim's structural functionalist approach is criticized for representing collective life of society and give less importance to religion's dysfunction example most of the terrorist organization claims that God favor's their actions.

Symbolic Interactionist Approach:

The symbolic interactionist perspective is the micro approach to understand the relationship between religion and society. From the perspective of symbolic interactionist religion is constructed socially through various rituals which may be observed every day or annually for example fasting during Ramadan or offering prayers five times every day. For them belief and experiences cannot be termed as sacred until people in the society regard them as sacred. And once people regard it as sacred then the belief and practices get special significance in people's life and give sense to their life.

This approach to religion attempts to understand everyday life through sacred lens. It ignores the relationship between religion and inequality.

Social Conflict Approach:

According to Conflict theorist religion promotes social inequality and social conflict. Karl Marx believed that religion legitimizes status quo and diverts people's attention from social inequalities and thus serves the ruling elites. Karl Marx said religion is opium of the masses, it makes them accept their daunting situation and be happy. People believe that by enduring the suffering they will be rewarded by God after death. Peoples religious believe does not allow them to oppose the atrocities conducted on them and thus help to continue the unjust social practices.

Religion also support gender discrimination and inequality as it promotes stereotypes and reinforces patriarchal values.

However conflict perspective on religion neglects the positive contribution of religion for example Archbishop Tutu and Pope John Paul II strongly condemned War in Iraq.

Check your progress:

1.   What is religion?

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2.   Explain elements of religion.

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4.3 WORLD RELIGIONS:

1.   Christianity: With almost two billion followers, consisting nearly one third of the world's population Christianity is the most practiced religion in the world. Most of the people who identify themselves as Christians stay in Europe and America. Christianity emerged as a cult, transmuted into a sect and now it exist as ecclesia. Christianity is monotheistic religion that is belief in one god. Yet it has a unique concept of Trinity- God the Creator; Jesus Christ, Son of God and Redeemer; and the Holy Spirit, Christian's personal experience of god's existence. Christianity has taken many forms from Roman Catholic Church to the Protestant Reformation of the middle ages.

2.   Islam: The followers of Islam call themselves as Muslims. There are about 1.6 billion people around the world who are follower of Islam. A majority of the Muslims reside in Middle Eastern countries. Moreover significant number of Muslims also live in west Asia. The sacred text of Muslims is the Quran, it is word of Allah (God) as transmitted through Prophet Mohammad. After the death

of Prophet Mohammad Islam widely spread to other parts of the world. Though there are various sects in Islam, major being the Shias and Sunnis but they believe in five pillars of Islam.

3.   Judaism: There are fourteen million followers of Judaism in the world with highest concentration in United States. Judaism has a very distinctive concept of covenant that is a special relation with God by which the followers of Judaism became the chosen people. It means a duty to observe gods command particularly the 'Ten Commandment' as revealed by Moses on Mount Sinai. There are three main denominations of Jews: the orthodox, the reformist and the conservative.

4.   Hinduism: Hinduism originated in Indus valley civilization 4500 years ago. They constitute fifteen percent of the world population. Unlike other world religion Hinduism cannot be linked to any one person nor do it has any single sacred writings. Although Hindus belief and practices vary but they all believe in a moral force in the universe called as Dharma. Another concept in Hinduism is Karma. Hindus believe that their actions have moral consequences and living life properly contributes towards development of morals. Hinduism also believe in Moksha that is state of spiritual freedom. Once it is achieved an individual gets salvation and becomes free from the bondage of life and death.

5.   Buddhism: Around seven percent of the world populations follow Buddhism. Buddhists are found nearly in all the Asian countries such as Burma, Thailand, Cambodia and Japan. Like Christianity in Buddhism too the inspiration stems from one person, Gautama Buddha. Inspired by the charismatic personality of Lord Buddha, his followers spread Buddhism throughout India and later in 3rd century B.C the Buddhist King sent missionaries to other parts of Asia and thus Buddhism became a world religion.

6.   Confucianism: From 200 B.C onwards to early parts of the 20th century Confucianism was the official religion of China. But after the 1949 revolution the Chinese government repressed religion. Confucius was deeply moved by the plight of people so he instructed his followers to engage the world on the basis of moral

code of conduct. Confucianism believe in the principle of 'Jen" meaning 'humaneness'.

4.4 TYPES OF RELIGIOUS ORGANIZATION:

1. Church: A church is a religious organization that is well integrated into the larger society. It has well established rules and regulations and formally trained leaders. Johnstone described following characteristics of religion:

- It is universal in nature. All members of society are included in the church organization within their ranks and have a tendency to equate citizenship with membership.
- It exercises religious monopoly and attempts to eradicate any competition.
- It may closely associate with the state and secular powers.
- It is hierarchical and bureaucratic in nature with complex division of labour.
- It appoints officially trained clergy.
- There is addition of new members by birth and socialization.
- It is diverse for example nuns and monks rather than forming new religions.

2. Sect: A sect is a small religious organization that is not well integrated with the society and it may be in conflict with some of the norms and values of the society. A sect breaks away from the larger denomination in order to maintain what the members consider to be original beliefs and practices of the denomination. Mostly the sect do not have any officially trained clergy and also lack bureaucracy of denomination and ecclesia. The worship services of sect is emotional experience for its members. New members in the sect are added by proselytization and recruitment. Once the sect is formed it may follow three route- dissolution, institutionalization or may grow and become more bureaucratic and evolves into denomination example many of the protestant denomination began as a sect.

3. Cult: Like sect the cult are new religious groups. But differ in three aspects; first they do not break away from their larger denominations and originate outside the mainstream religion.

Secondly, they are secretive in nature and do not believe in proselytization. And thirdly, they are led by charismatic leaders having extraordinary qualities. Though the term cult today may have negative connotation but all the major religions of the world such as Islam, Judaism and Christianity, denominations like Mormons began as cults. Generally cult are located in urban areas and draw huge population for its membership. Cults are transitory in nature therefore may dissolve upon the death or disrepute of their founder.

4.5 RELIGIOSITY:

Religiosity may be explained as the significance of religion in an individual's life. How religious people are? There is no clear answer to this question because people may claim themselves to be more religious than actually they are. People in India may claim to be more religious than anywhere else. Religiosity may vary on the basis of denominations example members of sect are more religious than any mainstream religious groups. Age wise older generation people are more religious than the younger, similarly gender wise we may observe women to be more religious than men.

Religiosity influence peoples life positively. Researchers have found that there is low rate of delinquency among young people with strong religious belief and low divorce rate among adults who follow religion. Religiosity bind children, parents and local communities together that is beneficial for young individuals.

Check your progress:
1.   What is religiosity?

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2.   Explain characteristics of religion.

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4.6 SECULARIZATION:

All social institutions such as family, economy and politics have changed over a period of time so does religious belief and practices.

Secularization means declining influence of belief in supernatural and the sacred in everyday life of people. Religious organization are focusing less on other worldly subjects such as life after death and are dealing with more worldly issues such as hunger and poverty, problems of homeless. Secularization also refers to some of functions taken over by other organizations such as charity one of the function of Church is now taken over by NGOs and government.

In today's modern scientific and technologically advanced world people experience transitions in their life such as birth and death in the presence of a physicians than a religious head or guru. This reveals that significance of religion in our day to day life has decreased. Does this means religion will disappear someday soon? Sociologist say 'no'. Because large number of people in the world still believe in god and claim to pray and follow rituals. In fact religious affiliation is now much higher than earlier. Therefore secularization does not mean end of religion. It means that some aspect of religiosity has decreased while other has increased.

People are in double mind about the impact of secularization. The conservative believe that weakening of religion means decline in moral values, the progressive believe that it is liberation from the beliefs of the past and people will be free to choose their beliefs. Secularization also help the society to do away

with age old evil practices such as sati, child marriage, gender discrimination etc.

4.7 RELIGION AND FUNDAMENTALISM:

Religious fundamentalism is on rise globally. It is not limited to any one particular religion. Fundamentalist tendencies can be found in all worlds' major and minor religion whether it is Christianity, Islam, Hinduism or some ethno-religious movement such as Shamanism of Nepal, Seicho-No-Le of Japan.

Fundamentalism refers to a conservative religious doctrine that attempt to replace intellectualism and worldly accommodation by traditional and other worldly religious beliefs and practices. Religious fundamentalist view that growing influence of science is weakening the traditional family norms and therefore they defend the traditional values. The five distinctive religious fundamentalisms are as follows.

1. **Literal interpretation of religious texts:**
   To counter the excessive intellectualism amongst the liberal religious groups the fundamentalists stress on literal interpretation of sacred text.
2. **Rejects religious pluralism:**
   The fundamentalist reject tolerance and relativism as they believe it would weakens the personal faith. They think that their belief system is true and others belief is unreal.
3. **Follow personal experience of God's presence:**
   Fundamentalist believe in revival of old belief and practices. For example for a fundamentalist Christian being born again and have a personal relationship with Jesus Christ should be evident in his day to day life.
4. **Opposes secular humanism:**
   Secular humanism refers to seeking guidance from scientific community rather than god in matters related to how to lead one's life.
5. **Endorse conservative political goals:**
   To oppose the liberal thoughts some fundamentalist enter politics example opposing homosexuality, abortion and feminism.

Check your progress:

1. Write a note on secularization.

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4.8 FAMILY

Introduction:

Family is the basic unit of society. It is a universal social institution that performs various functions for the benefits of its members and smooth functioning of the society along with other social institutions such as school. Family relations are also called as kinship relations that are based on blood, marriage or adoption. Which relations can be termed as kin differs throughout history and from culture to culture.

Family orientation means people are born into a family consisting of parents and siblings and the role the family in socialization. As people grow and attain adulthood they form the family of procreation to have their own children or through adoption. Families are formed round marriage. Though in many societies marriage is considered as sacred but marriage is a legally sanctioned relationship involving sexual activity, childbearing and rearing and economic cooperation. However, nowadays association between family and children is declining. There is opposition to traditional definition of family through some quarters because it is believed that it endorses a particular standard of moral conduct. Organization today are increasingly recognising family of affinity i.e. people with or without blood or legal ties, who have a sense of belongingness and who desire themselves to be called as a family. For Scholars such as Winter (2000), Fukuyama (1995) and Bourdieu (1986) family is a tool for creation, development and transfer of social capital.

Variations in Family: In spite of similarity there are considerable variation in forms of family across the societies. In western society nuclear family is very common while in other society we may come across extended family also such as India.

- **Extended family**
  Extended family is also called as consanguine family. It is a form of family that consists of parents, children and other kin.

- **Nuclear family**
  Nuclear family is called as conjugal family. It consist of one or both parents and the children,

Patterns of family:
a.   Marriage
There are various forms of marriage depending upon the cultural norms.

- **Endogamy**
  It is marriage between people belonging to same social class. It limits marriage prospects to others belonging to same age, religion or social class.

- **Exogamy**
  It means marriage between people belonging to different social categories example India, people marry within same caste but from different village.

- **Monogamy**
  In nations with high income, the law prescribe monogamy as a form of marriage. Monogamy is a form of marriage that unites two people.

- **Polygamy**
  Polygamy means marriage that bring together the union of three or more people. The low income countries such as Africa and southern Asia allow polygamy. Polygamy involves two types of marriages. The most common one is polygyny. Polygyny composed of one man and two or more women such as in Islamic countries of Middle Eastern and African countries. Despite this the most common form of marriage in these countries is monogamy. Another form of polygyny is polyandry. It is a form of marriage where a women take two or more husbands.

  However, most of the societies of the world culturally prefer monogamy because managing multiple spouses is expensive, financially not possible and the number of females to males is almost same.

b.   Residents

The most common form of residents is patrilocality where the couple after their marriage stay with the men's parents or near his relatives. In some societies matrilocality was also followed where the newly wedded couples would stay with the women's mother or near her family. The modern industrial society gave a new pattern of resident's i.e. neolocality to the newly wedded couples where they lived independently apart from both sets of parents.

c.   Descents

Descent means the system by which the members of society trace their kinship over generations. There are three types of Descent: Patrilineal, matrilineal and bilateral. In modern industrial society people recognise their decent bilaterally that is through their mothers as well as fathers sides relatives.

d.   Authority

The world is patriarchal in nature, there is no pure form of matriarchal society. Although wives and mothers do enjoy some amount of power in all the societies. In modern industrial society egalitarian families are evolving due to women's participation in labour markets but still boys are preferred over girls.

Check your progress:
1.   Describe patterns of family.

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4.9 SOCIOLOGICAL APPROACH TO UNDERSTAND FAMILY:

For the functionalist the family performs many significant functions as a social unit. It rears children, gives them emotional, social, economic support and regulate their conduct particularly related to sex and sexual reproduction. It gives its members social identity. Any transition in the structure of family will have consequences on the stability of the society.

However the conflict theorist argue that family leads to social inequality. It reinforces economic inequality and patriarchal values. It leads to conflict including violence and cruelty against its own members.

The symbolic interactionist argue that the interaction of family members and intimate relationship between the couples involves shared understanding of their situations. The spouses have different style of communication. The social class to which the couple belongs also had bearing on the expectations that they have from each other in their marriage.

Another micro level approach Social Exchange analysis see courtship and marriage as a type of negotiation. While dating the couples try to weigh the advantage and disadvantage of getting married to the person. The couple always keep in mind what they will have to offer in return. According to this approach in Patriarchal structures men bring power and wealth in the marriage market while women represent beauty. But as women are entering labour market the terms and conditions for exchange is converging for men and women.

4.10 STAGES OF FAMILY LIFE:

Family is a dynamic institution that experience changes throughout its life course. The family life begins with courtship of the young couple and settling down, addition of biological or adopted children, parenting of the adolescents, empty nest, and retirement and so on. For Framo (1994) each of the developmental stage of family life cycle is a shock to the system as the roles are redistributed, values repositioned, status modified, loss and mourning of the near and dear ones to be dealt with and to meet the needs through new avenues. Most of the family undergoes through the following stages of family life cycle:

• **Courtship:** In traditional societies parents arrange marriage for their children. In such societies romantic love has nothing to do with marriage as these societies are homogeneous and the young are socialized well to be good partner. Thus parents were least concerned about the compatibility of the couples. They viewed that

the couples would be culturally compatible. However, Industrialization weakened the extended family relationship and corroded traditional practices and value system. In most of the low income group countries parents do not attach importance to courtship it is left up to the young.

The young preferred to select partners on their own and started delaying marriage till they attained financial security. Now a days there are in fact dating sites where young attempt to sharpen their courtship skills and have sexual experimentation.

- **Romantic Love:** Though romantic love appears to be at the centre of successful marriage but in reality in many societies it has little to do with marriage. For sociologist society plays cupid so that the young leave the nest and start their own family. It is society that arranges marriage i.e. homogamy, mostly people fall in love with those who belong to their social class, religion, race and age group. But romance alone cannot be the base of the marriage.

- **Settling down:**
1. Most of the culture paint rosy picture of marriage that disappoints the couples particularly the women for whom marriage is the only source of happiness.

2. Sexuality may be another source of disappointment, people may feel that their honeymoon period would continue for ever but that does not happen. Though happy married life and sex go together but it is not the only factor in marital bliss.

3. Sex outside marriage strongly disapproved in all the culture. Infidelity though not rare and both man and woman cheat on their partners. In the world of ICT, the online affairs are threat to marriage.

4. Raising Children: Parenting is a life time job. In preindustrial society big family was the norm because it supplied labour force. Therefore women duty was to bear and rear children. In industrial society children were no more an asset in fact they became a liability. As a result the size of family also became small. In industrially advanced nations there is trend of small family and

some of the couples either delay birth or prefer not to have children at all. While even today in most of the agricultural based economy and poor countries we may come across big families.

5. Conflict: In families where both parents are working it becomes extremely difficult for them to balance between work and family responsibility. So almost in all the nations of the world we have maternity leave for women to take care of their health and wellbeing of the child and in some countries of the world even father is given paternity leave to spend some valuable time with their new born and be with their wife for example in Sweden new parents are entitled to sixteen months leave with eighty percent of their normal pay. However in case of India to fulfil their family responsibility women are entitled to twenty six weeks of paid maternity leave but fathers, particularly working in private sector establishment are not entitled for paid paternity leave.

Check your progress:
1. Explain stages in family life.

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4.11 TRANSFORMATION AND TROUBLES IN FAMILY LIFE:

Divorce: Once taboo, divorce is now common in all cultures and society. Social change along with repositioning of social values and rise of participation of women in production of goods and services leads to structural and functional changes in the family as a social institution. Women no more stay in unhappy, violent marriages. Relaxing divorce law has helped them to obtain divorce easily. Due to increase in divorce rate there is increase in the rate of remarriage as well. It has led to emergence of new type of family

i.e. blended family involving parents and children form present and past marriages.

Causes of divorce:

- **Individualism:** Due to rise in individualism, the family of today spend less time together. Family members have become more individualistic and give priority to their interest and happiness and think more about making money than considering the wellbeing of their children or other family members.

- **Loss of romance:** The cultural bases of marriage is romantic love, therefore troubles start shooting up in marriages when sexual passion dwindles.

- **Independent women:** Due to increase in women participation paid jobs their dependence on husband for financial security is weakened as a result women do not hesitate to seek divorce in case of unhappy marriages.

- **Stressful marriage:** Both the partners work outside their homes and jobs drain away their energy and leave them with less time to spend with the family. In such situation managing family responsibility as parents becomes extremely challenging, therefore it is observed that divorce takes place in the initial years of marriage as the couples are not able to balance work and family life and are stressed.

- **Social acceptance of divorce:** Divorce no more is considered as stigma. In fact people believe that it is better to take divorce than stay in abusive and unhappy marriage.

- **Easy to get divorce:** In the past getting divorce involved long legal process but now most states easily allow divorce if the partners decide that their marriage has failed.

Divorce and Remarriage:

There is higher probability that young couples with brief courtship period, having weak financial status and who also are emotionally immature resort to divorce. If couples have jumped into marriage due to unexpected pregnancy or if either partner or both of them have issue of substance abuse, and also people who have

divorced parents in all of these cases, there are higher chances of divorce.

Beside the above factors even the people with sound economic background having successful professional life may take divorce due to stress of balancing marriage and career. People who are not religious divorce more willingly than those who are religious.

Children are badly affected by divorce of their parents. Due to divorce of their parents they are uprooted from their familial environment and feel broken due to bitter fight between parents. They may even held themselves responsible for divorce of their parents.

Due to negative effect of divorce there are couple who are taking steps towards conscious uncoupling so that they can prevent their family from being badly affected by divorce. Most of the time the people who take divorce remarry. They attempt to create blended family that may continue to function in a healthy manner but outside the traditional form of marriage. Blended families consists of biological parents, stepparents, brothers, sisters, half brothers and sisters, step brothers and sisters who may live elsewhere. People in blended family face challenge of defining relationships and are confused over who is part of their nuclear family.

4.12 VIOLENCE IN FAMILY

Family ideally should be a place where an individual feel cared, loved and secured. However in reality not all individual experience pleasure and support from their family. In many homes we may come across people suffering emotional, physical, economic and sexual abuse by one of their family members.

Violence against women and children:

Violence against women is present all the societies cutting across social, religious, cultural, economic and regional boundaries. It occurs through their life cycle right from birth till their death. The home is considered as a place where one feels cared for, loved and secured but for women it is a place that imperils and breeds various forms of cruelty against women by their husbands and other family members.

Children are also victims of domestic violence. It has devastating effects on children. It affects them emotionally and physically.

4.13 ALTERNATIVE TYPES OF FAMILY:

Although most families of the world still consist of married couples who at some point of time may raise children together but our society is changing today we find great diversity in family types.

- **Single parent:** Single parent household is due to divorce or death of one of the spouse or an .unmarried women or men to have children. Scholars believe that children raised in single parent home are at disadvantage because presence of both mother and father is essential for social development of children

- **Living in relationship / cohabiting:** It is sharing of household by unmarried couples. It is very common is countries like Sweden and other Scandinavian countries, in India too we come across such couples. It appeals to those people who believe in gender equality and who are more open and independent minded. Not all the living in relationship culminate in to marriage. However, the critic point out that this forms of relationship discourage marriage and leads to low commitment.

- **Same sex couples:** Denmark was the first country to lift ban on same sex marriage. This gave some social legitimacy to such relationship and allowed them to gain some advantage in case of inheritance, taxation and joint ownership of the property. Most gay couples adopt children or take help of new reproductive technology.

- **Singlehood:** In recent time people deliberately choose to stay alone. A trend which is seen in both men and women. For economically independent women, now a day's, husband is a matter of choice and not compulsion for financial security.

Check your progress:

1.   Explain alternative types of family.

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4.14 NEW REPRODUCTIVE TECHNOLOGY AND THE FAMILY:

Advancement in medical sciences are influencing family. It is assisting the couples who cannot have children normally. It also help to decrease the number of birth defects. But it also raised some ethical questions? In case of women who carries the embryo made from the egg and sperm of some other women than who is the mother? The one who is carrying the embryo or the one with whose egg the embryo was formed? Regarding frozen eggs if the couple take divorce that who will use that frozen eggs? Such questions speak volume about the consequences of the use of new reproductive technology.

4.15 FUTURE TRENDS:

Family life across the world would continue to change and would be a cause of controversy and debates. The advocate of traditional family system will always strongly oppose the one who would voice greater personal choice. However the future trends of family mostly would be:

* Increase in divorce rate
* Diverse family life: Single parent family, cohabiting couples, same sex family and so on. So in future family forms would be based on more personal choices
* In future too men will have a limited role in rearing of their child. Although small percent of them would be stay at home dad or hands-on-dad.

- Economic changes would continue to influence the family life.
- New form of reproductive technology would continue to change the experience of traditional parenthood.

Despite the controversy and debates that surrounds family it will continue as a social institutions and people will feel happy and blessed as parents and partners.

4.16 SUMMARY:

Religion as a social institution play a significant role in the life of people. It is cultural universal found almost in all the society. There are various forms of religious organization such as church, sect and cult. The major world religions are Christianity, Islam, Hinduism and Judaism. Sociological understanding of religion gives valuable insight in to the belief and practices of people and functions of religion.

Family is one of the smallest and basic unit of society. Family as a social institution is undergoing change across the globe in terms of patterns, size and functions. New types of families are emerging. Marriage rate is falling, divorce rate is going up, and same sex marriage is legalised in some countries. In spite changes taking place family will continue to remain one of the most important social institution.

4.17 QUESTIONS:

1. Evaluate the significance of religion as a social institution and explain its elements.
2. Briefly discuss church, cult and sect.
3. Examine sociological perspective on religion.
4. What is family? Discuss its patterns.
5. Discuss transformation and troubles in family life in present time.
6. Write short notes on:
a. New reproductive health and family
b. Religion and fundamentalism
c. Stages of family life
d. Religiosity

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5

CULTURE

Unit Structure

5.0 OBJECTIVES:

➢ To understand the definition and meaning of culture.

➢ To study the various aspects of culture and understand its transmission.

➢ To examine how culture helps to guide and organize our social lives.

5.1 INTRODUCTION

Culture is unique to man. It is the most important trait that distinguishes humans from animals. Culture does not exist at the sub-human level. Culture is a very broad term that includes all aspects of our lives. Culture is the totality of learned and socially

transmitted behavior. It includes the customs, traditions, ideas and values and artifacts of groups of people. Culture is essential for individuals because it is fundamental for the survival of societies. Culture has been described as the '*common denominator that makes the actions of individuals intelligible to the group*' (Haviland, 1993). It may be said that human behavior is determined by our biological and genetic makeup (nature) rather than our social environment (nurture).

Humans do not have instincts. Sociologists agree that culture and social learning, not nature, account for virtually all of our behavior patterns. Since humans cannot rely on instincts in order to survive, culture is a "tool kit" for survival. Swidler (1986) states that culture is a "tool kit of symbols, stories, rituals, and world views, which people may use in varying configurations to solve different kinds of problems". The tools we use will depend on our personality and the unique situations we face.

5.2 ASPECTS OF CULTURE

There are two aspects of culture; *material culture* and *non-material culture.*

➢ *Material culture* refers to objects, things, resources and spaces that people use to define their culture. They are tangible and have concrete existence. For example, tools, clothes, houses, materials used to produce anything, etc. The physical aspects of culture, i.e., material culture defines and shapes the behavior and perceptions of its members. Technology is an important part of our lives. While the urban children would be busy playing on their phones, the tribal children would be learning to make weapons and hunt.

➢ *Non-material* culture refers to ideas and perceptions that people have about their culture. These include beliefs, practices, language, norms, values, mores, organizations and institutions. These are intangible and are abstract notions. For example, the cultural concept of religion consists of set of ideas and beliefs about God, worship, ethics and morals. A musical instrument such as a flute could be an example of material culture, but the music that it generates is a part of non-material

culture. Similarly, TajMahal is our material cultural heritage, but it symbolizes love and devotion, which are non-material cultural traits.

5.3 DEFINITION OF CULTURE

Horton and Hunt define culture as '*everything which is socially shared and learned by the members of a society'.*

Tylor defined culture as "*that complex whole including beliefs, art, religion, values, norms, ideas, law, language, practices, custom, and any other capabilities and habits acquired by man as a member of society*".

Robert Bierstedt states that "*culture is the complex whole that consists of all the ways we think and do and everything we have as members of society*".

Check Your Progress
1. Define Culture. Mention its two aspects by giving examples of each.

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5.4 CULTURE AND SOCIETY

Society and culture are distinct yet interrelated concepts. A society is the largest form of human group. It occupies the same geographic territory and is subject to the same political authority and dominant cultural expectations. It consists of people who share a common heritage and culture. Whereas a society is composed of people, a culture is composed of ideas, behavior and material possessions. Therefore, it would be apt to state that society and culture are interdependent; neither could exist without the other. Just as culture is essential for individuals, it is also fundamental for the survival of societies. Gillin and Gillin have compared culture to the cement that binds individuals together into a society.

5.5 CHARACTERISTICS OF CULTURE

Every culture has the following characteristics:

➢ **Culture is learnt**:

Culture is not inherited biologically, but learnt socially by man. One is not born with culture and there are no cultural instincts as such. It is for this reason that culture is referred to as 'learned ways of behavior by man as a member of society'.

Unlearned behavior, such as blinking of eyes, drooling or any reflex actions are purely biological and not cultural. Greeting each other, touching feet of the family elders, on the other hand, are cultural.

Similarly, wearing particular kinds of clothes, cooking food, drinking from a glass, or eating food with forks, hands or chopsticks, following religious practices, etc., are all ways of behavior learnt by man culturally.

➢ **Culture is social:**

Culture is necessarily a product of society. It originates and develops through social interactions. It is shared by members of society. It is not an individual phenomenon and therefore does not exist in isolation.

Culture can only be passed on through with association with other human beings. The process of becoming 'human' or acquiring human qualities is possible only in a human environment. Deprivation of human company or association with other individuals or human contact is equivalent to deprivation of human qualities.

➢ **Culture is shared:**

Culture is not possessed by any individual. In a sociological sense, it is something that is shared. Our customs, traditions, beliefs, practices and value systems are shared by people of a group or society.

The works of literature or artifacts as well as our values or mores are all shared by a large number of people who constitute the society. Robert Bierstadt states that 'Culture is something

adopted, used, believed, practiced, or possessed by more than one person. It depends upon group life for its existence,

➢ Culture is transitive:

Culture is composed of all the modes of thought, behavior and production that are handed down from one generation to the next. This is done through the means of communicative interaction, such as language, gestures, writing, building and other communication among humans.   Language is the most important medium through which parents pass on culture traits to their children.   This means that culture is not genetic or heredity and needs to be consciously transmitted to the next generation. Culture may be transmitted through the processes of imitation and instruction.

➢ Culture is continuous and cumulative:

Culture is a continuous phenomenon. In its historical growth it tends to become cumulative. Culture reflects our past and the presents and makes provision for the future achievement of mankind. Thus it can be referred to as a 'growing whole', which is continuous and accumulates over a period of time. "Culture may thus be conceived of as a kind of stream flowing down through the centuries from one generation to another"

Sociologists such as Linton, equated culture to the 'social heritage' of man. Bierstadt calls culture as 'the memory of the human race'.   The culture that we see today is the result of continuous accumulation of traits of several decades or even centuries.

➢ Culture is integrated:

Culture has the tendency to be consistent. Several parts of culture are interrelated, interdependent and interconnected. For instance, a society's value systems and its religion, economics, customs and beliefs are all closely related to each other.

➢ Culture is dynamic and adaptive:

No culture is static. Culture is subject to slow and constant changes. Change and growth are inherent in culture. Thus culture is dynamic.

Culture is also adaptive as it responds to the changing conditions within the society. It also intervenes in the natural environment and helps man in his process of adjustment. Culture provides us tools and techniques of survival and therefore, helps in adaptation.

> **Culture is gratifying:**

Culture prescribes means and also provides opportunities to satisfy our needs. These needs may be biological or social in nature. Our basic needs of food, shelter and clothing as well as the need for security, status and money, are all fulfilled as per the norms prescribed by culture.

> **Culture varies from society to society:**

Every society has a unique culture of its own. Cultures are not uniform as they differ from society to society. No culture is constant or static.

> **Culture is superorganic and ideational:**

Classical sociologist Herbert Spencer stated that culture is neither organic nor inorganic, but is 'superorganic'. It means that every physical object and physiological act has deep social meaning. The social meaning may be independent of the physiological and physical properties and characteristics of that object.

For eg. The flag of a country is not just a coloured piece of cloth, but is a symbol of a nation; its honour, pride and respect. Similarly a chair may have different meanings depending on its location.

Every society considers its culture as an ideal. It is regarded as an end in itself. It is intrinsically valuable. Thus, people within a culture will consider it as the best culture and also use it as a yardstick to measure the worthiness of other cultures.

5.6 FUNCTIONS OF CULTURE

Culture is a universal human phenomenon. Man is a social animal as well as a cultural being. Man's social life has been

possible because of culture. It is important to know whether culture corresponds to any universal human needs. This brings us to the significant functions of culture. Culture has certain functions for both individual and society.

➢ **Culture is a treasury of knowledge:**

Culture is a rich repository of knowledge which is required for the physical, social and intellectual existence of man. Unlike animals who rely on instincts, man displays intellect, creativity and learning capacity which enables him to adapt to the environment. Culture has made such an adaptation and modification possible and easier by providing man the necessary skills and knowledge. Culture preserves this knowledge and helps transmit it from generation to generation through its basic element, viz., language. Language is not only the vehicle of transmission of knowledge but also preservation, accumulation and diffusion. Such a process is seen lacking among animals, because culture does not exist at sub-human level.

➢ **Culture defines situations:**

Culture defines the situation for us. It not only defines but also conditions and determines what we eat and drink, what kind of clothes we wear, what verbal or non-verbal language we speak, which faith we follow, etc. It reveals the 'socially correct' response to a situation. Each culture has many subtle cues which define each situation. A person who moves from one society to another may take a lifetime to understand the cues.

➢ **Culture defines attitudes, values and goals:**

Attitude refers to the tendency or orientation of the mind to think and behave in a particular way. Values are collective conceptions of what is considered good, desirable and proper – or bad, undesirable and improper in a culture. While goals refer to the attainments which are values define as worthy. Our culture shapes and conditions our attitude towards various societal issues such as, marriage, contraception, religion, economics, science, etc. Our values relating to concept of liberty, private property, choice of partner in marriage are all influenced by our culture. All our goals; whether they are familial, economic, religious in nature are determined by our culture. For instance, traditional societies may

value cooperation, but modern societies thrive on competition and conflict.

➢ Culture defines myths, legends and the supernatural:

Myths and legends are integral part of every culture. These may be passed on from one generation to another through oral tradition. Whether they are true or not, they still inspire, reinforce effort, guide and bring comfort in bereavement. Behaviour of an individual within a group is influenced by myths, legends and supernatural beliefs they hold. Thus they prove to be powerful forces in a group's behavior.

➢ Culture provides patterns of behavior:

Culture provides a map of behavior patterns for an individual in a society. Culture assigns goals and provides means of achieving them. Culture provides a ready reckoner of set patterns which the individual needs only to learn and follow. These rules are used to guide food habits, beliefs, practices, customs relating to marriage, etc.

Individuals use culture to fulfill their purpose in society, however, the same culture imposes limits on humans and their activities. There is a need for order and stability in the society, and culture provides direction to the behavior of individuals. It prescribes certain acts and provides rewards for following socially acceptable path; while on the other hand, it proscribes certain acts as these are not desirable for the society. Thus, it helps in controlling chaos and disorder which is inherent in any society.

➢ Culture moulds human personality:

Culture plays a very important role in the development of human personality. A human child can develop human qualities only in the presence of cultural environment. Culture provides man with the 'design of living' and makes him ready for group life. Culture also provides man opportunities for the development of personality and also decides limits on its growth. Well known anthropologist, Ruth Benedict analyses culture in three primitive societies in her famous work 'Patterns of Culture", and points out that every culture will produce its special type or types of personality. Another American anthropologist, Margaret Mead, in her well known work on "Sex and Temperament in Three Primitive

Societies", has states that "culture shapes the character and behavior of individuals living in it.

It is a fact that an individual is molded by the culture of the group in which he is born. Culture provides for 'universals' as well as for 'alternatives'. There is not only conformity in cultural learning but also variations. Still no individual is completely determined by culture. Other agencies such as, school, mass media, peer group, neighborhood, etc., expose the individual to a variety of influences outside of culture. Numerous biological and social factors help bring out the uniqueness of an individual within the society.

5.7 ELEMENTS OF CULTURE

Societies all over the world have different cultures. However they all have five common elements such as: symbols, language, values and beliefs, norms and material culture and technology. These elements look different across cultures, and many change with time as a society evolves.

➢ **Symbols**

A symbol is anything that meaningfully represents something else. No culture can exist without symbols because there would be no shared meanings among people. Symbols help us to express abstract concepts with visible objects. People who share a culture often attach a specific meaning to an object, gesture, sound or image. In other words, people share the same meaning for a particular object. For example, a cross is a religious symbol to Christians. It is not simply two pieces of wood attached to each other, nor is it just an old object of torture and execution. To Christians, it represents the basis of their entire religion, and they have great respect for the symbol. Similarly, for a Hindu, the cow is not just an animal (object), but represents a celestial being, and is therefore to be revered.

Speech is an important part of language system which consists of vocal and other kinds of gestures, such as bowing shaking hands, saluting, kissing, blushing, etc. These gestures too have symbolic meanings which are mostly cultural. Similarly, places, colours, objects, clothes, etc., all have hidden symbolic

meanings. Emoticons are combinations of keyboard characters which are used by many to represent their feelings online through texting.

Many material products or things are primarily symbol vehicles, for example, flags, pictures and statues, etc. A building, a tomb, a stone or physical place, etc., signifies a symbolic form, the meaning of which is cultural.

> **Language**

Language is the foundation of every culture. Language tells us a great deal about a culture. In many ways the priorities of a culture are reflected in its language. Language is an abstract system of words and symbols used to communicate with each other. This includes verbal and non-verbal language which is unique to certain groups of people. Language includes speech, written characters, numerals, symbols and gestures of nonverbal communication.

In contrast to some other elements of culture, language permeates all aspects of society. Certain cultural skills such as cooking or carpentry can be learned without the use of language, but through observation and imitation. However, it is impossible to transmit complex religious or legal knowledge by merely watching to see how they are performed. Therefore, societies depend upon language for the use and transmission of most part of a culture.

Cultural languages differ beyond vocabulary. For eg., eye contact represents different meanings in different cultures. In America, eye contact suggests that you are paying attention and are interested in what the other person is saying. In Asian cultures, eye contact may be considered rude and also a challenge of authority.

> **Norms and Values**

Values are collective ideas about what is right or wrong, good or bad, and desirable or undesirable in a particular culture (Williams, 1970). Values may be specific, such as honouring elders within the family, or they may be more general, such as health, love, and democracy. Values influence people's behavior and also provide guidelines for evaluating the actions of others. Values typically exist in pairs of positive and negative values, such as

being good or bad, brave or coward, hardworking or lazy. We as members of a society use values to justify our behavior. Therefore, we tend to defend them staunchly. For example, if a culture places high value on the institution of marriage, then it may have norms (and strict sanctions) which prohibit the act of adultery or even premarital sex.

Values provide ideals or beliefs about behavior but do not clearly state how we should behave. Norms, other the other hand, do have specific behavioural expectations. Two types of normative systems operate within the society. **Prescriptive norms** state what behavior is appropriate or acceptable, in other words, 'what we should do'. A person with a decent source of income is required to pay income tax. Norms based on customs require us to help the elderly cross the street or lift a load. By contrast, **proscriptive norms** state what behavior is inappropriate or unacceptable to the society, in other words, 'what we should not do'. Restriction on physical intimacy before marriage is a norm in many traditional societies. Prescriptive and proscriptive norms operate at all levels of society. These influence our day to day actions as well as provide the foundation for the formulation of laws.

There appears to a direct relationship between the values, norms and sanctions of a culture. In a sociological sense, punishments and rewards for adhering to or violating norms are known as sanctions. Cultural norms vary depending on the degree of sanction associated with them. Rewards can range from a sweet smile to the Nobel Prize; whereas punishments can vary from a raised eyebrow to a more stringent death penalty.

Check Your Progress
1. Name and explain five common elements of culture.

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2. Can you differentiate between Prescriptive and Proscriptive norms?

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5.8 DEVELOPMENT OF CULTURE

There is no way to know the exact time when human culture began. Any attempt to do so would be an arbitrary one. One way to represent growth of culture over time is to select an arbitrary date and to divide man's experience from that point into 'life-times'. Alvin Toffler, in his famous book 'Future Shock' has made an attempt to give some direction to this problem. He divided last 50,000 years of experience into 62 years 'life-times', which means currently man can be placed in his 800th life-time.

As per this chronological structure, 650 life-times were spent in caves. Written language in the form of scripts has existed only for the last 70 life-times and the printed work has been widely available only for the last 6 life-times. The electric motor has existed only for 2 life-times. Television, airplanes, automobiles, and nuclear weapons all developed within the 800th lifetime and 90% of all the scientists who have ever existed are alive during this lifetime, ie., from 17th to 20th century. All of modern technology has developed in less than 1/25000th of the total time it has taken for human culture to reach its present level of development". (Leslie, Lorntanand Gorman).

The above explanation shows that only recently has culture begun to grow and change rapidly. Culture grows in three ways and results in socio-cultural change: Discovery, Invention, and Cultural Diffusion.

➢ **Discovery**

Discovery is one of the sources of socio-cultural change. Horton and Hunt define discovery as '*a shared human perception of an aspect of reality which already exists'.* In other words, discovery

involves making known or sharing the existence of an aspect of reality. The gravitational force of the earth, circulation of blood, principle of concentration of energy, etc., were already there before their discovery. A new discovery becomes an addition to society's culture only when it is shared within the society. It becomes a contributing factor to social change only when it is put to use. For eg., the power of steam was studied by the ancient Greeks long back. In fact, a steam engine was built as a toy in Alexandria around 100 AD. But the principle was not put to use for nearly 1700 years after its discovery. The finding of the DNA molecule and the identification of a new moon of Saturn are both acts of discovery. A distinguishing feature in the process of discovery is the sharing of newfound knowledge with others. By contrast, invention results when existing cultural items are combined into a form that did not exist before. The bow and arrow, the automobile, and the television are all examples of inventions. In the early stages of human history, cultural change was slow and that happened only through discovery. As the number of discoveries in a culture increased, inventions became possible.

➢ **Invention:**

The process of introducing an idea or object that is new to a culture is known as innovation. There are two forms of innovation: discovery and invention. According to Horton and Hunt, invention refers to "a new combination of or a new use of existing knowledge". While Robertson defines invention as "*the combination or new use of existing knowledge to produce something that did not exist before*".

Inventions can occur at two levels: **Material inventions** such as bow and arrow, aircrafts, machines, computers, etc. and **non-material inventions** may include constitutional government, music, drama, literature, religion, etc. Today's invention is always based on past discoveries and previous knowledge. The nature and rate of inventions in a society will always depend on the past repository of knowledge available in that society. By that logic, Ralph Linton observed that, "If Einstein had been born into a primitive tribe which had limited counting ability, and could count only upto their fingers and toes, lifetime contribution to mathematics would not have been possible.

It can be stated that "the more inventions a culture possesses, the more rapidly further inventions can be created". Existing cultural knowledge within a society provides a solid foundation for new inventions. Ogburn has listed 150 inventions that were made almost simultaneously by different scientists in the same or similar cultures. This fact explains as to why modernization process spread rapidly in those societies which made several inventions that those societies which merely adopted the inventions of others.

➢ **Diffusion:**

It is not necessary for societies to always discover or invent its culture; it may also adopt ideas, technology, and customs from other cultures. Sociologists use the term diffusion to refer to *the process by which a cultural item – both material artifacts and ideas - is spread from group to group or society to society.* There are number of ways through which diffusion occurs; some of which are, exploration, military conquest, missionary work, the influence of the mass media and tourism.

Diffusion and social change are interrelated. George Murdock has estimated that about 90% of the contents of every culture have been acquired from other societies. Kroeber, a well-known anthropologist considers diffusion as the main source of social and cultural change. In the early stages of human history, culture changed rather slowly, through discovery. As a number of discoveries in a culture increased, inventions became possible. The more inventions there were the more rapidly further inventions could be created. At the same time more and more diverse cultures came into contact with one another, which is why they could each take advantage of the other's innovations. Thus, when we read a newspaper, we look at characters invented by the ancient Semites, printed by a process invented in Germany, on a material invented in China (Linton, 1936).

There is no space barrier for the diffusion process, as diffusion may take place over extremely long distances. Kroeber observed that the use of smoking tobacco began when Indian tribes in the Caribbean invented the habit of smoking the tobacco plant, where it grew wild. Hundreds of years later, tobacco was acquired

and cultivated by one neighbouring tribe after another. Through diffusion, this practice travelled through Central America and across the North American continent.

While diffusion is common, the process of diffusion of cultural traits does not occur automatically. Sometimes groups and societies resist ideas which seem too foreign as well as those ideas which are perceived to threaten their beliefs and practices. Each culture is selective about what it absorbs from another culture. Europe accepted silk, the magnetic compass, chess, and gunpowder from the Chinese. At the same time it rejected the teachings of Confucius as an ideology. Similarly Indians adopted the English language as a form of formal communication, but have rejected the food habits of the westerners.

5.9 CONCLUSION

Culture is a way of life shared by members of a society. Several species display limited capacity for culture, but only human beings rely on culture for survival. Culture consists of symbol, language, values and norms to guide human behavior. Cultural values and beliefs not only affect how we perceive our surroundings, they also form the core of our personalities

5.10 SUMMARY

Culture is unique to man. It is the most important trait that distinguishes humans from animals. Several related concepts help us understand the culture better.

Culture is defined as 'everything which is socially shared and learned by the members of a society'.

Culture has the following characteristic: Culture is learned, is social, is integrated, dynamic and adaptive. Culture is superorganic and ideational.

Functions of culture are: Culture is treasury of knowledge, culture defines situations, attitudes, values and goals. Culture provides patterns of behavior, and moulds personality.

Culture consists of material and non-material aspects. Material aspects consists of objects, artifacts and technology. Non-material aspects consists of language, symbols, values and norms.

Development of culture: Culture grows in three ways and results in socio-cultural change: Discovery, Invention, and Cultural Diffusion.

5.11 QUESTIONS

1. Define Culture. Discuss the important characteristics of culture
2. Evaluate significant elements of culture.
3. Discuss the varied functions of culture.
4. Discuss the relation between culture and society. Show how culture developed through the ages.

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6

COMPONENTS OF CULTURE

Unit Structure

6.0 OBJECTIVES

- ➤ To understand the meaning of concepts related to culture
- ➤ to understand people's perspective on culture
- ➤ To examine how culture helps to guide and organize our social lives.

6.1. INTRODUCTION

In the last unit, we have studied about the definition of culture, whereas now, we will understand how certain concepts like Cultural Diversity, Ethnocentrism, Cultural Relativism play a major role in developing the minds of people and its effect on society.

6.2 COMPONENTS OF CULTURE

6.2.1Culture Trait

The smallest unit of culture is called a trait. Hoebel states that "*trait is a irreducible unit of learned behavior pattern or material product thereof.*" Trait of the material culture would typically include things such as a needle, thread, nail, pen, etc. The non-material trait would include a Namaste, salute to the flag, or a smile in communication. Each culture is a combination of thousands of such traits.

6.2.2 Culture Complex

Culture complex is a cluster of related traits. In other words, when traits come together meaningfully, they form a culture complex. For example, the dandiya dance is an example of culture complex. It has several small traits such as, the specific dhol music, colourful flowing costumes, dance steps and songs, all come together to form a culture complex.

6.2.3 Subculture

Subcultures are those groups that have values and norms that are distinct from those held by the majority. *A subculture is a category of people, who share distinguishing attributes, beliefs, values, norms that set them apart from the dominant group.* Culture is not a uniform pattern that creates same influences on those who are exposed to it. A person is exposed to culture that is not general, but to particular culture of the group in which he lives. This is because in large societies which are heterogeneous, there are multiple groups with their own cultures. For example, we as Indians, are part of regional groups, religious groups, caste groups, racial groups, occupational groups, linguistic groups and several other groups. Each of these groups has their own culture. Such culture is known as subculture. These subcultures are a part of a national culture.

Subcultures exercise immense influence on its members. Not all children within the same society will be exposed to the same culture, as there are numerous subcultures. Greater the complexity within a society, larger will be scope for the growth of subcultures. Each subculture will have its own custom, folkways, norms,

practices, rites, rules of behavior, etc. The subcultures exert a deep and long lasting impact on its members.

6.2.4 Counter Culture

Cultural diversity may also include outright rejection of traditional ideas and behavior patterns. There are some subcultures that actively oppose the larger society. *A counter culture is a group that strongly rejects dominant societal values and norms and seeks alternative lifestyle* (Yinger 1960). Young people are most likely to join to the countercultural groups. The reason for this may be that younger persons generally are less invested in the existing culture. Examples of counterculture are the flower children of the 1960s America, members of non main stream religious sects and cults. Some countercultures also engage in revolutionary political activities. Some youth may reject the cultural standards of their parents, especially with respect to sexual mores.

Transgenders as countercultures

Transgender is an umbrella term that is used for persons whose gender identity, gender expression or behavior does not match their gender assigned at birth. Depending on the religious and cultural orientations transgenders are given names in local language such as, Hijras, Tritiya Panthi, Napumsaka, Jogtas, etc. The transgender community was considered a counterculture and therefore was excluded from mainstream society.

Transgenders are socially, culturally, economically and politically excluded. This also means that they do not have social, cultural, economic and political rights, something we take for granted. They cannot be a part of the education system as they are often harassed or are victims of bullying and sexual violence. Employability is low amongst transgenders and therefore many resorts to begging, extortion, entertainment or prostitution. Transgenders live on the fringes of society and are still fighting for their right to identity, right to livelihood and entitlement to universal services such as health and security. However, the condition is changing today and steps are being taken to absorb them in the mainstream society.

Check Your Progress

1. Explain the meaning of Counter culture. Apart from transgenders, what are the other examples counter the well established culture?

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6.2.5 Cultural Universals

Humans all over have the same basic needs, such as food, shelter and clothing. Therefore we engage in similar activities that will help in our survival. *Cultural universals are those customs and practices that occur across all societies.* Anthropologist George Murdock (1945) has compiled a list of more than seventy cultural universals. His categories included appearance (such as bodily adornment, ornaments and hairstyles), activities (such as, sports, dancing, games, joking and visiting), social institutions (such as, marriage, family, law, religion, politics), and customary practices (such as cooking, folklore, gift giving, and hospitality). At a general level, all these practices may be present in all cultures; however, their specific forms may vary from one group to another and may also change with time. For example, what may be considered as a joke in one culture may be an insult in another culture.

Cultural Universals serves a particular purpose. In terms of their functions, cultural universals are useful because they help in operating society in a smooth and continuous manner. One of the functions of a society is to provide its members the basic necessities of life as well as security. Children and new members must be taught the ways of the group. A society must regulate social behavior, settle disputes among its members and deal with people's emotions. All the while, the self-interest of the individual must be balanced with the larger needs of society as a whole. Cultural universals help fulfill these important functions of the society.

Seen from another view, however, cultural universals may not be the result of felt needs of the society. These practices may have been imposed by members of one society on another. It is important to understand that similar customs may not necessarily mean that cultural universals exist. It may also indicate that a conquering nation used its power to enforce certain customs upon the defeated people. Sociologists might ask the question such as "Who determines the dominant cultural patterns?" For instance, religious is a cultural universal. However, history shows that in many casestraditional religious practices of indigenous people (early settlers) have often been repressed using violent means by conquerors that held immense economic and political power over them.

6.2.6 CulturalDiversity (Variables)

Each culture has a unique character. Cultures adapt to meet specific sets of circumstances, such as climate, level of technology, population and geography. This adaptation in reflected in the differences in all elements of culture. Despite the presence of cultural universals, there is still great variation or diversity among several elements of culture worldwide. Even within a single nation, certain segments of the population will develop cultural patterns which are different from those of the dominant group of the society. *Cultural diversity refers to the wide range of cultural differences found between societies and within societies.* Countries may differ from each other culturally on the basis of natural circumstances such as climate and geography. They may also differ on the basis on social circumstances such as level of technology and composition of population. Some nations such as Sweden may be referred to as homogenous societies, meaning they share common language, culture and religion. Whereas, the United States may be referred to as heterogeneous societies, meaning that they include people who are dissimilar in terms of their social, economic and ethnic characteristics.

One of the contributory factors to cultural diversity is migration in all its forms. A person who has migrated will carry his own culture in the new place. Such a person may be made to feel like an outsider by the members of society. Some analysts believe that it is possible to communicate with others despite differences in

race, ethnicity, origin, nationality, gender, social class or occupation, etc. People whose culture is different from the dominant group may also find reassurance and social support in a subculture or a counterculture.

6.3 ETHNOCENTRISM

A number of statements we use on a daily basis reflect our attitude that our culture is the best. We may use the term *developed, underdeveloped* or *primitive* to describe a society. We may consider our belief as religion, and other person's belief as superstition and mythology. It is extremely tempting to evaluate the practices of other cultures in terms of our own perceptions. Sociologist William Graham Sumner (1906) coined the term *ethnocentrism to refer to the tendency to assume that one's culture and way of life is superior to all others.* The ethnocentric person sees his or her own group as the center or defining point of culture and all other cultures as deviations from the 'normal'. The other culture is constantly judged against standards derived from the culture with which one is most familiar. For example, the European explorers often considered their conquests as uncivilized and barbaric tribes.

Ethnocentrism manifests itself in two ways: *positive ethnocentrism* and *negative ethnocentrism.* Most school children are taught to be proud of their school and their nation. The school song, the pledge and the national anthem are all forms of positive ethnocentrism. The functionalist perspective states that ethnocentrism is important at two levels: First it serves to maintain a sense of solidarity among people, and secondly, it promotes group pride. Yet, this type of social stability is established at cost of looking down upon other people's nations and cultures. Some Indians will find it unthinkable to leave their parental home and live life independently.

Negative ethnocentrism can also result from constant emphasis on the superiority of one's own group or nation. This attitude is reflected in the derogatory stereotypes and remarks about other people, especially the migrants or anybody who is not like 'us'. The comments may be on the customs, religious

practices, behavior, dress style or language of the immigrant which is completely different from those of the dominant-group members. From the conflict perspective ethnocentric value judgments devalue groups. This also results in denial of equal opportunities for the new group.

6.4 CULTURAL RELATIVISM

Cultural relativism is an alternative to ethnocentrism .*Cultural relativism is the belief that the behaviours and customs of any culture must be viewed and analyzed by the culture's own standards.* To get along well with others it is important to suspend judgment about other cultures and also view people's behavior from the perspective of their own culture (and not ours). Cultural relativism places a priority on understanding other cultures, rather than dismissing them as 'strange' or 'exotic'. Cultural relativism is an example of value neutrality in scientific study as professed by Max Weber.

Cultural relativism emphasizes that different social contexts give rise to different norms and values. Practices such as polygamy, bullfighting and monarchy need to be examined within the particular contexts of the cultures in which they are found. Anthropologist Marvin Harris (1974) uses cultural relativism to explain that despite widespread hunger and malnutrition in India, cattle are not killed and eaten because they are viewed as sacred. From a foreigner's point of view, it can be concluded that cow worship is the cause of hunger and poverty in India. On closer observation it can be seen that the Hindu taboo against killing cattle is related to their economic system. Live cows are more valuable. From the ecological point of view cows consume grass which is of little value to humans. They also produce two valuable resources: oxen (the neutered offspring of cows) to be used in farming and manure (for fuel and fertilizer). They also provide milk, cow dung and leather. Thus Harris concludes that culture must be viewed from the standpoint of those who live in a particular society.

Cultural relativism also has a downside. Sometimes it may be used to excuse customs and behavior (such as cannibalism) that may violate basic human rights. Cultural relativism is a part of

sociological imagination. Researchers must be aware of the customs and norms of the society they are studying and then spell out their background assumptions. Doing so will help others to spot possible biases in their studies.

There is another interesting extension of cultural relativism, which is referred to as *xenocentrism.*Xenocentrism is the belief that the products, styles, or ideas of one's society are inferior to those that originate elsewhere. In one sense, it is the opposite of ethnocentrism. Seen from the conflict perspective, xenocentrism has proven to create an economic impact especially in the developing countries. Consumers in the developing nations frequently degrade and look down upon locally produced goods and instead purchase items imported from Europe, Japan or North America.

Check Your Progress

1. Define Ethnocentrism. Can you give an example?

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2. Define Cultural Relativism. Is cultural relativism increasing amongst the people in our country? Give reasons for your answer.

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6.5 IS OUR CULTURE CHANGING?

Culture is ever-changing because of human imagination. Humans are producers as well as products of their culture. One pertinent question is '*Are human beings prisoners of culture*?'

Humans are born into a culture. The perceptions and ideas that we imbibe through our society do not leave us at any moment of our lives. Our tastes, moral compass and world view is shaped and reshaped by our culture. This can also result in perpetuating stereotypes about other cultures.

Humans cannot live without culture. But this capacity to create culture has some drawbacks. We may be the only creatures who apply symbolic meanings to objects. Culture is largely a habit. In many cases it limits our choices and drives us to repeat troubling patterns. Out of sheer habit we may engage in racial prejudice and gender discrimination. Additionally, in the age of information technology, our culture may be manipulated by the business-dominated media to generate profits in an unethical manner, thereby making us prisoners of our own cultures.

Human beings are cultural creatures and are different from animals. Biological instincts help to create a readymade world. But culture, on the other hand forces us to choose as we make and remake a world for ourselves. This is so evident in the cultural diversity of own society and human diversity around the world.

The issue of cultural diversity will gain importance in the future and in the field of education. Multicultural education that focuses on the contributions of a wide variety of people across cultures will be an issue of debate. Schools and educational institutions will have to face the challenge of embracing widespread cultural diversity. While doing so the institutions will have to convey a sense of community and national identity to its students.

Technological advancements will also affect culture in a profound way. With increasing access to technology and media there will be an increase in the flow of information. This will help expand cultural diffusion throughout the world. Technology can promote integration or fragmentation. Integration occurs when there is widespread acceptance of ideas. By contrast, fragmentation occurs when people in one culture hate or dislike the beliefs and actions of other cultures. Whether it is integration or fragmentation, technology will continue to revolutionize communication in society.

6.6 CONCLUSION

The structure of culture comprises of traits and complex. There are a number of culturally distinct groups within a society. If a distinct group fails to assimilate fully, it is referred to as a subculture. But if it challenges the accepted norms and values of the larger society, it may become a counterculture. In a diverse country like ours, there may be ethnocentrism tendencies but cultural relativism helps understand and appreciate the differences.

6.7 SUMMARY

Culture Trait: The smallest unit of culture is called a trait.

Culture complex is a cluster of related traits.

A **subculture** is a category of people, who share distinguishing attributes, beliefs, values, norms that set them apart from the dominant group.

A **counterculture** is a group that strongly rejects dominant societal values and norms and seeks alternative lifestyle.

Cultural universals are those customs and practices that occur across all societies.

Cultural diversity refers to the wide range of cultural differences found between societies and within societies.

Ethnocentrism to refer to the tendency to assume that one's culture and way of life is superior to all others.

Xenocentrism is the belief that the products, styles, or ideas of one's society are inferior to those that originate elsewhere.

Cultural relativism is the belief that the behaviours and customs of any culture must be viewed and analyzed by the culture's own standards.

6.8 QUESTIONS

1. Discuss the components of culture.
2. Evaluate the relationship between ethnocentrism and cultural relativism.

3. How do cultural universals and cultural variable help us in understanding society?
4. What are the implications of cultural changes for our future?

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7

NEW SOCIAL MEDIA- SOCIAL DIMENSION, SOCIAL NETWORKING SITES

Unit Structure:

7.0   Objectives

7.1   Introduction

7.2   Understanding social media

7.3   Sociology and social media

7.4   Types of social media

      7.4.1 Twitter

      7.4.2 Facebook

      7.4.3 LinkedIn

      7.4.4 YouTube

      7.4.5 Blogs

      7.4.6 WhatsApp

7.5   Social dimension of media

7.6   Let us sum up

7.7   Questions

7.8   References/Suggested Reading

7.0 OBJECTIVES

- ➢ To understand the concept of social media.
- ➢ To understand the role of sociology in social media.
- ➢ To explore the different types of social media.
- ➢ To understand the social dimension of social media.

7.1. INTRODUCTION:

Sociology is the study of human behavior in groups, how we live our everyday lives and how we interact with other human beings. Today with the advent of new technology the way we interact with each other socially, economically and politically has undergone change. Today we communicate online and replicate offline behavior through online portals like Facebook and other social media sites through which our social circle boundaries are changing. We might come across people whom we may have never met and may never even meet but we seem to know them thoroughly with all their personality traits. We also market ourselves professionally to the world with LinkedIn. This has been made possible through new social media. We do not only use social networking to keep in touch with friends; we also use it to express our likes and dislikes and express opinions on TV shows, products, events or celebrities. It is an interactive medium that supports and enables us to connect with others in a very personal and compelling way, through posts and conversations that actually happen on a very human level.

7.2 UNDERSTANDING SOCIAL MEDIA

What is social media?
The Cambridge dictionary defines Social media as,
"Websites and computer programs that allow people to communicate and share information on the internet using a computer or mobile phone."

The Merriam Webster dictionary defines social media as, 'forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)".

Social media is defined as a media for the society, for the people to get more social and start a conversation. It might be a thought, an opinion, a picture, a video, a quote that you can easily share with your network online. This open–mindedness to new

concepts and approaches today is a result of social media influencing our social, economic and political lives.

Social Media has bound people together in a common voice with a familiar goal. It has become the key source of dissemination of information. Take for example the massive protests outside the World Economic Forum in Davos, 2008 Mumbai attacks, the Arab Spring uprising, the public outcry against the 2012 gang rape in Delhi, the Anna Hazare movement of India Against Corruption, etc. In all these major international and national events, online social media networks were used to run campaigns, to spread the word and connect like-minded people. It helped in shaping public opinion in terms of meeting points and protests. With social media, Indians are voicing their opinions freely and actively. In 2012, Delhi was faced with its worst rape case in which a woman (Nirbhaya) was beaten and gang raped in a private bus in which she was travelling with a male friend. This incident saw a large number of protests – on the streets, in the newspapers, on TV as well as on social media. It put a lot of pressure on the government to arrest the criminals and punish them severely. This incident led to a number of popular apps for women such as Guardian (started by Microsoft), On Watch, Nirbhaya -Be fearless, FightBack and many others. In Mumbai, Seeti Bajao, an online campaign that asked women to whistle when in trouble, was started.

In all this, platforms such as Facebook, Twitter, WhatsApp and Instagram seem to have emerged and are being accepted as the fifth pillar of media after print, TV, digital and radio. More importantly, it is gradually being accepted as the fifth estate (if media was the fourth estate of a state or democracy).

Social platforms are powerful and intimidating tool for public advocacy. Nothing is hidden from the social media advocates that broadcast everything ranging from the option to report potholes, traffic problems, women's safety, mishandling of public utilities to corruption. An average citizen has come to have the power to turn the tide through public deliberations and discussions, giving the users a platform for expression. Take for example- A Bangalore based civil society organization, www.ipaidabribe.com has become an important place to discuss corruption at all levels of the

government. They are also there on Facebook, Twitter and YouTube that enables them to highlight corruption and empower common people by giving them a voice. In Delhi, localcircles.com is popular among people. It helps people to exchange information about water availability and domestic help, find blood donors and report corruption. Thus Social Media becomes not just a political tool but a solution provider.

Today the message is louder than the messenger. However everything broadcasted on social network forums is not guaranteed as opinions could be created and manipulated to suit private interests. This can be dangerous as it limits the scope for consensus, debate and tolerance of listening to opposite views. We come across trolls, hate mails that reduce space for open interaction.

Check your progress:
Explain the concept of social media.

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7.3. SOCIOLOGY AND SOCIAL MEDIA

Social media has influenced our lives today economically, politically and socially. Media has changed from being a monologue to a dialogue – or even more, an open debate, with personal opinions and uncensored debates.

Sociologists are interested in new social media and ask questions like the role of social media in our choice making decisions- whether social media restricts our choices or makes us more open minded and explore new things and ideas? Is content generated through new media controlled by those in power? Can owners of technology and power affect opinion far more than those

who are digitally deprived? Does social media in the words of Noam Chomsky, an American media critic, "manufacture consent"?Do social media manufacture consent based on the owners of the technology who sway public opinion on the basis of what they want us to perceive. This could be true. For example, if you like a political leader/ celebrity and often visit his/ her fan page, your friends and family will be made aware of your liking and that in a way is a method to influence them. The post on your timeline creates a newsfeed that your friends are seeing allowing peer influence. On the other hand, that one 'like' allows other pages linked to leader/ celebrity to then show up on your sponsored posts list to encourage you to like those too. How does technology change our lives for the better? Or does it? Does being part of online signature petitions make us more participative in promoting social change in the society? Does the constant flow of information mean we are more aware and engaged than any society before us? In this medium, opinion leaders hold plenty of sway. Whether it is politics, banking, consumer marketing, and durables, there are opinion leaders who have a fan following. They pre-digest the subject and make it friendly enough for all to have a say in it. To that extent, social media is not really as social as it seems. The common person on social media is always surrounded with information and ideas, many of which are hard to break down and digitally digest.

In the previous sections we studied about the various sociological perspectives. How can we understand social media from a sociological perspective? From the structural functionalist perspective one would discuss the social purposes technology and media serve. One would look at the manifest and latent functions of media and technology, as well as their role in social dysfunction. Someone applying the critical perspective would focus on the inequality created systematically by unequal access to media and technology. Someone applying the interactionist perspective to technology and the media might be interested in the creation of self and identity- the difference between the real lives we lead and the reality depicted on social forums.

We need to use our sociological imagination to explore how media and technology impact society. It is interesting to study the

process by which ideas spread through social media networks. Ideas, behavior and culture spread through the simple means of doing what others do.

Check your progress:
Bring out the relation between Sociology and social media.

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7.4 TYPES OF SOCIAL MEDIA

What comes to your mind when you think about social media?

New media encompasses all interactive forms of information exchange. These include social networking sites, blogs, podcasts, wikis, and virtual worlds, Facebook, WhatsApp, Instagram, twitter. However these networks represent just one of the many types of social media platforms. Social media networks can be categorised into social networking sites (twitter, Facebook, LinkedIn) which help us connect with family, friends and brands; social review sites (Trip advisor, Trivago, Zomato) which help us get information from community members for experiences of locations and travel, cuisine and stay; image sharing sites (Instagram, snapchat) with images that capture our imagination; video hosting sites (YouTube) that has revolutionised the way we watch and create videos; community blogs and discussion forums.

7.4.1. Twitter: Short, snappy, formal and quick is twitter. Twitter is what is happening in the world and what people are talking about right now. For elections campaigns and elected representatives, Twitter is a way to connect directly with constituents, voters and observers, affecting traditional media. For debates it is the instrument to set the stage and sow the idea in the minds of the public. For people it's a great platform to voice opinions and offer criticisms. Twitter is clearly the better media because it enables quick response and communication to a wide audience. About

10,000 tweets do the rounds every second. Twitter also echoes people's choices and views and brings them together. It allows them to get behind issues that they are concerned about. Twitter feed is a great on-spot meter of moods, ideas, reactions and behaviours. In 2016 Twitter had approximately 319 million active users.

Practically all leaders of state are on Twitter, from Presidents to Prime Ministers, to popular leaders in film, culture and sports. The world's top leaders have used this social media to declare various 'events'. Hashtags play an important role in Twitter conversations. They act as hyperlinks and help to launch search queries of that keyword. This is the ultimate goal of any campaign manager – creating a search tag that is pumped up by his team, followers of his ideas and then made into a 'trend'.

In India Twitter has been feared, avoided and criticized but today has been openly accepted and followed by most politicians who want to make a mark for themselves in the virtual world of politics.

Information is sent fast and it focuses on one thought since it is restricted to 140- characters. It is a one to one medium: Leaders and people can reach out to one another by sharing, retweeting or replying to a tweet. Twitter sets new trends. You can know what people are thinking by just following it.

Take for example in the Anna Hazare Anti-Corruption Movement, twitter was used to get the people together. During the Delhi rape case it was used to share details of night vigils, candle light marches, etc. Twitter is also used highlight the good work for example- police department in Bengaluru and Jaipur use twitter to highlight their work as well as display their helpline number.

Twitter chats, conferences and discussions have become a great way to reach out to a lot of people by hosting on Twitter. The response is instant, all you need is just the smartphone and there is no need for much planning and arrangements. A politician can instantly call for a discussion or debate on a burning issue and get the conversation going. So now you don't have to wait to watch TV

to see the debate. Social media has taken the prime time slot now rather than watching debates and discussions on television.

7.4.2. Facebook: Its power and reach make it one of the most effective spaces to get attention of constituents that matter to people and organizations. It is the plugins that allow people to just about participate and 'like' anything on any website if you are logged on into your account. The view of the cyber world has become important today. The number of 'likes' that a leader, politician, a friend receives is a sign of his or her popularity. By analyzing the likes or followers and 'how many were talking about it' – can show a person's popularity.

Facebook checks the pages of important figures by contacting them and making sure that they are not fake people operating it.

At the time of elections, user engagement is given the most importance. So, political parties create an interactive experience by involving people in discussions. Judging the opinions of people using Facebook questions or encouraging fans of your page to submit questions or common comments creates a genuine dialogue between politicians and their supporters.

Thus through crosslinking and feeding the website with regular updated material, Facebook becomes more 'social'. Facebook also has hashtags which are mostly seen at the end of lengthy posts or between sentences. This allows many people to engage in discussions that were earlier restricted to friends or friends of friends. Also Facebook has the trending and follow features. Now people can follow others even if they can't be friends. This works very well for leaders and political figures fan pages.

Misuse of Facebook is also present. Many believe people could take shortcuts to become popular. On Facebook, there are many websites advertising instant 'likes' in exchange for money. Several politicians are known to employ IT companies and have a dedicated IT team to use Facebook, twitter and YouTube to help politicians to increase their popularity as well as create negative publicity for their rival.

7.4.3LinkedIn: Unlike Facebook and Twitter, LinkedIn doesn't offer direct, great features, but that does not mean that it is not useful or powerful. It is mainly used for professionals to connect with each other or for job opportunities. But it helps to connect with similar or like-minded groups.

Just like twitter and Facebook, LinkedIn allows members to update their status, which could be a location, a viewpoint or a new change in life. This update can then become an engagement tool. Sharing public information, speeches and highlights of rallies can benefit any leader and politician.

In politics LinkedIn is a great place to engage with people who can plan and implement projects and help in campaigning. It also helps to do background checks on people who are interested to join a political party. It is a perfect networking tool in a more closed and controlled user group. Leaders looking to reach out to contacts and their contacts can join or support from outside, hold events and help in raising funds. It helps to build a brand image of a political party and politician. This will help in the long run to create followers who will spread the word further and you will also gain insights into what your followers care about.

7.4.4. YouTube: It is the world's second largest search engine after Google. There are thousands of people who use YouTube to get their message across. The audio-visual Video content is media friendly and easily available to many. Images and videos are also more easily shared. Videos are easy and quick communication and also influences more people to share them. The entertainment industry gains a lot from uploading videos on YouTube. It is also a place where leaders communicate with their constituents and control the messages that they give out. It is used mostly by the young population. They want to share their experiences on how policy, politics and civic life affect them.

7.4.5 Blogs: Blogging has fast become an important medium to spread ideas because it is expressional and informational. It allows writers to express their views creatively. Most interesting blogs allows people to follow current updates of any matter.

7.4.6. WhatsApp: It is an instant messaging app for smartphones. The app uses the Internet to   send text messages, images, video, user location and audio media messages. Over 900 million users are active worldwide using the WhatsApp service. The major difference between regular SMS text messages and WhatsApp text messages is that WhatsApp is free. You use the internet connection on your phone (Wi-Fi or part of you mobile data package depending on subscription or pre-paid type). Emoticons (example-smileys) are used as a type of non-verbal communication. As social media has become widespread, emoticons have played a significant role in communication through technology. They express "tones", "feelings" "emotions" through facial gestures while in the middle of a text based communication. They have many times even replaced text based communication.

Check your progress:
➢ Which of the following is not a form of new media?
1. Facebook.   2. LinkedIn.   3. A cable Television programme.
4. Instagram.   5.Twitter.
➢ Explain the different types of social media?

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7.5 SOCIAL DIMENSION OF MEDIA

Social media is a relatively new trend in India. It is the concept of using an electronic platform (for example computers, mobiles, tablets) to interact with people across the globe anywhere, anytime. It allows you to voice your opinions, share your thoughts, etc. with people.

Social Media describes websites that allow users to share content, media, etc. Common examples are the popular social networking sites like Facebook, Myspace, etc. Social media also includes YouTube, Photobucket, Flickr, and other sites aimed at photo and video sharing. Wikipedia and other online reference

sources are also counted as social media. In India the total number of social network users in 2018 was estimated at 326.1 million (statista.com).

Facebook is the largest accessed website accessed by 96% of all social media users and it is mostly used to connect with friends, publishing content and searching contacts. Today most smart phones come with a Facebook and WhatsApp. Social media is used by all-teenagers, sit-at-home moms, grandparents, restless youth, neighbours and leaders in each and every field. They are all engaging. They are all adding to the network and areinfluencing. In addition to influence, social media in the digital word has become the new form of "empowerment." Be it politics or simple consumption of goods, the consumer or voter feel that their opinion is important.

The power to influence a consumer has shifted from brand managers to brand users. Brands have realized that consumers today have their own views and they will listen to only what they want to listen and not what brands want them to listen. Hence brands – both business and political need to track, influence and then select the suitable medium and approach. Social media has become popular at a time when the consumption needs and market demands are changing. Behavior of individuals as a 'social being' is driven by what others are doing on social media. Social media influences population and their choice decisions. Consumption today is driven by choices made online which are further decided by algorithms and data analysis. Here, consumption is loosely defined as absorption of ideas, product purchases, opinion triggers, etc. The advertising that we see on Google or on Facebook page is led by our past searches on Google or our likes on Facebook.

Social media engagement demonstrates humanity's basic need to network; people feel happy and fulfilled when they interact with others. With each interaction at different level, a person's satisfaction increases. As people interact on a massive scale, there is more potential for them to influence each other's personal and professional lives.

Social media influences personal choices and behavior and sociologists in particular are interested in how social media creates

identity and the self. On networking sites we have multiple identities with *avatars*. An *avatar* is an image or username that represents person online, most often within forums and social networks. People drive the success of social media by taking any number of actions, from cultivating a large group of friends on Facebook or thousands of Twitter followers. They do so by consistently grooming their profiles to keep their followers and friends updated and interested.

Social media also enables users to form bonds related to common causes and organize events for social and political causes. For instance, Twitter and Facebook played a major role in political movements in Libya, Egypt, Tunisia and Algeria.

Social media has changed the way humans communicate. They no longer have to interact face-to-face. They can easily engage others around the world. This new aspect can create new power dynamics, where some voices become stronger than others due to their greater social media presence.

One of the biggest reasons for the success of social media is accessibility to people at incredible speeds. The interactivity of social media is what relates to human nature. The sociological characteristics of social media can be credited with its own progress. Human beings' influence on each other is a part of the phenomenon that is inevitable. People make choices in life (and the same applies to their interaction through social media) in large part due to what other people do and say.

Social media, and the interactions that people have through it, allows many different emotions to be expressed and relationships to flourish due to the ease of interactions.

Internet is used as a platform for presenting the self. Some expected, or manifest, functions of social networking sites are that they facilitate connections with family, friends, and other parties; allow members to share photos and videos; support discussions with like-minded people about hobbies and other interests; and help users to plan face-to-face meetings with friends. They also allow users to establish and maintain contacts with a far greater number of people than is typically possible using non-digital means. An

unexpected, or latent, function of social networking sites is that many offer users a tool that allows them to connect with people with whom they have lost contact, including lost relatives. One manifest dysfunction of such websites is that there is no way to tell whether people are presenting real or fabricated self-profile.

Many people create a Facebook page for the purpose of meeting like-minded friends or staying in touch, not thinking that potential employers may view postings for clues about someone's character apart from the resume and interview. An unexpected, or latent, dysfunction of social networking sites is that once something is posted for others to access, there is no way to control how it will be used.

Symbolic interactionists study social interaction and focus on self-awareness, symbols, and negotiated order. Symbolic interactionists are interested in learning how social networking platforms serve as a mirror, giving users especially teenagers the chance to be noticed by others and to receive feedback. Symbolic interactionists studying Facebook and other social networking sites familiarize themselves with vocabulary and symbols people use to convey intent and mood with words.

Social media helps to make informed choices but very often these choices are unanimously fed without realization. Take for example the popups on your communication platforms. Communication has become one-sided shrinking what Habermas referred to as the public sphere. .

Today social media has created a generation who live in the virtual world. Teenagers and youth consider themselves popular on the basis of how many friends they have on the various portals, how many likes and dislikes they have on their posts to gauge their popularity. Failure to get noticed on social media has serious repercussions leading to stress and anxiety among social media users to the extent of feeling rejected. The use of emoticons has created a generation that does not understand face to face interaction and everything is communicated through symbols. This is negative since they do not know how to present self in direct, face to face interaction on a daily basis in their everyday lives.

Check your progress:

1. How do social media create self and identity?

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2. What is the impact of social media on youth?

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7.6 LET US SUM UP

The advent of new technology has impacted our lives socially, economically and politically. Today offline communication is being done online through social networking sites making the world a smaller place. We live in virtual world with interconnections like never before. Unlike traditional medium like radio, print and television the reach of social media is far reaching. Social media can be categorised into social networking sites, microblogging, discussionforums and video sharing portals. Sociologists are interested in studying the impact of media and approach it from functionalist, critical and symbolic interactionist perspective.

The impact of social media is far reaching with easy accessibility due to easy access to smartphones. However the rise of social media is not without its challenges. The idea of self and identity is challenged with our various avatars, the challenge of manufacturing consent through manipulation of information, trolling are some challenges facing social media. Failure to get noticed on the new media portals also takes a psychological toll on the youth.

7.7 QUESTIONS

Q1. What is social media? Explain the social dimensions of media.

Q2. Briefly explain the different types of social media?

Q3. What is the social impact of social media? Explain with suitable examples.

Q4. Explain the impact of social media on youth.

Q5. How has digital media changed social interactions?

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8

NEW SOCIAL MEDIA- ECONOMIC AND POLITICAL DIMENSION

Unit Structure:

8.0   Objectives
8.1   Introduction
8.2. Economic dimension of social media
      8.2.1. Social media marketing
8.3. Political dimension of social media
      8.3.1   Role of Social media in 2019 elections in India
8.4. Let us sum up
8.5   Questions
8.6   References/ suggested readings

8.0 OBJECTIVES

➢ To understand the economic dimension of social media.
➢ To understand the relation between social media and politics.

8.1. INTRODUCTION

Social media has become popular at a time when the consumption needs and market demands are changing. The power to influence a consumer has shifted from brand managers to brand users. Brands have realized that consumers today have their own views and they will listen to only what they want to listen and not what brands want them to listen.Hence brands – both business and political need to track, influence and then select the suitable medium and approach. Behavior of individuals as a 'social being' is driven by what others are doing on social media which also includes the buying behavior for products.

8.2. ECONOMIC DIMENSION OF SOCIAL MEDIA

This section discusses how social media influence our consumer choices. Companies use advertising to sell to us, but the way they reach us is changing. Advertising has changed with technology. Conventional advertising is on the wane as technology and media have allowed consumers to bypass traditional advertising venues like the print media. New media allows consumers to bypass traditional advertising venues, causing companies to be more innovative as they try to gain our attention. Social media advertising, or social media targeting, are advertisements served to users on social media platforms. Social media marketing is a powerful way for businesses of all sizes to reach prospective customers through social media platforms like Facebook, Twitter, Instagram, etc. to achieve marketing and branding goals. Social media marketing includes activities like posting text and image updates, videos, and other content that drives audience engagement. Marketing of products through social media sites help companies in sale and achieving success.

For businesses, social media is an indispensable and significant tool. Companies use the platform to find and engage with customers, drive sales through advertising and promotion. It facilitates communication with customers. E-commerce, which can be conducted over computers, tablets, or smartphones, may be thought of as a modernized version of mail-order catalog shopping. All products and services are available through e-commerce transactions which include books, air tickets, financial services and electronicgoods. E commerce offers consumers the convenience to engage in business 24/7. They offer consumers with a wide range of products at competitive and comparative prices unavailable elsewhere. Retailers like Amazon offer instant gratification with quick delivery as premium option. Retailers online also provide their customers with easy, refundable and exchange offers. When digital purchases are dissatisfying if products do not match consumer expectations retailers exchange them readily thus increasing their sales. Social media helps in building customer relationships through loyalty programs linked to social media.

Social media is a multibillion dollar industry that is fueling the next generation of corporate giants. Major corporates today have digital marketing strategy led by experts who tap the available consumer base provided by social media. Take the case of Facebook- a free social network has created a social media marketing model using online advertisement and selling you goods and services in subtle ways without you realizing it. When consumers use these websites, at first they are given free services. They areencouraged to use these services more frequently.This is also when companies like Facebook start bombarding their customers with advertisements. Customers who were at first totally averse to advertisements later become increasingly more tolerant. Companies like Facebook also get consumers to sign over the rights to their privacy. The terms and conditions offered by this website are never read by anyone. However, they authorize Facebook to collect information regarding the user's activities both on and off the website. This data is then fed into a giant data mining algorithm which can then develop the most targeted advertisement targets for these consumers. Social media forums are fueling a generation that lays utmost emphasis on consumerism.

8.2.1. Social media marketing

Social media marketing is a form of online marketing that companies use to create and share content on social media networks to achieve marketing and branding goals. It includes activities like posting text, displaying company logos, image updates, videos and any other content that enhances audience engagement. Companies use variety of communication channels that include social media platforms like Facebook, Instagram, YouTube, and others. By using social media to create effective social marketing campaigns your brand or organization can make a big difference in people's lives, and the communities in which they live. More consumers are now engaged on social media and if companies do not use social media they are wasting an opportunity to compete and outsmart their competitors and reach out to prospective customers. Social media marketing enables companies to directly interact with their customers through social platforms like Facebook, Twitter, and Instagram etc.

Advertisers don't have to pay publishers and distributors any money to convey their message and sell products. Companies can create their own creative and interesting content and post them online that will attract viewers. Take for example Dell Company. They have used social media with its popular website IdeaStorm where users add ideas for new products vote them up or down and comment on submissions. Starbucks has also launched MyStarbucks Idea Site. Big brands use innovative viral and social marketing campaigns to sell their products. Small brands can achieve great success using social media and outsmart their competitors. Advertisers use social media as it costs less and is easier to get started and can have enormous financial impact on business. Companies use blogs to connect with potential customers. Twitter is used to announce offers and marketers tweet about new content, offers and news about their products.

Social media engagement is necessary to keep businesses afloat by helping them engage with potential customers. The interaction between brands on social media and potential customers help to establish rapport and trust. However businesses need to interact democratically and genuinely with their customers that involve listening, reading and participating, instead of simply throwing out mass marketing messages.

Check your progress:
1. What is social media marketing?

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2. How do new social media affect advertising and marketing?

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8.3 POLITICAL DIMENSION OF SOCIAL MEDIA

This section will focus on the role of social media in political campaigns. Do social media impact voting patterns? Do social media influence our politics? Why interacting is more important than informing? Can likes be votes?

Digital space for campaigning can be done through paid advertisements on Facebook, Google, YouTube and other online publishers, and disseminating political propaganda over private groups on Facebook and WhatsApp.

The 2014 general elections in India saw the use of social media for the first time on a mass scale to reach out to the electorate which continued even in the recently concluded 2019 elections. The elections were not only about being politically elected but also socially elected. Political leaders used the social media networks to convey to the first time voters who belonged to the demographic who have easy access to technology. The increasing use of social media amongst the new generation has made politicians take notice of the social media sites to campaign for themselves and the party. The BJP employed social media as a key campaign tool in the 2014 election. In sheer numbers, the BJP dominated social media during the election. It is considered that the 2014 Lok Sabha elections was essentially media election and it was 'media logic', not 'political logic' that determined the outcome of the elections, and the BJP's victory was largely due to its high voltage media campaign.

The current elections also has many first time voters who use digital medium and political parties have dedicated and committed social media team to reach out to the electorate. Campaigning via social media and connecting people online affects political leaders when combined with strong website. Though social media may not guarantee votes it is important to have online presence than none at all.

What India is witnessing today, the USA has already used before. In 2008, Barrack Obama used social media very effectively to win the Presidential elections. He employed a team of tech savvy people who adopted social media and data analysis, crafted ideas

to suitable media from Facebook to Twitter to public forums. Mr. Barack Obama used the online medium very effectively and ended up winning people's support as well as the elections. For that purpose he used tools like internet video, social networking outreach, online advertising and the MyBarackObama.com activist toolkit. In 2008, Barack Obama made his victory announcement also on Twitter. All these are a part of social media.

We see that social media has made icons of newcomers, produced new election experts, announced candidates, declared poll results, exposed politicians and even brought many down. On the negative side social media has been used for trolling- a negative campaign for the political rivals to bring them discredit.

Political campaigns are using social media now to sow an idea and then allow it to multiply through online communities of its fans, followers and friends. It is instant and campaigns, conversations and ideas just multiply fast and reach unlimited number of people. Rally, discussions and communication with people on the ground is immediately conveyed to a larger audience through the social media platforms.

Importance of Twitter was seen during elections in India. It is not only a medium for people to communicate with world leaders but also a way for these leaders to communicate with each other. On the one hand, it is a broadcast tool and on the other hand it allows access and engagement. The Prime Minister's office uses its @PMOIndiahandle effectively to make announcements or send out instant reactions – where it wants – on key issues.

Journalists get a lot of their news from Twitter too and this can get politicians into trouble. For example Prime Minister Narendra Modi became a joke on Twitter for wrongly spelling 'Lotus' (political symbol of BJP) as 'Louts' (an embarrassed British person). Rahul Gandhi does not use Twitter much but made headlines when he commented on Mayawati not "done much to lift the dalits in society". During the last elections Congress and BJP had set up "digital war rooms" to monitor online voter discussions and comments.

Knowing that social media brings people face to face with their leaders, it is important that politicians use if effectively as a marketing tool and take maximum benefit from it.

For politicians, social media especially Twitter is perfect for telling stories and sharing experiences. Twitter thus becomes an extension of them. It is also important that politicians personalize their accounts and stay up to date with what is being tweeted on their behalf by their team. Most politicians today have their own personal accounts too. Obama used and publicized his style by ending his tweet with -'BO'. Thus it was his personal touch that made him popular. Arvind Kejriwal says that he personally tweets on his own and doesn't let anyone else take care of his handle.

Facebook is more of a reflection and sharing medium while twitter spreads messages and themes like wildfire. For example; AAP managed to use a lot of their social media posts to drive people to see the AAP website where they invited donations. On Narendra Modi's Facebook page, you will find links that open up the website's video or audio for his fans. For politicians LinkedIn can be useful as it helps to increase networking with like-minded people across the world, to stay connected and to exchange the best work practices. The former British PM, David Cameron was very popular on LinkedIn connecting with business contacts of other countries. Same is with Narendra Modi, Bill gates, Obama and Nilenkani.

Indian politics has used Google to a large extent. It started elections portal in India giving voters a onetime access point to all the news related to elections and politics as well as information about various political parties. Google believes that the consumer and politics need each other and Google was only helping by giving both a platform. Google has tried to use the internet to shape democracy. It plans to empower the voters with all the information they need at a single destination for all upcoming elections. They plan to engage the voters with the candidates to make a participative democracy. It also helps people to vote – how to register, voter ID card, how to exercise vote, etc. Google is also aware that politicians are already using many of its platforms from Search to Google Hangout.

Most of the popular politicians effectively use videos to connect with the people. They update the video footage of events within minutes or hours of the event. They use online videos for their campaign ads, to telecast speeches and events and to convey messages to the people.

India's 2014 election was called a Facebook /Twitter election and as the largest democratic election in the world to date so much of it took place online. The present PM, Mr. N Modi made a name for himself as the first Indian politician to actively engage with citizens on social media since 2012 when he was CM of Gujarat, according to the Times of India. Infact #ModiHangout became a top trending topic in the country and the hangout itself became so popular it took 45 minutes to begin because the site kept crashing. When he won the elections, rather than use mainstream media, Modi announced his win via Twitter @narendramodi to his 4.27 million fans and encouraged voters to tweet their "fingies" or "ungli" in Hindi with the hashtag #selfiewithmodi. Selfies came in mostly from the younger crowds.

With so much noise being created about social media and its mediums and more and more youngsters joining in day-by-day, the world of Indian politics has finally woken up to its importance. More politicians, be it young or old are actively using social media. Since 2014 elections one sees that almost every political party and top political leaders used the social medium to get their message across the masses. E.g.:- Congress, Bharatiya Janata Party, Samajwadi Party, Bahujan Samaj Party, etc.

Each of these and the remaining ones have their own websites which was not seen some years back. And some of them also use other social mediums to interact with people. Let us look at the Congress party. Rahul Gandhi who is one of the icons of youth in India has used almost every social medium apart from actual communication to interact with the people and especially the youth. This makes us feel that they are within our reach.

Campaigning plays a very important and crucial role during elections. It showcases the party profile, their goals in near future and what the public can expect from them. In short, campaigning has a very strong effect on how the elections turn out.

Indian politicians are rushing to set up Facebook page, twitter handles and communicating directly with their vote bank online. It is clear that those politicians who directly communicate with them on a one to one basis are bound to be winners. Brand experts believe it makes sense for politicians and parties to address citizen's queries on a variety of social, municipal and national matters and engage with them. Social media is an important medium of propagating your mandate to the general public and assuring your voter that you care for them and be a problem solver. Harish Bijoor, a brand expert, feels that being on social media for politicians is no longer a choice. It has become essential. Leaders want to understand their importance and use social media and networking sites to position themselves. Social media may make brands for some, as well as break brands. Leaders have felt the need to connect with the youth by creating brands.

Given that the medium is fast, viral and widespread, does it reward the first movers? Narendra Modi's connect with the youth through all social media networks is much more. The victory of the Aam Aadmi Party (AAP) in Delhi in February in 2015 has shown that if you don't have money, social media can help in communicating with those who support you. It has also helped to discover new voters for the party. Much of the 2015 Delhi election - was fought on Facebook and Twitter. The canvassing loudspeakers, at high decibel levels in each Delhi *mohalla*, were replaced this time by hashtag wars fought by party followers on social media platforms. To spread information AAP released apps on Android like the list of their candidates of each constituency; voters question and answer column, etc. What's more important is that it didn't increase their campaign budgets like other traditional media did.

The role of networking sites on politics has been well established by the fact that the Election commission of India has rules and regulations to monitor the use of posts, tweets, etc.during election campaigns.

Social media has changed the way political parties and politicians meet and discuss politics. Google hangouts, Skype calls, and Facebook groups are where they meet nowadays. Politicians armed with smart phones are a common sight now and they often

tweet while at public events. They share pictures of their visits, give reactions to news and engage with voters online. Government organizations like the Planning Commission have a website and are also on Facebook. The deputy chairman of the Commission discussed the 12th plan on a Google hangout, making it the first in the history of a government organization.

Social media impacts politics in various ways. Political leaders are able to directly contact their voters without spending any money. Political campaigns produce commercials and publish them for free on YouTube instead of paying for time on television or the radio. Twitter and Facebook have become instrumental in organizing campaigns. Donald Trump, President of USA used twitter and Facebook extensively during his political campaign to reach out to potential voters. Social media help to customize the messages of political leaders based on selected demographics. For example in the recent elections in India social media reach was in both rural and urban areas and political parties focused on specific themes in selected regions and used messages based on the demographics. Social media helps in creating messages and targeting voters according to their age. A message for the youth may not appeal the same way to the elderly. Twitter and Facebook have energized younger voters, who have easy access to these platforms due to smartphones and this has had a profound impact on elections.

Nitin Pai, Director of the Takshashila Institute prescribes how politicians gain through social media. Social media enables politicians to engage with people directly and can strengthen their leadership brand. They can mobilise more efficiently the masses and help connect with an international audience as well. He also cautions that where social media users are a small fraction of the overall population it is important to be aware that the online population and discourse might not be representative of the real thing.

8.3.1 Role of social media in 2019 elections in India.

The 2019 elections also can be called as the elections played on social media. BJP started using social media much earlier when Narendra Modi was the chief minister of Gujarat. The 2014 elections was a big social media campaign. The other parties

though are late players have realized the reach of social media. The Congress party has seen a resurgence of social media strategy in the last one year. With 900 million voters in 2019 and with 300 million active users on Facebook, 200 million users on WhatsApp and about 35 million users on Twitter social media will have an impact on voting patterns. Its outreach has been widespread and the importance of social media can be determined by the fact that the election commission this time in 2019 issued guidelines on how political parties can use it. The election commission met the heads of Facebook, twitter and Instagram to ensure that these social media giants don't give advantage to any party specifically.

Across the political parties every leader in on social media and they communicate. Social media is a vital component of campaigning. Today the penetration of mobile phones is even at the grassroot level that allows decision making. Every political party has a dedicated team of digital experts who handle the IT cell of the party. The impact of social media can be gauged from the fact that between 10 March 2019 to 16 March 2019 the top 5 searched terms on Facebook were BJP, Congress, Modi, Rahul and India. The first phase of the Lok Sabha elections 2019 had Twitter buzzing with over 45.6 million tweets recorded in the election month which translates into 15 lakh tweets per day. Prime Minister Narendra Modi emerged as the most talked about political figure on Twitter in the election month. Theconversation on social media was dominated by topics like "national security, religion, jobs, agriculture, and taxes and trade".

Prime Minister Narendra Modi, who is followed by over 46 million people on Twitter, has used social media extensively to boost his political campaigning.The social media platforms also become a fertile ground for disseminating fake news and unchecked propaganda. During the recent 2019 elections one post that went viral on social media had BJP head Amit Shah saying, "We agree that for election, we need a war." That post, intended to showcase the BJP as a warmongering party, was seen by 2.5 million viewers and shared several thousand times before being taken down. It was later, proven to be a fake. Another post which went viral on WhatsApp intended to showcase the Congress as soft

on militancy, and claimed that a party leader had promised money to free terrorists and stonepelters. That was proven to be false as well. But by the time the truth catches up the fake news has spread like wild forest fire on the social media platforms.

Social media and messaging platforms do affect the choice India makes politically. As seen in the recently concluded elections political parties spent a considerable amount of the election campaigning funds on social media campaigning. Business today reported that according to Facebook's Ad Library Report, there were 1.21 lakh political ads with a total spending of more than Rs 26.5 crore between February and May 15 in 2019 elections in India. Political parties have spent over Rs 53 crore on digital platforms like Google and Facebook between February and May, with the Bharatiya Janata Party (BJP) accounting for major share of the spending followed by the Congress that spent Rs 1.46 crore on Facebook for 3,686 ads and Rs 2.71 crore on Google's platforms with 425 ads. Ruling party BJP spent Rs 4.23 crore on over 2,500 ads on Facebook. Supporting pages like 'My First Vote for Modi', 'Bharat Ke Mann Ki Baat' and 'Nation with NaMo' too, infused over Rs 4 crore on ads on the social networking platform that has well over 200 million users in India. On Google's platforms, it has spent more than Rs 17 crore. Similarly other parties too used social media with TMC spending Rs 29.28 lakhs, Aam Aadmi Party spent out Rs 13.62 lakh for 176 ads on the Facebook page.

Since many in 2019 elections were first time tech savvy voters the reach of social media was wide and had profound impact on elections. Thus one cannot underestimate the role of new media in politics

Check your progress:
1. Do social media affect the outcome of elections?

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2. Explain the relation between social media and elections.

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8.4 LET US SUM UP

Social media influence our consumer choices. New media allows consumers to bypass traditional advertising venues, causing companies to be more innovative as they try to gain our attention. Social media marketing and digital marketing have changed advertisement and consumer reaction.

Social media transcends the physical boundaries and brings the demographic, consumption behaviour and political choice making at the fingertips of an election campaign. It has made "social sanction" very important for politicians. Media, politics and elections are interrelated and social media platforms have become the essential ground for the discussion of political narratives and discourse. However one must be cautious as it can be used to disseminate fake news and rumors and one must exercise caution while engaging in a political dialogue on social media. Today, social media has affected the mainstream media who picks up views, sound bites from the social media. Social media is here to stay and no politician can underestimate the power of social media today. If leaders want to win elections they need to be aware of the power of new social media and they ought to be in the place where most people are – and that's online.

We can observe that social medium helps increase simultaneous interaction with everyone. No need to take appointments, wait for them to talk, we can talk to them just at the click of a button. No doubt its popularity is increasing day-by-day.

8.5 QUESTIONS:

Q1 Show the interrelation between social media and politics?
Q2 Describe the use of social media in politics.

Q3 What is media? Explain the role of media in politics.

Q4 Explain how social media is used for marketing and advertising.

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MODEL QUESTION PAPER
SEMESTER I

Note : 1) Attempt any five questions.

2) All questions carry equal marks (20 marks each)

1. Attempt Any Two sub Questions
   a. Discuss the various perspectives in sociology. Which one do you think is important and why? (10 Marks)
   b. Examine in detail how sociological outlook and sociological imagination helps one to develop a better understanding of society and social problem. (10 Marks)
   c. Highlight the significance of sociology in general and its importance in Indian society in particular. (10 Marks)

2. Attempt Any Two sub Questions
   a. What is social institutions? Explain its features, types and functions. (10 Marks)
   b. Evaluate the significance of religion as a social institution and explain its elements. (10 Marks)
   c. Discuss transformation and troubles in family life in present time. (10 Marks)

3. Attempt Any Two sub Question
   a. Define Culture. Discuss the important characteristics of culture. (10 Marks)
   b. Discuss the relation between culture and society. (10 Marks)
   c. Discuss the components of culture. (10 Marks)

4. Attempt Any Two sub Questions
   a. What is social media? Explain the social dimensions of media. (10 Marks)
   b. Show the interrelation between social media and politics? (10 Marks)
   c. Explain how social media is used for marketing and advertising. (10 Marks)

5. Write Short Note on ANY TWO of the following: (20 Marks)
   a. Sociological Imagination
   b. Ethnocentrism
   c. Political Spectrum
   d. The Impact of social Media

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SEMESTER - II

9

SOCIALIZATION: AGENTS, ROLE OF SOCIALIZATION, SELF AND SOCIALIZATION

Unit Structure

9.0   Objectives

9.1   Introduction

9.2   Agents of Socialization

9.3   Role of Socialization

9.4   Self and Socialization

9.5   Significance of Socialization

9.6   Summary

9.7   Questions

9.8   References

9.0 OBJECTIVES:

➢ To acquaint the students with meaning of socialization and its role

➢ To familiarize the students with the agents of socialization

➢ To understand the concept of self and socialization

9.1 INTRODUCTION:

What makes us what we are?

Is it our genes that we are born with or the environment in which we grew up? In fact, scholars have traditionally debated over the relative importance of biological inheritance and role of environment in human development. There has always been two camps Nature vs Nurture i.e heredity vs environment. Today,

scholars have recognized the interaction of both these factors in shaping human personality.

➢ **Case of Feral Children:**

Feral children are wild children who grow up without any socialization. One of the earliest case of feral child was reported by Kingsley Davis, 1940. Davis discussed two feral cases of Isabelle and Anna. When Anna was discovered in an attic she was five years of age. She could barely learn few basic life skills before she died at the age of 10. In case of Isabelle though she was isolated like Anna but had her deaf and dumb mother for her company. When she was found at the six years of age she picked up basic human social skills and was able to eventually attend school. According to Davis the difference in outcome in both these cases is due to nutrition and the fact that Isabelle had some social interaction with her deaf and dumb mother. Thus primary socialization is essential for development of children. There is complete lack of sense of self concept, pattern of multiple attachments and significant others, awareness about self and others, group and society in case of feral children. There are films that have portrayed the complexity of being a feral human child, particularly when a feral child attempts to socialize with other members of society for example The Jungle Book, is believed to be inspired by real life accounts of a feral child raised by animals.

➢ **Case of twins:**

Identical twins Oscar and Jack is a classic case of influence of heredity. Oscar and Jack were separated soon after their birth. They were raised in different cultural settings. Oscar was brought up by his maternal grandmother under the influence of the Hitler youth movement in Nazi Germany where he learnt to hate Jews. His twin brother Jack was raised by their Jews father in Trinidad. Jack became member of an Israeli Kibbutz and later also joined Israeli army. When the twin were reunited, decades later they had some startling similarities: both wore wire rimmed glass and moustaches. They both had liking for spicy food and sweet liquor, were absent minded, sported pocket shirts with epaulets, had habit of falling asleep while watching television, dipped buttered toast in their coffee, read magazines from back to front and so on. They also differed in many aspects like Jack was a workaholic while Oscar enjoyed leisure time activities. Oscar was traditionalist who

was domineering towards women while Jack was liberal and more accepting of feminism. Jack was very proud of his Jewish lineage while Oscar never mentioned it at all.

Primary result from this twin study reveals that both genetic factors and socializing experience play significant role in human development.

Check your progress:

1. Write a note of Nature vs Nurture.

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➢ **Socialization:**

Socialization is a process of learning which is lifelong. It begins at birth and end at death of an individual. It involves different forces that change individual's life courses and self-image. It is through the process of socialization people learn about social roles. Social roles are social expectations that an individual in a particular position follows. The process of socialization is culture specific but it doesn't mean that one culture is superior to another. It is a process through which people acquire essential skills and education to play their part in the social system.

Schaefer defines it as a process through which people learn the values, attitudes and appropriate actions as a member of a particular culture. For MacIver, it is a process whereby social being establish broad and profound relationship with each other, they become more bound up with and perceptive of the personality of others and themselves and establish a complex structure of broad and close association.

Young explain socialization as the process of inducting the individual in to the social and cultural world, making him or her member of a particular society and its different groups and also make him or her accept the norms and values of that society.

Characteristic of Socialization:

➢ It is a lifelong process which begins in cradle and end in grave. It never stops people keep learning throughout their life though there capacity to absorb may slow down as they grow older.

➢ It is a process whereby a bundle of flesh and blood is changed into a social being.

➢ Societal norms, values and expectations are transmitted from one generation to another through the process of socialization.

➢ The process of socialization differs from society to society.

Stages of Socialization:

At each stage of life people need to learn to make changes so as to deal with challenges and prospects in life. It is the process of socialization that help people to undergo through the transitory phase of their life and be adaptive to the changing environment.

This process of learning passes through the following stages:

1. Infancy and Childhood (0-14 years):

The first characteristics that a child identifies about self is gender and age. By the time the child is two years of age almost all them identify themselves as a girl or a boy. They also start to identify themselves with concrete and observable features such as I am elder brother, I have younger sister and express themselves like I like to play cricket. Thus they begin to see themselves through observable and verifiable features.

Once the child reaches childhood, describes self clearly so instead of specifying the activities start describing broadly for example I like sports instead cricket. At this age they start defining them and others in terms of traits and abilities for example friendly, loving. At this age children compare themselves with others and on the basis of these comparisons draw inferences.

2. Adolescence (15-20 years):

At this stage the children define themselves in terms of abstract qualities which stress their perceived psychological characteristics and emotions. They adopt for refined and analytical approach to define self. This stage is also characterise by conflict because on one hand the children try to go away from parental control and on the other they find that they cannot escape dependence on their parents. However, the parents today give their

adolescent children freedom to choose their educational career, life partners and so on. They want them to be accept new roles and responsibilities due to which the adolescence find themselves pressed.

3.   Adulthood (21-60 years):

Adulthood is a stage where the child becomes independent and is ready to start their own family. It is most crucial part of an individual's life because most of the important decision of life is taken at this stage such as profession, marriage etc., The individual has to takes many new and challenging roles for example employee, spouse and parents and learn to adapt to these new roles and positions.

Adulthood can be divided into two stages: the young adulthood and the matured adulthood. This period is characterised by excitement and sexual development. This also a period where an individual start to explore political and religious affiliation beside sexual. While the mature adulthood stands for self-evaluation. People may feel that years are passing and that they have not achieved much. It is a transitory period of individual's life and therefore require deep internalization of norms, values and attitudes that may be different from what they have learnt.

4.   Old age (60 and above):

It is last stage of transition that may begin after sixty. However, there is no universally accepted definition of old age it differ from society to society. At this stage people start their retirement plan. People find it difficult to readily accept change. Those who are able to manage well they remain social and active in old age also.

This is the most difficult period of people's life especially when they are economically dependent on their children. In traditional agricultural societies old people were respected and they had great role to play in the family level and the community level. But in fast changing world there knowledge becomes out dated sometimes they are left to live alone and fetch for themselves.

Socialization a lifelong process:

Socialization is not one time affair it is life long process. People are socialized continuously throughout their life through

various agents of socialization, family being the first agent and mother the first teacher. As people grow they come across various challenges and transitions in their life. People keep taking new roles and shed the old through the process of re-socialization for example taking up job.

Check your progress:

1.   What is socialization?

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2.   Explain stages of socialization.

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9.2 AGENTS OF SOCIALIZATION:

Socialization helps individual to understand their social roles better and successfully function in society. How the process of socialization takes place? How individual learn about the material and non-material aspects of their culture? It takes place through social interaction with various primary agencies of socialization such as family, peer group and school etc. Social agents are those people or groups that influence individuals concept of self, behaviour, attitudes and orientation towards life.

Family:

Family is the one of the vital socializing agent. Parents, siblings, grandparents and extended family members play significant role in the life of a child. They teach child how to perform

various tasks such as eating, toilet training, washing, basic communication skills, values, and relationship with others like friends, family. For most of the individual socialization begins in the family. It is through family the child learns about its culture and identify itself with the community he or she belong to. A child also gets his or her social status through his family. The family assist in the social, emotional and physical development of child. If a child lacks a family in his or her formative years of life then socialization for such child becomes difficult example feral children. As the child grows other agents of socialization such as peer group, school and mass media become influential agent of socialization.

➢ **School:**

Like family, school is also one of the primary agents of socialization. The school is a miniature society it has taken over some of the earlier functions of family. The child spends major part of growing up years in school. In school through various curricular and extracurricular activities the child learns social skills, roles and values which is necessary for overall development of child. The school provides both formal and informal education which helps the child to develop his intellectual capacity, acquire social skills, and become financially independent and responsible citizen.

➢ **Peer group:**

A peer group refers to a social group having members with common social positions, age and interests. In peer group there is free flow of ideas and emotions, a child may learns good habits or bad habits. A child may experience peer pressure to alter his or her behaviour, values attitudes and habits to conform to the peer group norms. It is here the child escapes supervision of parents and teachers and learn to develop relation on his own. In peer group the child learns to get along with others, learns moral values and norms, learns appropriate social and cultural roles and gender roles and become independent.

➢ **Work Place:**

Workplace is another important agent of socialization. As an adult an individual spend significant part of their life at workplace. At workplace an individual come in contact with people from different social, cultural religious, ethnic and economic background. The individual learn to respect diversity and become tolerant.

Successful work place socialization enable the new entrant to adapt easily and fit in the organization culture. This positively influence work motivation, job satisfaction and improves work efficiency and thus increase productivity.

At workplace the individual acquires necessary social skills, knowledge, and take over organizational roles. Through workplace socialization the individual learns to adopt to workplace behaviour, develop necessary skills and ability to adapt to the norms and values of the work place group.

Check your progress

1.   Discuss school and peer group as an agents of socialization.

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2.   Explain the role of family and work place as agents of Socialization.

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9.3 ROLE OF SOCIALIZATION:

The role of socialization is to prepare individual for social life by acquiring shared norms, values, belief system and behaviour of their society. It plays significant role in maintenance of society and well-being of the individual.

Arnett (1995) presented three fundamental goals of socialization:

➢ **To teach** individual to control impulses and develop a conscience. Socialization teaches individual to control their impulses and develop conscience.The individual achieve this by learning to understand what is expected of them by people

around them. Thus they learn to internalize the expectations of others and rationalize their impulses and develop a conscience.

➤ **To prepare** for social roles. Socialization prepares individual for social roles example gender roles, marriage, parenthood.

➤ **To cultivate** shared sources of meaning and values. Socialization promotes shared sources of meaning and values. It is culture specific because individual learn to identify what is vital and valued within their culture.

9.4 SELF AND SOCIALIZATION:

All human beings are born with genetic makeup and biological traits. However, they grow and develop through social interactions. In the opinion of various scholars the process of self-development act as a precursor to understand how "self" becomes socialized. The self is a distinct identity that sets individual apart from others. It is not static, it continues to develop and change throughout life. One of the earliest sociological approach to understand self was **Cooley's looking glass** self. In the words of Gecas and Schwable (1983) looking glass self is the understanding that "our self concepts are formed as reflections of the responses and evaluations of others in our environment". Cooley expanded the belief that we learn about ourselves by interacting with others. Our perception about ourselves therefore comes not only from direct contemplation of our personal qualities but also from our impression about how others view us. Cooley applied the term "looking glass self to express that the self is the product of our social interaction". The process of developing self-identity goes through three phases:

➤ We imagine **how we present ourselves** in front of others such as friends and relatives.
➤ We imagine **how others examine us** for example while buying jeans we imagine how our friends will look at it.
➤ We **develop some kind of impression** about ourselves i.e. self-concept.

A favorable image in the "social mirror" leads to development of positive self-concept and a negative image leads to development of negative self-concept. This development process is continuous

and lifelong. Even if we misinterpret others' view, the misinterpretation become part of self-concept.

The elusive yet critical aspect of Cooley's looking glass self is that the self-develop from an individual imagination of how others view him or her. As a result an individual can develop self-identities based on incorrect perceptions of how others view him or her.

G.H. Mead agreed with Cooley's concept of looking glass self but added that play is crucial for the development of self. In his Theory of stages of self he came up with a useful model of the process through which the self develops, passing through three successive stages:

➢ **Preparatory stage:** During this stage children mimic the people around them with whom they interact continuously for example parents or siblings. Thus self is a social product which develops from the relation with others. As they grow older, they will more aptly use symbols to communicate with others by interacting with friends and relatives also now a days watching various programmes on television. The children will continue to use this form of communication throughout their life.

➢ **Play Stage:** In this stage the children develop skills to communicate using symbols and gradually become aware of social relationship. They start pretending to be other people some time to be mother, teacher, police man, Iron Man, ShaktimaanChottaBheem etc., One of the important aspect of this stage according to Mead is "role taking". It is a process whereby a child mentally assume the perspective of another and responds through that imagined point of view for example playing house-house or teacher.

➢ **Game Stage:** Here, the child matures and learns to respond to "generalized others". In other words in this stage children not only learn to perceive their own social position but also of "significant others" around them. By "generalized others" Mead meant the attitude, the point of view and expectation of society as a whole that a child taken into consideration in his or her behaviour. While "significant others" refers to those with whom the child is closely related or continuously interact such as parents, siblings, friends and teachers. Thus the child gets Social Identity.

Meads theory of self, made significant contribution in understanding of social self. The two facets of self according to him is **"I"** and **"Me"**. The "I" is the creative and spontaneous aspect of self, on the other hand the "Me" is passive aspect of self that develops from the internalized expectation of the society. However, despite the difference these two facets of self compliment each other. The development of both these aspect of self is essential not only for individual but also for the society because society needs not only creativity but also some sort of conformity.

Ervin Goffman in "In the Presentation of Self in Everyday life", views social relationship dramaturgically, that is from the perspective of theoretical performances (Eklin, 1958). According to Goffman in everyday life there is script, roles, action, costumes and audience. People behave like an actors on stage playing variety of roles. The audience are other individuals who watch the actors performing roles and respond to their performances. Similar to theatrical performances, in social interaction too there is region where the individual performsthe "front stage and back stage". A "front stage"behaviour is where the individual performs in front of their audience to create positive impression that is impression management. It is routinized behaviour based on learned social script that is influenced by cultural norms for example airhostess. In "back stage" performance the individual is relaxed and is himselfor herself because there is no one to observe him or her. The individual is relieved of the roles, feels comfortable and is his or her true self's example when at home.

Check your progress:
1.   Describe role of socialization.

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2. Write a note on self and socialization.

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9.5 SIGNIFICANCE OF SOCIALIZATION:

The process of socialization is crucial for both the individual and the society. Because individual and their social world are interconnected and it cannot separated. The society perpetuates itself by teaching the values, beliefs and culture to its new members. If the new entrant does not internalize it than it is difficult for him or her to exist. Similarly it is essential that the culture, values and belief system are transmitted from one generation to another for the survival of the society.

Social interaction gives meaning to the life of individuals as they begin to see themselves through the lens of others and come to know who they are and learn to fit into the world around them. They learn about the basic material and non-material culture, everything from how to walk, talk, dress appropriately, how to eat, what to eat and when to eat, learn language etc., Thus without socialization individuals may not have sense of self and would not be able to function as social being. Therefore socialization is essential for sound development of individual and society.

9.6 SUMMARY

There is continues debate over what determines human behaviour? Nature or Nurture. Numerous study of feral children brings to light that though heredity plays and important role but society too plays significant part to make people human. People acquire identity of self, who they are and what makes them through socialization, learning language and from various forms of human contact. The theoretical insights of Cooley, Mead and Goffman

demonstrate how people acquire morality, reasoning skills and develop their personality and sense of self through the process of social interaction andobservation.

People learn to think, act, and behave through various agents of socialization. It help in the development of self-concept, attitudes, societal norms, behaviour and orientation towards life. The major agents of socialization are family, school, mass media and work place. These agents of socialization reinforce social and cultural norms and values.

Despite strong and profound impact of socialization on people, people have self and the self is dynamic. People make their own choices based on reasoning and logic. People are not passive receiver but actively participate in social construction of their self. People change themselves by interacting with various agents and ideas.

9.7 QUESTIONS:

1. What is Socialization? Discuss various agents of socialization.
2. Articulate Cooley's theory of development of self.
3. Examine Meads and Goffman's theory of self.
 4. Socialization is a lifelong process. Comment.

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10

SOCIALIZATION: ANTICIPATORY SOCIALIZATION, RE-SOCIALIZATION, GENDER SOCIALIZATION AND POLITICAL SOCIALIZATION

Unit Structure

10.0 OBJECTIVES

➢ To acquaint the students with meaning of anticipatory socialization and re-socialization
➢ To understand the concept of gender socialization
➢ To familiarize the students with political socialization

10.1 INTRODUCTION:

Socialization is a process to create social imagination. It intersect with our cultural and personal experiences and helps to develop our self. The development of self is continues process it

begins in cradle and ends in grave. However the two basic types of socialization is primary and secondary.

Primary and Secondary Socialization:

Primary socialization refers to socialization that occurs when a child learns the behaviour, attitudes, values and actions as a members of a society. It is therefore called as childhood socialization. It is essential for mental and physical development of a child. It takes place within family. It is most basic form of socialization. Whatever the child learns through the process of primary socialization stays with him or her for life.

Secondary socialization refers to the process of learning the appropriate attitudes, behaviours and values as member of smaller group outside the family. It begins when an individual start interacting with social agents other than family example educational institute. It is also called as adult socialization. Secondary socialization is important because it show the way an individual learn about the nature of its social world beyond his or her primary contacts.

Primary socialization plays a prominent role in childhood and secondary socialization is prominent in adulthood. Socialization thus is a social process comprising interactions between people. It takes place in multiple contexts due to contact with various social groups. The most prominent contributors to the process of socialization are family, peer group, educational institutes and work place. Each of these agents have values, attitudes and culture that an individual must acquire in order to gain acceptance in the group. Socialization has great impact on the way an individual think about a particular problem and approach those problem. It is a continuous process and people undergo anticipatory and re-socialization throughout their life course.

10.2 ANTICIPATORY SOCIALIZATION:

The term anticipatory socialization was first used by **Robert Merton** in his study of US military in 1949. It refers to the process whereby people embrace the values and standards of groups that they are willing to join, so as to confirm their entry into the group and aptly interact once they are accepted in the group. It means

changing one's behaviour and outlook in order to prepare for some new role.

Merton and Kitt (1950) assert that anticipatory socialization occurs either by push or pull. By push they meant forces that push people away from certain roles or behaviour linked with that particular role; pull means that forces which pulls people towards a specific role or behaviour linked to that particular role for example threat of being punished for copying during exam keeps students away from using unfair means. On the other hand high pay package, social prestige, better future prospects may pull people to select certain careers for example craze for medicine, engineering or MBA in India.

People's social identity is developed through anticipatory socialization. Both the pull and the push factors associated with anticipatory socialization help people to develop positive social identity. It helps people to keep negativity in the form of beliefs, values and attitudes at bay and aid in achieving desirable social identity.

10.3 RE-SOCIALIZATION:

It involves the process to acquire new set of norms, values, attitudes and behaviour that brings about transition from one roles to the other. It is the most common form of socialization as throughout life we keep on acquiring new experiences and roles. Re-socialization can bring about minor or major changes in the life of individual example joining new job ormigration to another country where the migrants has to learn the culture, values and practices of the host country so that he or she can fit in. Re-socialization is natural, throughout life people acquire new sets of values and behaviour and discard the old for example marriage and parenthood no formal training is required. But in some case re-socialization is essential to take over new roles and challenges, people have to go through formal training and show that they have learned the code of conduct, appropriate values and attitudes to fit in the new roles. Thus re-socialization is different from the formative socialization as re-socialization redirects individual's development.

Re-socialization can be voluntary or involuntary. In voluntary socialization people on their own participate in programs to reinvent themselves for example drug addict register self for rehabilitation program. Involuntary socialization is also called as imposed socialization. It means people are forced to undergo training to learn to unlearn certain norms, values and attitudes for example military boot camp.

Re-socialization, De-socialization and Total Institutions:

Re-socialization is rapid and brings about basic changes in once life. It means discarding the earlier norms and values and learning the new which may be completely different from the former norms and values. De-socialization occurs before re-socialization. It means shedding the previous beliefs, values and attitudes so that one may take up partly or totally new norms, values and attitudes in order to be part of a new group. The process of re-socialization and de-socialization takes place in total institutions.

Goffman coined the term total institutions. He referred to institutions such as concentration camps, mental hospitals, boarding schools and religious cult as total institutions. In such institutions people have very limited relation with the outside world. They are under close surveillance and control of the agents of the institutions. People have to forgo the earlier roles, identity, values and norms and acquire the new values, attitudes and norms. Often punishment and rewards are used for people to learn new roles, statuses and values.The important characteristics of total institutions are:

➢ The staff of the institutions administer and supervise the activities for the inmates.
➢ The life of inmates in total institutions are standardized for example uniforms, same food and activities.
➢ The inmate's behaviour and daily activities are regulated by formal rules.

Through the process of re-socialization the staff of the total institution attempt to bring about changes in the personality of the inmates. The inmates are isolated and confined to barracks, locked doors, tiny windows and fences even visitors are not allowed to visit frequently and there is limitation on access to phone calls. For the

inmates the institution becomes their world, this allows the staff to bring about expected change in behaviour of the inmates.

The impact of re-socialization cannot be same for everyone. This is evident from feral cases where some feral children were re-socialized while in other case the attempt of re-socialization failed. If an individual is kept for a long period in confined and controlled environment that hampers his or her ability to think and act independently. This process is called institutionalization and it has negative effect on the personality of the individual. The individual once out of total institution find it difficult to adapt to the world outside.

Check your progress:
1.   What is Anticipatory Socialization?

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2.   Explain the term Re-socialization.

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3.   Explain voluntary and involuntary re-socialization.

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4.   Write a note on role of total institutions in re-socialization.

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10.4 GENDER SOCIALIZATION:

Gender socialization is a process by which children of different sexes are socialized in a gender specific roles.Ryle (2011) explain gender socialization as social learning concerning gender, and it consists of two interrelated and often used constructs; gender norms and gender identity. Gender norms means the set of rules that is appropriate feminine and masculine behaviour in a particular culture and gender identity is how people identify themselves as being female or male. It is multidimensional concept that occurs over a period of time and people acquire it through gender norms of their society and subsequently it becomes their gender identity.

The children learn what it means to be a female or male through socialization. It starts with the birth of child when the physician says it is a 'baby girl or a baby boy' and followed by parents welcoming their bundle of joy by decorating the nursery in pink for a girl with flowers, soft toys and butterflies. The girl child is dressed in frilly dresses. The parents do not even realize that they are training their child to become perfect women. The child learns that a perfect women should be presentable, hospitable, rear children and so on.

Conversely, the parents prepare the nursery of a boy by painting it in blue, decorating it with animals or something that represent toughness. There toys comprises of guns, cars, video games, etc,. They often were jeans, T shirts and shoes. At very young age they learn that Papa earns and mamma cooks. Boys are not at all trained in doing household chores. There is always pressure on the boys to portray themselves as brave, protective and macho. These stereotypical gender roles can be observed in the field of sports, education, politics, and labour market for

example women become gynecologist while men become heart specialist, similarly primary school teachers are mostly women and men in teaching profession generally teach mathematics and science or girls pursue arts and boys' commerce and science.

What are gender stereotypes?

The term gender stereotype refers to generalized outlook about characteristics or the roles that are performed or possessed or ought to be possessed by men and women. It is detrimental for both men and women as it restricts their capacity to develop their personality, capabilities, career choices, and make decisions about their lives. It violates their fundamental rights and freedom of choice for example marital rape in many countries is not criminalized because society view women as sexual property of their men.

Kane (1996) argues that children at very young age of two to three become aware of their gender roles. By the time they reach four the idea of culturally apt gender roles is fully ingrained in them. Children learn to pick up these roles through the process of socialization, a process through which the children acquire societal beliefs, norms, values and attitudes. Children acquire their gender roles through the agencies of socialization such as family, school, peer group and mass media. Each of these agencies of socialization attempts to strengthen gender stereotypical roles.

Check your progress:

1.   What is gender socialization?

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2.   Explain gender stereotype?

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10.5 APPROACHES TO UNDERSTAND GENDER SOCIALIZATION:

Various fields have contributed to the understanding of gender socialization such as feminist studies, queer movement, and advancement in the understanding of social and biological phenomena and so on. The attempt to understand the concept of gender socialization originated from the discipline of psychology. Some of the significant contribution of the discipline of psychology are as follows:

➢ **Social learning:** Gender socialization takes place through social learning from the environment such as family, school. An individual learn to tune its behaviour with the environment.

➢ **Children as agent:** Children are active agents of socialization, they have cognitive ability to process and internalize specific information.

➢ **Stages of socialization:** Different stages of socialization surface from individuals maturing cognitive capacity and their social experiences.

➢ **Integration:** For an inclusive understanding of socialization it is necessary to integrate cognitive motivational factor and socio-structural factor.

Sociological understanding of gender socialization:

The sociological viewpoint stress that gender is learned through socialization. It rejects biologically deterministic tradition for differences in gender and gendered behaviour. One of the most important perspective is structural functionalism.

Structural functionalism focusses on the role of social structures in defining the contours of the society and organizations. It considers family as the core component of society and gender roles within marriage assumes prominent place. According to this perspective gender roles were well defined before the pre-industrial societies where men would and do work what so ever outside the home and women took care of domestic chores. These roles were thought to be functional as women were unable to take over responsibilities outside due to their physical constraint such as pregnancy, birth of child and nursing. Once these roles were

established it was passed on from generation to generation and it served as effective and efficient means to keep family as a system functioning.

For functionalist gender roles contribute for stable social relations. In the view point of Talcott Parsons women perform expressive role by managing household chores and taking care of emotional need of the family members and nurturing, men perform instrumental role of earning and providing for the family and making important decisions in the family.

For G. Murdock this arrangement was practical and convenient as women would take over domestic responsibilities and men would concentrate on work outside home. He considered this arrangement logical for the organization of society.

Conflict perspective see society as a struggle for dominance among social groups and these social groups compete for scarce resources. They view men as the dominant group and women as subordinates. For conflict theorist social issues arises when the dominant group oppresses the subordinate group. The conflict perspective stresses on the role of capitalism, social class and power on shaping relation within the family and marriage. Engels points out that same bourgeoisie and proletariat (owner and worker) relationships prevail in family as is seen in the labour market. Women take over the role of worker and men the owner. This is because women are dependent on men to acquire resources and the condition of women is even worst when she is financially dependent on her spouse. Men's work is valued but women whether she works at home or she is in paid work it is not valued at all. However, the contemporary conflict theorists suggest that women when in paid work can gain power in the family structure and this would lead to the creation of democratic environment at home but still they will have to still take over the major domestic responsibilities than men.

Interactionist apply micro approach to understand gender. For them gender inequality exists due to socialization process and every day interaction and use of symbols. In the words of West and Zimmerman we are always 'doing gender'. It means that gender is socially constructed difference between men and women.

Another important contribution to understand gender socialization comes from queer theory. This perspective examines issues of sexuality, power and marginalized people. It is influenced by the work of post-structural theorists like Friedrich Nietzsche and Michel Foucault and psychoanalysis. The queer viewpoint questions gender stereotypes and did not believe in binary categories such as masculine and feminine, male or female, straight or gay. For them gender is less about body and more about discourses, rituals and practices.

Feminist view on gender:

Simone de Beauvoir claimed that women are not born but rather they become, through the process of gender socialization. They learn feminine traits and behaviour through the process of socialization. Various branches of feminism attempts to explain the cause of gender inequality rooted in social processes such as patriarchy, capitalism, sexism and racism. In Kate Millets view gender differences are cultural rather than biological and it results from differential treatment given to men and women through the process of gender socialization. In her opinion gender is sum total of the parents, peers and the cultural notion of what is apt for men and women by the way of status, worth, interests, temperament, gestures and expressions. Women are socialized to play subordinate roles, passive, docile and ignorant. As these roles are learnt through the process of socialization it can be unlearn.

All the above perspective in understanding of gender socialization has contributed towards a multidimensional viewpoint that state gender as embedded at individual, institutional and intersectional level of society.

Check your progress:

1.   Explain gender socialization.

10.6 POLITICAL SOCIALIZATION:

Political socialization is a process by which people internalize political beliefs, norms, values and behaviour. According to Aberle, political socialization are patterns of social actions that are developed in people through skills, motives and behaviour which is essential to perform the current roles or anticipatory roles. Austin and Nelson define political socialization as a process through which people gain required knowledge, skills and outlook that enable them to function aptly in the social and political culture. While for Ball political socialization is to establish and develop necessary attitudes and beliefs about the political system.Political socialization is thus a process by which attitudes and public opinions are formed towards the political system. It prepares the citizens to play greater roles in political decision making and thereby contribute for the development of political culture. Political socialization like any other form so is a lifelong process that socializes the social unit towards a political life and establishes relationship between civil society and the polity.

Political socialization inculcate in people those values that help in creating awareness of the political world and understanding of the political events. Politically socialized people acquire political orientations and patterns of behaviour that give them opportunity to learn basics of politics that is essential for the smooth functioning of the democratic society.

For sociologist political socialization is essentially a process by which relationship is developed between political system and society. People get involved in political process through political socialization. It is a lifelong process through which political culture is transmitted.

Goals of Political Socialization:
➢ To transmit of political values from one generation to another.
➢ To mold and transmit nations political culture.
➢ To instill trust in people by introducing them to political norms, values and attitudes.
➢ To create sense of responsibility in the citizens.
➢ To maintain stability in political system.

> To understand political system and cherish the values, ideas and beliefs that are essential for smooth functioning of political system.

10.7 FORMS OF POLITICAL SOCIALIZATION:

Political socialization can be classified as follows:

> **Manifest or Direct political socialization:**

In manifest political socialization the information, values or norms transmitted is political and people acquire the information from agents of socialization such as family, peer group and teachers about the functioning of the government and ideology of various political parties for example civics courses in school which provides information on fundamental rights and fundamental duties.

> **Indirect or Latent political Socialization:**

Indirect political socialization starts with non-political orientations and results in political orientation. It consists of fundamental features of general culture that impacts political sphere. It takes place through channels such as general social conditions and behaviour resulting in political action or inaction. People acquire necessary skills and techniques by participating in non-political activities that may develop their political skill as an adult participation in university politics.

> **Particularistic Socialization:**

In particularistic socialization political ideas of people are directed towards certain value, which they need to follow and appreciate. Entire political energies are directed towards achieving that particular political values.

> **Universalistic socialization:**

In universalistic political socialization is not unidirectional like particularistic political socialization. Here attempt is made to develop liberal views. People learn and perform various roles in different aspect of their life.

Political socialization is thus a complex process in which various institutions and agencies work formally or informally, intentionally or unintentionally as agents of transmitting political

knowledge, values and attitudes. The important agencies of political socialization are mass media, peer group, political parties, students unions, trade unions, women organizations and so on.

Check your progress:

1.   What is political socialization?

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2.   Explain the goals of political socialization.

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3.   Describe types of political socialization.

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10.8 STATE SOCIETY INTERFACE AND POLITICAL SOCIALIZATION:

In the State society interface government institutions are the key player. The member of government institutions and society interact with each other at various levels for example economic and social reforms, policy making. Society's demands are met by the guidelines of the State. The social dynamism at a particular point of

time plays significant role in deciding whether the State and Society relationship will be of conflict or cooperation. Political socialization give impetus to State and society relationship. It helps people to participate in the political life of the country. For any democracy to be successful it is necessary to initiate citizens into political life of the nation and integrate them with the wants of the society.

10.9 SUMMARY:

Socialization is continues process. It does not end as one reaches adulthood. People as an adult adapt and mature through the process of anticipatory socialization and re-socialization. Anticipatory socialization is preparing oneself for upcoming roles in life. This act makes people to adapt and accept changes much easily. In addition to this people also experience re-socialization in their life course due some fundamental changes and priorities such as marriage, parenthood, religious conversion, new job etc.,

By the processes of anticipatory and re-socialization we continuously adapt to changes in society and also in our chronologically aging process.

Gender socialization and political socialization are part of larger process of socialization. Gender socialization is process whereby men and women are socialized differently. They are raised to conform to gender roles. The sociological perspective on gender socialization reveals that interaction between social structural forces and individual agency is significant aspect of gender socialization. Gender is done through everyday practices. It is dynamic and should be considered within specific place, time and space.People learn appropriate gender roles through the agents of socialization such as family, mass media, school and peer groups. Political socialization is a process whereby people acquire attitudes, values, norms and beliefs that make them responsible citizens of their country. It is essential for smooth functioning of democracy and participation of people in the civic life. For sociologist political socialization is a lifelong process and play key role in maintaining equilibrium in society. Family, mass media, educational and government institutions play significant role in transmission of political values.

10.10 QUESTIONS

1. Discuss re-socialization and anticipatory socialization with examples.
2. Examine the concept of gender socialization.
3. Analyse the concept of political socialization.
4. Write a note on primary and secondary socialization.

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11

CRIME & DEVIANCE
Perspectives On Crime

Unit Structure

11.0 OBJECTIVES

➢ After reading this unit, you will be able to:

➢ Define the concept of deviance and crime

➢ Identify the difference between Crime and Deviance

➢ To explore measures available to control the crime rates

11.1 INTRODUCTION

In today's scenario, every day we either witness or hear new stories of crime. The mass media regularly reports stories of unimaginable crimes which usually disturbs the mental state not only of the victims but also the society where such acts are committed.

Very often we hear people saying that with an increase in modernity & changing lifestyles, crime has become a persistent occurring in our society. But does that mean that the traditional societies were away from the criminal activities? Did everyone totally confirm to the norms of the society? In traditional societies too, there were people who did not confirm to the norms, thus acting in a deviant manner. But as there were lesser legal sanctions, and mostly the victims themselves were reluctant to file cases against the perpetrators, only few acts were reported & therefore the rate of criminal activities recorded was low.

Most of the time we tend to use the terms crime and deviance synonymously which is totally wrong. It is therefore important to have a clear understanding of the terms. In many conditions deviant actions does not always lead to criminal activities but, criminal activities are always considered as deviant.

11.2 DEFINITION OF DEVIANCE

Deviance, in simple terms can be understood as those Acts which do not meet the expectations of society. Every society has prescribed rules and regulations which every member is expected to follow. When a person breaks such a rule, he is said to be acting as a deviant.

Therefore the term deviance can be understood as any act of non conformity with the societal rules & regulations. However, it does not impose any legal sanctions. These kinds of behaviors usually transgress common norms of the society.

Certain acts of deviance can be overlooked or can be viewed as understandable. Certain acts can be even positively

rewarded. E.g A soldier who uses violent behavior to protect his country will be rewarded with a medal. However, if the act of deviance violates the legally prescribed norms, imposes legal sanctions, such an act is termed as a crime.

11.2.1 Characteristics of Deviant Behavior

Following are a few characteristics of a deviant behavior

➢ **Deviance is socially constructed**

Members of a society define what is acceptable and what is not. Acts which are not accepted by the society are termed as deviant acts. Therefore, one can say that Deviance is a socially constructed phenomenon.

➢ **Differs from one society to another**

Very often, what is considered as deviant in one society may be acceptable in the other. E.g Even today, intercaste marriages may not be accepted in many societies whereas the other societies may not only accept but may also support such marriages.

➢ **What is deviant may change from time to time**

It can be said that deviant acts are usually unstable. What was labeled as deviant earlier may be acceptable today and so on. Most of the acts which are not acceptable today may become acceptable in the future. E.g. In India, widow remarriages were prohibited but today, it is seen as a positive gesture towards women.

➢ **Deviant Behavior can be positive or negative.**

Deviant behavior is not always negative. Very often deviating from societal norms can also bring about positive results. E.g The pioneers of girls education Mahatma Phule, Savitribai Phule and others deviated from the norms of the society and stood for the rights of the women. Their acts benefited the society. Therefore one can say that deviance is not necessarily always negative.

11.3 DEFINITION OF CRIME

Crime in simple terms means breaking the legally sanctioned laws. The word crime is derived from the word "Crimean" which means charge or offence. With the growing competition, use of technology and many other factors, the intensity of criminal activities has increased tremendously.

According to C. Darrow, 'Crime is an act forbidden by the law of the land and for which penalty is prescribed.'

Barnes & Tecters define crime as a form of anti-social behavior that has violated public sentiment to such an extent as to be forbidden by statute.

The Waverly encyclopedia defines Crime as "An act forbidden by law and for performing which the perpetrator is liable to punishment."

Therefore, a simple formula to understand crime is:

$$\boxed{\textbf{DEVIANCE}} \; + \; \boxed{\textbf{LAW VIOLATION}} \; = \; \boxed{\textbf{CRIME}}$$

11.3.1 Types of Crime

The moment we hear about a crime, we often start thinking about murder, rape, robbery, cybercrime, forgery and so on. However, we can have a better understanding of a crime once we classify them as,

➢ **Personal crime-** These include an offence or offences against the person. It causes mental or physical harm to the victim. E.g Kidnapping, rape, sexual assault, Homicide (murder).

➢ **Property Crime-** Such crimes interfere with the right of the other person towards his property. E.g theft, robbery, forgery, embezzlement (a person illegally takes off property or assets that is entrusted to that person).

➢ **Inchoate Crimes-** The meaning of inchoate itself means "incomplete". It simply means that the process of the criminal activity had begun, but was not completed. E.g An attempt to murder, attempt to rob someone, conspiracy, solicitation (encouraging someone to commit a crime). A gang of boys planning to kill their landlord, but failed to do the same.

➢ **Statutory Crimes-**These crimes include complete violation of specific state or federal statute. These can involve personal offenses or even property offences. E.g cases such as selling alcohol to underage , drink and drive cases, etc.

➢ **White collar crimes-** These are the crimes which are committed by business and government professionals. The

main motive behind such crimes is the motive to make huge profits. Such crimes are usually non-violent. Sociologist Edwin Sutherland, in 1939 defined white collar crime as "a crime committed by a person of respectability and high social status in the course of their occupation."

➢ **Cyber crime-** With an increase in the use of computer technology, cyber crime has become a regular phenomenon. Cyber crime is a crime that involves the use of a computer. We will study about cyber crime in detail in next unit.

11.3.2 Causes of Crime

With the increase in population and continuous competition in almost all areas of life, crime rates have increased tremendously in today's society. There are a number of causes for increase in crime rates which include Physical factors, psychological factors like weak mindedness, criminal insane, inferiority complex, jealousy, trauma, etc. Environmental factors like failure in love, broken family, death of a loved one, adultery, prostitution. Economic factors like poverty, beggary, unemployment, job competition, property issues, etc. Other factors include Media influence, Exploitation, Alcoholism, Drugs, Peer group, Political factors.

11.3.3 Characteristics of Criminal Behavior

Just as we have mentioned certain characteristics of deviant behavior, lets have a look at the characteristics of Criminal behavior.

➢ **Deviant**

Criminal behavior can never be accepted as a normal behaviour.It is always opposite to the societal code of conduct or the norms of the society. E.g. No society can expect its individual to commit crimes like murder, rape, robbery, etc.

➢ **Hurts Moral Sentiments**

Crime is a deviant act which not only breaks the norms, but also deeply hurts the moral sentiments of the community. Therefore, it is also considered to be ethically wrong.

➢ **Intentional Harm**

Crime is purely intentional. It causes harm to the targeted individual or society. The perpetrator of the crime has proper intention to cause material, physical or psychological harm to the individual. However, one must remember that crime is an 'act' and not mere intention or thought.

➢ **Threatens the well being**

Crime not only threatens the well being of the victim, but also the entire society. It develops a sense of insecurity and fear amongst the victim as well as the entire society. People no longer feel safe to survive in that particular area where crime has been committed.

Would you feel safe to reside in an area with your family, which is constantly in news for the cases of murder, robbery and so on?

➢ **Violates the law**

The very essence of the criminal behaviour is, it not only breaks the norms, but violates the prescribed laws.

➢ **Calls for Punishment**

As mentioned above, Criminal behaviour violates the laws, such acts become punishable. If such acts are not punished, it encourages such activities, which endangers humanity. The punishment may be as minimal as paying a fine, or can be as severe as lifetime imprisonment or even death penalty.

11.3.4 Classification of Crimes

There are many different types of crimes, even before reading further, you may name some of them in your mind. Usually, crime is classified under 4 categories

➢ **Personal Crimes**

Personal crimes are offences committed against the person which causes physical or mental harm to the victim. These include Homicide (killing of human beings) kidnapping, rape, sexual assault, etc.

- **Property Crimes**

  Property crimes are those crimes where the perpetrator usually tries to falsely claim or acquire the property which does not belong to him/her. Physical harm may not be necessary. E.g Forgery, Embezzlement, Robbery (Since robbery uses physical force, it can also be considered as a personal crime).

- **Inchoate Crimes**

  The term inchoate itself means 'Incomplete'. This means that the process of the criminal act began, but could not be completed. E.g Conspiracy, Solicitation, etc. Gang plans to rob their landlord, but failed to do the same.

- **Statutory Crimes**

  These crimes include complete violation of a specific state or federal statute. These can involve personal offence or even property offences. Cases such as selling alcohol to underaged, drink and drive cases, are examples of statutory crimes.

  Apart from these, we also have,

  White collar crimes, which are committed by businessmen or Government officials, belonging to higher positions. The main motive behind such crimes is to make huge profits. Such crimes are usually non-violent.

  Sociologist Edwin Sutherland in 1939, defined white collar crime as, " A crime committed by a person of respectability and high social status in the course of their occupation" E.g wage theft, bribery.

  Cybercrime, are those crimes which are committed using a computer. With an increase in the use of computer technology, Cyber crime has increased tremendously and has become a regular phenomena. We will study about cybercrime in the next unit.

Check Your Progress

Try to match the following crimes with their types

1.   Murder   a. Inchoate crime
2.   forgery   b. Cyber crime
3.   Online Fraud   c. Property crime
4.   Conspiracy   d. Personal crime

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11.4 THEORIES

11.4.1 Labeling Theory

Developed in 1960s, Labeling theory is closely related to the perspective of Symbolic Interaction, according to which labels once attached to the person, strongly become a part of is identity and play a major role in developing his/her sense of self. The central idea of this theory was given by Howard Becker.

You may have come across people who are not often known to others by their names, but they are known by the labels provided to them by others.You may think how does the process of labelling takes place? The answer to this question has been provided by the labelling theorists.

According to the labelling theorists, it is the society that creates the norms, and every individual, who is the part of the society is expected to follow these norms. When an individual deviates from the norm, he/ she is labelled by the society.
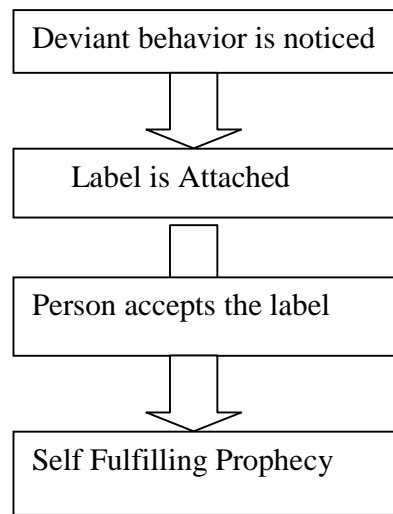
Labeling theorists are of the view that no behaviour is intrinsically deviant. Certain conditions force the individual to deviate from the norms. In order to label someone, their deviated behaviour has to get noticed.

Every person may have deviated from the norm at some point of time in his life. Some may get caught, while others may manage to escape. However, even those who get caught, it is not necessary that they will get labeled. It depends on the positioning social standing of the person in the society. E.g A boy who openly smokes will not be labeled as deviant, but if a girl is found smoking, the entire society will not accept such a behavior and the girl will be labeled within no time. Another example can be given of a rich person who drinks and drives, but can get away from the punishment due to his position in the society. However, if a poor person or someone from middle class, who does not belong to higher class, will be punished.

Once a person is found acting deviant and his behavior is noticed, he/she gets labeled and this label becomes a part of his identity. This is known as self-fulfilling prophecy. Let's take an example of a child, who is labeled as a "duffer". He/She will start seeing himself/herself as a duffer and will act in the same way. Such children will not take any efforts as they have accepted the label, unless a good teacher or a parent helps them to get away from the label by motivating them.

Deviant identities are produced through labeling, rather than through deviant motivation or behavior. We have stated this before that no behavior is intrinsically deviant. E.g Alice, an orphan girl, was found stealing some money in order to buy some food for her little sister. She gets caught and is sent to jail. Alice gets labeled as a Juvenile Delinquent. It is very likely that even after she returns from the jail, the society is less likely to accept her. Many parents will ask their children to stay away from her. Thus, the label becomes a part of her identity. Thus, it is the society and the "non-criminals" who decide whether someone should be described as deviant.

The basic assumptions therefore can be diagrammatically represented as follows:

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│   Deviant behavior is noticed   │
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│        Label is Attached        │
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│      Person accepts the label   │
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│     Self Fulfilling Prophecy    │
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11.4.2 Structural Strain Theory

According to Robert Merton, every society creates goals which are culturally valued and all members are expected to achieve those goals by legitimate means. He further states that these legitimate goals do not have limits i.e people are unsure whether they have achieved them. On the other hand, the means to achieve those goals are limited or even closed for a large number of population. In such a situation, the rate of deviance increases.

E.g A student who belongs to a lower class, realizes the importance of education (the goal) but faces problems related to finance (the means).

Merton has identified four types of responses out of which a person may choose a certain response of acceptance and rejection of the goals and the means to achieve those goals.

1.   Conformity

Conformity refers to accepting the societal goals as well as the means by which the goals can be achieved. E.g A student works hard, despite of the financial crisis and achieves education and later a good job. Here, he accepts the goal of education as well as the means to achieve the same.

2. Innovation

Innovation involves accepting the goal but rejecting the legitimate means to achieve the same. E.g A student uses illegitimate means to achieve the goal of education by cheating.

3. Ritualism

Ritiualism means rejecting the goals but strictly following the rules and regulations, the legitimate means of attaining those goals. The person strictly adheres to the norms. More importance is given to the means and the norms and not to the goals. E.g Even if a person faces financial shortage, is not paid well by the company, he will not accept corrupt methods to become rich. He will reject the goal of becoming rich and will strictly follow the norms.

4. Retreatism

Retreatism refers to rejecting both, the goals as well as the means to achieve those goals. Such people are only physically present in the society, but not for the society.

E.g A student, who becomes a drug addict, will not even want to achieve the goal of education and will also not accept the means to achieve the goal. Such people create their own world and do not easily get along with the society.

5. Rebellion

In such a situation, the person rejects socially approved goals and also the means of attaining those goals, but replaces them with the alternative goals and alternative methods to achieve those goals. This may result in the reshaping of the entire society. E.g Rebelling against the dominant cultural goals and means, students may form or join political groups, with the aim of redeveloping or reshaping the society.

RESPONSE	GOALS	MEANS
Conformity	*Accept*	*Accept*
Innovation	*Accept*	*Reject*
Ritualism	*Reject*	*Accept*
Retreatism	*Reject*	*Reject*
Rebellion	*Replaced*	*Replaced*

11.4.3 Conflict Theory

According to the conflict theorists, every society is divided into classes. The dominant class defines what is deviant, applies laws, represses conflict and protests, forcing the subordinate class to accept what are defined as deviant by the upper class. Majority of times, activities that threaten the activities that threaten the interest of the dominant class, is defined as deviant. The loyalty of the subordinate class therefore decreases towards the society as the society only supports the interest of the upper classes. This situation gives rise to the activities considered as deviant by the society.

Conflict theorists argue that even though the laws claim to be equal for all, regardless of the class to which the person belongs, the reality is different. Those who belong to higher class or who have contacts with the higher class, often escape the punishment, which in turn sparks anger amongst the subordinate classes. Such disorganization continues and leads to increased role conflict and culture conflict.

When a society is ruled by upper classes, it encourages material success, but limits the sources available to the lower classes. When such a situation occurs, deviance is likely to occur.

However, does that mean if there are no dominant groups and if we have classless society, would deviance and crime disappear? One must keep in mind that deviance is present in non-capitalist society as well. So even though capitalist society contributes to deviance, it is only one of the major variables and cannot be considered as the only cause of it.

Check Your Progress

1. Which of the above Theories do you agree with? Give reasons for your answer.

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11.5 CRIME RATE IN INDIA

We always think that India is the safest country in the world. But is this really true? In today's scenario, everyday, a number of cases of murder, rape, molestation, etc are being reported not only in the newspapers but also on the social networking sites. Hearing about the violent acts, we fear to leave our near and dear ones alone.

According to the report of the **Times of India**, India saw a "Marginal Increase" in the crime rates for the year 2018. The serious crime cases of murder, rape, kidnapping, has seen a rise. Every second day, dowry deaths are reported. Even though the crime rate in India has been always high, the sudden increase in criminal activity is a major cause of concern.

The report also states that the murder count has increased from 53 to 59, kidnapping cases have increased from 1 to 3, rape cases have increased tremendously.

A 2017 report by **Global Peace Index** had claimed India to be the fourth most dangerous country for women travelers. Gender Vulnerability Index 2017, compiled by the ministry of women and child development found that the northern states of Delhi, Bihar, Uttar Pradesh and Jharkhand are at the bottom four when it comes to women safety. Many other reports also state that the position of India has dropped in safety ranks.

We always hear about cases where women are victims and men are the perpetrators of crime. Does that mean that women are always innocent and men never face violence? Violence against men is also increasing where women commit crimes against men. But due to the fear of losing social respect and men do not report or speak about such cases where they are victims.

Check Your Progress

1. Apart from India, can you give examples of other countries which have which have witnessed a spike in crime rates?

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2. Do you think that just as women, even men become victims of crime? Can you give examples of such cases where women are the perpetrators of crime?

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11.6 MEASURES TO CONTROL CRIME

We have studied about crime and the way it affects the wellbeing of the society. But only reading and knowing about it never helps. We must also think about the solutions that can help us to overcome these problems.

So, what are the measures that can be adopted in order to control the increasing criminal activities?

There are a number of laws which are enacted and amended from time to time in order to control the criminal activities. So where does the problem arise? Have people lost the fear of punishment? The problem is lack of awareness regarding the existing laws. Victims are not aware of the help available to them. They do not complain which results more suffering and motivates the perpetrator to commit more crimes. Most of the times, people do not report crime because of the fear of loosing "honour" in the

society. E.g many of the rape cases are not even reported as the parents of the victim or the victim herself are not only scared of the rapist, but the greatest fear amongst them is the fear of losing the honor.

Due to the existing loopholes, delay in judgements, and corruption amongst the official's people have lost faith in the system. Spreading awareness and educating people about their rights as well as duties can help the society. E.g many women even today, are not aware about their property rights, many are not aware about the help available to them against domestic violence, sexual harassment at workplace, etc.

More stringent punishments by the law, elimination of loopholes within the judiciary, reduced corruption, fast track courts and removal of societal problems can also bring down the rate of crime. Family and friends also can play a major role by noticing any signs of criminal behavior in a person and help him/her with counseling.

Check you progress

1. Can you think about any other measures that will help to control criminal activities?

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11.7 SUMMARY

➢ Deviance and Crime are two different concepts. Deviance means deviating, i.e acting differently from the norms whereas, crime means Violating the well established legal laws of the society. Crime calls for punishment prescribed by the judiciary.

➢ Crime not only breaks the laws, but also gives rise to the feeling of insecurity and fear amongst the residents of the society.

➢ Labeling theory, related to Symbolic interaction states that once the deviated behavior is noticed by the society, the person receives a label, which then becomes a part of his/her identity. Moreover, the person starts acting according to the label he/she has received. This is known as "Self fulfilling Prophecy". For this it is important that the deviated behavior gets noticed. If it remains unnoticed, the person is not labeled.

➢ According to the labeling theorists, it is the society which defines what is acceptable and what is not. Norms are created by the society.

➢ Structural Strain theory, by Robert Merton, states that every society has certain goals that are expected to be achieved by the individuals, through legitimate means.

➢ It further states that it is not possible that the legitimate means are available to all the members of the society. They are closed for a large number of population who may then adopt either of the five responses of: Conformity, Innovation, Ritualism, Retreatism or Rebellion.

➢ According to the conflict theorists, Society is divided into two classes, the dominant which is the upper class, and the subordinates

➢ The Dominant class defines what is deviant, applies laws and forces the subordinate class to accept the same. They also argue that even though laws are claimed to be equal for all, they work mostly in the favor of the dominant class.

➢ The crime rate in India is increasing and there is an urgent need to frame strategies in order to combat the same. Measures like more stringent laws, spreading awareness regarding the laws, fast track courts, elimination of the loopholes, etc can play a major role in reducing crime rates.

11.8 QUESTIONS

1. Define Deviance. Discuss the characteristics of Deviant behaviour.

2. Define Crime. Explain various types of crime and discuss the characteristics of Criminal Behavior.

3. Define Crime and Deviance. How will you differentiate between criminal behavior from the deviant behavior.

4. Explain the labeling theory of Deviance.

5. Explain the Structural strain theory and the Conflict theory of Deviance.

6. The crime rate in India is increasing. Do you agree with the statement? Elaborate by also mentioning the measures that can be undertaken to control crime rates.

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12

TRAFFICKING OF WOMEN & CHILDREN, AND CYBER CRIME

Unit Structure

12.1 OBJECTIVES

➢ To understand the meaning and causes of Human Trafficking and Cyber Crime

➢ To help you bout to suggest measures in order to prevent such criminal activities

12.2 INTRODUCTION

In the previous unit, we have studied about crime and its theories. Now lets look at the two of the important types of crime. In the first part of this unit, we will study about Human Trafficking whereas in the second part we will study about Cyber Crime. Both, Human Trafficking and Cyber crime have increased tremendously in the past few decades and has caused continuous threat and exploitation of human life. Now lets understand their meaning, types in detail and also the measures which can help us to control such crimes.

12.3 MEANING AND DEFINITION

Before going on to the definition, lets take a look at the following case in order to have a better understanding of Human Trafficking :

"When I was 15, a woman who initially helped me, sent me abroad. On the first day, a man came, raped me and beat me – I was terrified. He forced me to have sex with lots of different men he brought to the house. It was horrible."
Leena, from India (name changed)

Human trafficking is a heinous crime, which not only affects the victim, their families, but the entire society. Cases of women and children being kidnapped and sold to other parts of the country, or to other countries are continuously increasing. It has become a sensitive and a terrible issue in the entire world.

United Nations has defined Human trafficking as, "The recruitment, transportation, transfer, harboring or receipt of persons by means of the threats or use of force or other forms of coercion, of abduction, of fraud, of deception, of the abuse of power, or of a position of vulnerability, or of the giving or receiving of the payments or benefits to achieve the consent of a person, having control over another person, for the purpose of exploitation. Exploitation shall include, at a minimum, the exploitation of the prostitution of others, or other forms of sexual exploitation, forced

labour of services, slavery or practices similar to slavery, servitude or the removal of organs." [Article 3, paragraph (a) , of the Protocol to Prevent, Suppress and Punish Trafficking in persons].

The above definition seems to be lengthy, lets break it into parts in order to have a better understanding.

We can clearly note that the above definition explains Human trafficking by dividing it into 3 elements, which are,

- **The Act**

This element involves the recruitment, transportation, transfer, harbouring or receipt of persons.

- **The Means**

The above act is carried out by the means of threats, force, coercion, abduction, fraud, deception, abuse of power, vulnerability, giving/receiving payments/benefits.

- **The Purpose**

The sole purpose of human trafficking, like any other crime, is the exploitation which further includes prostitution, forced labour, slavery, servitude or removal of organs.

Victims of human trafficking often come from the countries who face poverty, gender inequality, lack of education, lack of jobs, instability. These victims often fall prey to the fake offers given to them by the traffickers. These offers include job opportunities, better lifestyle but in reality, they are pushed into the jobs of prostitution, smuggling, slavery or their body parts are removed and smuggled in the international market.

The above elements can be summed up as,

$$\boxed{\text{The Act}} + \boxed{\text{The Means}} + \boxed{\text{The Purpose}} = \boxed{\text{Human Trafficking}}$$
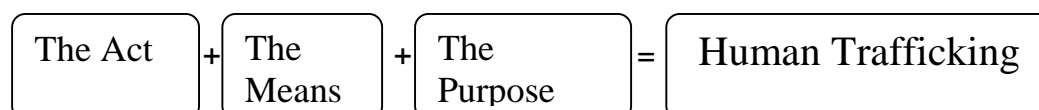
12.3.1 Signs of Human Trafficking

So, if we come across a person who displays the following signs, there are high chances of him/her being a victim of human trafficking.

- Controlled Movements
- Fake Identity

- Tendency to hide their address
- No access to earnings
- Work excessively
- No Social Interaction
- Think they are bonded or debt
- Constant fear is displayed on their face.

However, even after the victim is rescued, they take time to come back to their normal lives as they face a lot of trauma and still display signs of fear or even aggression.

Check Your Progress

1. Definition of Human Trafficking is divided into which of the three elements and what does each element include?

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12.3.2 Causes of Human Trafficking

We often think about the causes that lead to Human trafficking. Despite of the growing population, growing security, How do people become victims of trafficking? Lets look at some of the causes which have played a major role in the spread of Human Trafficking

➢ **Poverty**

With the growing population and scarcity of resources, many countries are facing acute poverty. People staying in miserable conditions, get fooled with offers of jobs, better lifestyle in another country. Many parents also send their children with their relatives, who sadly, have contacts with traffickers, also create risks.

➢ **War**

Wars often lead displacement of people. It increases the number of widows, orphans, street children, who are at the risk of becoming victims as their families are no longer alive to protect them. Such women and children are either forced into prostitution,

begging or bonded labour and are even transported to other places forcefully.

➤ **Status of Women**

In many societies, women are devalued, looked down upon, often seen as an object of lust and sex. They are kidnapped or lured with job opportunities and pushed into forced prostitution. E.g Traffickers use the technique of fooling girls by giving them fake offers to work in films and latter kidnap and sell them in the markets of another countries or states where they are exploited as prostitutes.

➤ **Ignorance**

Ignorance on the part of victims and their families by blindly trusting the unknowns, believing in fake offers, lack of knowledge about the policies of recruitment in other states or countries, have contributed to tremendous increase in the cases of human trafficking.

Check Your Progress

1. What signs will you look for while describing someone as a victim of Human Trafficking?

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12.3.3 Types of Trafficking

Human trafficking is a crime that can occur in any part of the world. Today, Human Trafficking has taken many forms some of which are:

➤ **Sex Trafficking**

Official figures state that more than 3 million prostitutes are seen in India. Women and children are lured, kidnapped, forced into prostitution and are soled in the markets to gain higher profits. Sex trafficking therefore, forces the victims to unwillingly work as prostitutes, in brothels, pole dancing, strip clubs, pornographic movies, sex tourism, etc.

➢ **Labour Exploitation**

This refers to a situation where the victims are exploited to work for very little or no remuneration, under the threat of punishment. A victim is coerced by use of violence, blackmailing, retention of identity proofs, threats to family members, etc. For e.g Young children are often kidnapped and sold in other parts of the countries and are forced to beg on traffic signals. The money earned through begging is taken away by their "masters".

➢ **Forced Criminality**

This is a situation where the victim is forced to undertake criminal activities like supplying drugs, bag snatching, chain snatching, pickpocketing, kidnapping, murder, etc. Young children can easily fall prey to such activities. Most of the times, there is a high possibility of the victims being "brainwashed" and pushed into terrorism. Many terrorist camps often recruit trafficked victims and use them to fulfil their terrorist motives.

➢ **Organ Harvesting**

Organ harvesting involves removing an organ of the body, especially kidneys, liver and selling them illegally in the market to earn huge profis. A person may be fooled to have a particular disease for which he is required to be admitted in the hospital. The organs are removed without even the knowledge or consent of the victim, in the guise of "treatment".

Thus, trafficking occurs at the individual or at the group level, where not only a number of women and children, but also men are illegally transported. They are fooled and lured, once they arrive in the country, their passport and other documents are forcefully taken away by the traffickers.

12.3.4 Prevention of Human Trafficking

What are the ways that can help us to protect ourselves and our families, friends from such a heinous crime?

Lack of awareness and access to protection, justice , make people easily fall prey to such crimes. In order to prevent such crimes, certain steps can be taken.

➢ Promote education amongst the society
➢ Strengthen individual skills and knowledge among the locals

- Framing policies which help to combat such crimes
- Fostering positive feelings among neighbours who can unite themselves and help each other in need
- Implementing policies that provide proper using, proper wages, healthcare the members of the society so that they become self sufficient and do not fall prey to such crimes.
- Youth programs should be undertaken so that they can themselves respond to the signs of exploitation and reach out to seek help or provide help to the victims.

12.3.5 Laws Against Human Trafficking in India

- Human trafficking is prohibited by the Constitution of India under the Article 23(1).
- The Immoral Traffic (Prevention) Act,1956 (ITPA) works against the commercial sexual exploitation.
- Criminal law (Amendment) Act, 2013 has come into force wherein Section 370 of Indian Penal Code has been substituted with Section 370 and 370 A which provides measures to counter trafficking
- Protection of children from Sexual Offences (POSCO) Act, 2012 protects children from Sexual Abuse and exploitation.
- Other provisions like Prohibition of Child Marriage Act 2006, Bonded Labour System (Abolition) Act, 1976, Child Labour (Prohibition and Regulation) Act,1986, Transplantation of Human Organs Act1994, Sections 372 and 373 dealing with selling and buying of girls for the purpose of prostitution are also undertaken to fight Human Trafficking.

Therefore, in order to combat fight such crimes, it is necessary to be aware and alert about the possibilities of such occurring.

Check Your Progress

1. What precautions will you take for yourself or for your family/friends against human trafficking?

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2. What will you do if you come across someone who is a victim of Human Trafficking? Will you ignore the incident or try to seek help for the same?

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12.4 CYBER CRIME

With the advent of Globalisation and advancement in technology, the entire world has not only seen an increase in communication, but also it has witnessed increasing crime rats. On one hand, Information technology makes it easy to communicate and on the other hand, it makes us fall prey to criminal activities.

Before a decade ago, if someone from your family or your close friend shifted to some other country, it would not be possible to have face to face interaction. But, thanks to Cyber system, we can have face to face interaction regularly through video chats, no matter in whichever part of the world the person is.

But, just as everything has some negative sides, the increasing use of computer technology, brought with itself an entire range of criminal activities out which many people are unaware .

In order to understand cyber crime, let us divide the concept into two parts where the term Cyber means relating to computers and crime means the violation of the law. Therefore, cybercrime, in simple terms means, the use of computers or information technology to commit a wide range of crimes from online identity theft, hacking files, gambling to cybersex, stalking or even terrorism. Cyber crime is thus an attack launched through a computer, targeting one or many other computers.

According to the International Journal of Emerging Trends and Technology in Computer Sciences (ITETICS), Cyber crime may be defined as, " Unlawful acts wherein the computer is either a

tool, or a target, or both." Criminals who perform these illegal activities are cyber criminals or hackers.

12.4.1 Causes of Cybercrime

Cybercriminals, always look for easy ways to make money. Having extensive knowledge of computers and information technology, but using it incorrectly to earn money, gives rise to cybercrime. Earlier, cyber criminals targeted rich organizations like banks and financial firms wherein rich amount of money flows everyday. However, today even a common men becomes a victim within no time.

Have you come across people who lost their entire bank balance in no time, just because of clicking wrong option or submitting personal details?

The following reasons have made it easier for cybercriminals to find out new ways of crime
- ➤ Easy to access
- ➤ Urge to earn quick money
- ➤ difficulty in identification of criminals
- ➤ lack of reporting in the part of victims

Check Your Progress

1.   What is Cyber Crime? How is it different from other crimes?

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12.4.2 Classification of Cybercrime

Cyber crime has taken many forms and is continuously expanding today. Broadly, we can classify them into four categories:

1. Crime against individuals

Harassing someone by use of E-mails, Malicious codes, Posting, Phishing, Credit card fraud, Pornography, sex chat, Cyber defamation which targets the individual.

2. Crime against Property

These include Intellectual Property Crimes, Salami Attacks, Computer Vandalism, etc. These are prevalent in the financial institutions.

3. Crime against Organisation

Hacking the official site of the organisation, comes under this category. The Hacker "cracks" into the website that is maintained confidentially by the organisation like military or government organisations. Every system in the world faces the insecurity of hacking.

4. Crime against Society

Polluting the minds of the youth, Financial crimes, Sale of illegal articles, Net Extortion, Web Jacking, Data Diddling are some of the crimes falling in this category. Forged currency notes, forged mark sheets can be made using high quality printers and scanners. Web Jacking hackers gain access and control over the website of another and can even change the content of the website.

12.4.3 Types of Cybercrime

While classifying cybercrime, we came across many new concepts. Now lets briefly examine some of the types of cybercrime.

1. Tax-refund fraud

The thieves use stolen , personally identifiable information to file victims tax returns and receive their refunds. For e.g An employee who has filed her income tax returns, but she gets a notice saying " More than one tax return for you was filed". After she spoke to the concerned department, she realised that she was the victim of Identity theft tax refund scam.

2. Identity Theft

Identity theft occurs when a cybercriminal successfully steals personal identity information of a victim. Identity thefts are usually committed to gain financial rewards. The thieves uses the identity of the victim for using credit cads, debit cards, purchasing goods and services, obtaining employment, etc.

3. Cyber Stalking

Unlike the stalkers who follow you on roads or other places, cyber stalkers use internet to stalk. This is a kind of online harassment wherein the victim messages, e-mails and other online activities are kept under watch. However, when online stalking does not bring about desired results, it is accompanied with offline stalking which makes the matter worse.

4. Malicious Software

These are software programmes which disrupt the network systems. These softwares provide sensitive information or data and disrupt the other softwares present in the system.

5. Phishing

Phishing is an attempt to obtain sensitive information such as user names, passwords, credit/debit card details by winning the trust of the victim as legal, trustworthy sites.. Phishing is done through sending e-mails, phone calls, SMS, within an ongoing sessions.

Have you come across messages which claim a reward of 1000000 million dollars? The main aim of phishing is to get personal information. Any messages which try to get personal details can be an act of Phishing.

6. Cyber Defamation

With the growing connection of people through Social Networking sites, Cyber Defamation has become one of the most common crimes. A person sitting in one country, can easily damage the reputation of someone in another corner of the world within a few minutes. Thus, Defaming someone by the use of internet is called Cyber Defamation. E.g A competitor of a well known country may hack the website of the target company and provide misleading information.

Cyber defamation uses mediums like websites, E-mails, discussion forums and most commonly Social Networking sites.

7. Hacking

Hacking is one of the most common type of cybercrime wherein the person "cracks" the access in someone else's

computer system. Hacking uses personal information of others in order to gain control over their systems, for their own personal reasons in order to cause damage to others.

8. Piracy

Piracy is the illegal copying and distributing programs, movies, music without permission. The movie and music industries are the main targets and have fought against the misuse of intellectual property. E.g Many a times, an upcoming movie goes viral on internet even before its release.

9. Salami Attacks

Rather than illegal withdrawing huge amounts of money, these attackers deduct small amounts over a period of time, and at one point, it will result in withdrawing of a huge amount which can empty your entire account.

E.g Today, we add a lot of cash in online wallets. Incase if a small amount gets deducted from our wallet, we may often ignore such acts. But, suddenly, entire wallet turns out to be empty. Such acts are Salami Attacks.

10. Cyber Squatting

Cyber Squatting refers to illegal domain name for registration or use. It uses the domain name in order to make huge profits by selling their products or making people visit their websites, which otherwise wouldn't be possible. Copyright holders may neglect to reregister their domain names which helps the cybersquatters to easily steal their names.

Thus, Cybercrime, being global in nature, it can be committed from any place, against any person, in any part of the world. However, measures have been taken in order to bring down the rates of Cyber crimes, but sadly, cybercriminals, explore many other ways to reach their goals.

Check Your Progress

1.If you come across a message saying "government is distributing free laptops to get the same, forward the message to 5 whatsapp groups then click on the link below", would you forward that message and click on the link?

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12.4.4 Prevention of Cyber crime

Many precautions should be taken by the computer users in order to safeguard themselves from cyber crime.

➢ Computer users must use a firewall protection in order to protect their computer from Hacking. Some computers have inbuilt firewalls whereas for others, one has to purchase the software.

➢ Antivirus softwares should be purchased in order to have virus protection. E.g McAfee, Norton Anti virus, AVG.

➢ Online shopping should only be done from trusted sites which are secured. Credit/Debit card details should never be provided on sites which do not have Version seal or those without trustees.

➢ Using strong passwords and continuously updating them, changing login details also help to protect our accounts from becoming victims.

➢ Checking the security of Social Networking Sites is also extremely important to control what information we share online. Avoid accepting requests from unknown profiles as most of them are fake profiles. Settings of Facebook, Twitter, Instagram should always be set to private.

➢ Mobile devices should be kept secured using PIN codes, finger locks or facelocks. One should never take a risk of storing bank passwords, pin numbers or even own address in their mobiles.

➢ We often get attracted to free wifi hotspot networks. But often these are insecure. Financial transactions should never be performed using these networks.

➤ One should think twice before clicking on a link or a file which has unknown origin. Never reply to E-mails that ask them to verify information or confirm their users ID passwords.

➤ One must have a rational approach and never respond to such messages, texts or phone calls which claim attractive rewards. Also, personal information should never be provided on insecure sites or through SMS.

E.g A lady received a call from a fraud who claimed himself as a bank executive. He convinced her that if she doesn't verify her details her account will be blocked and she would loose all her money. Out of the fear, the lady immediately provided all her details and within seconds her account balance was zero!

Whenever we receive such calls, we must make sure that all our details should only be verified in the branch of the bank and not on phone calls or by e-mails.

World wide police, intelligence departments, governments have begun to react against cyber crimes. Cyber cells have been started across the country which has helped in solving many cases of Cyber crime.

There are various laws which deal with Cyber crimes in India. One such Act is the Information Technology Amendment Act, 2008, which includes many Sections that deal with Cybercrime.

One should note that though computer technology has eased our lives in many ways, Ignorance and negligence on the part of users can lead to severe loss and help the criminals to gain huge profits by their malpractices.

Check Your Progress

1.   As a user, what precautions have you taken in your smart phones/laptops to protect yourself from becoming the victim of cyber crime?

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2. Can we say that Cyber Crime can also be used as a medium to increase Human Trafficking? Give reasons for your answers?

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12.5 SUMMARY

- ➢ Human Trafficking and Cyber Crime cause a huge threat to the well being of the society. Cyber crime can also be used as a medium to support human trafficking.

- ➢ Human Trafficking is a heinous crime affecting not only the victims, but the entire society. Human Trafficking involves illegal transportation of human beings and their exploitation through various means.

- ➢ Human Trafficking is not only accompanied with mental and physical torture, but also sexual abuse and illegal organ transplantation. It has taken many forms of Sex Trafficking, bonded labor, Forced criminality.

- ➢ Human Trafficking is prohibited by the Constitution of India under the Article 23(1).Criminal Law (Amendment) Act, 2013, The Immoral Traffic (Prevention) Act,1956, Protection of children from sexual offences (POSCO) Act,2012, Prohibition of Child Marriage Act 2006, Bonded Labour Systems (Abolition) Act 1976, Child Labour (Prohibition and Regulation) Act 1986, Transplantation of Human Organs Act 1994, Sections 372 and 373 dealing with selling and buying of girls for the purpose of prostitution are few legal laws against Human Trafficking.

- ➢ Cyber Crime is a crime where a computer is either a tool or a target or both.It means use of computer and information technology to commit a wide range of crimes.

➢ Cyber crime can target not only an individual and his property, but the entire organisation and society can become the victims of the criminal activity.

➢ A number of measures can be adopted on the part of users which include using Antivirus applications, firewall protection, strong passwords, etc.

➢ The Information Technology Amendment Act 2008 includes many Sections that deal with Cyber Crime.

➢ In order to combat any Crime, whether it is Human Trafficking, Cyber crime or any other forms of crime, awareness on the part of the citizens, strict laws and immediate action by the law machinery is extremely important.

12.6 QUESTIONS

1. Define Human Trafficking. Explain its different types.
2. What are the causes of Human Trafficking? What are the laws that deal with Human Trafficking?
3. Define Cyber Crime and explain its various types.
4. What is Cyber Crime? Explain its causes and measures that can be taken to fight Cyber crime.

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13

LEISURE TOURISM & ADVENTURE TOURISM

Unit Structure

13.0 OBJECTIVES:

➢ To understand the nature of the leisure and tourism industry

➢ To develop an understanding of the contribution that leisure and tourism makes to society and the economy

➢ To develop an awareness and understanding of sustainable development and environmental issues relating to tourism

13.1 INTRODUCTION

Travel and tourism has been one of the most dynamic, economic and social growth activities over the past few decades. There has been tremendous growth in the tourism

industry especially in the twentieth century. Today it has become the largest industry in the world. All tourism related activities such as, hospitality, travel and tours, lodging and boarding businesses are a central pillar of the service economy. These provide jobs opportunities and livelihoods to thousands of people and also contribute to national income.

13.2 MEANING AND DEFINITION

Some scholars such as Roche (1992) argue that tourism is a vehicle and a symbol of westernization, of progress and modernization. Tourism is promoted by countries because it not only generates revenue for the nation but has an environmentally friendly image. Other industries such as mining, logging, industry or exploitative use of wildlife are considered to damage the environment. However tourism provides a viable development option to most nations. Hence it is referred to as a "smokeless industry",

Because of its growth potential tourism has been recognized as a growth industry. One way of looking at tourism is that it is a leisure activity. Boorstin (1961) draws a distinction between the arduous conditions undertaken by 'travellers' (a term originating from the French word *travail* meaning work, trouble, torment), such as pilgrims, and the 'tourist', for whom travel has become an organized and packaged affair. The idea of travel for pleasure within the context of human activity is a relatively recent phenomenon. This is reflected in the fact that the word 'tourism' has become part of our common language.

13.3 GROWTH OF MASS TOURISM

This growing demand for tourism is a reflection of changing economic, social and political conditions. This would also reflect the various factors responsible for the growth of tourism worldwide. Industrial revolution and subsequent urbanization brought about economic and social changes in society. People especially in societies of Western Europe and North America experienced alienation and isolation as they were denied direct contact with nature. Another major change associated with the Industrial

Revolution was a technological advance in transport. One form of mass leisure is mass tourism. The emergence of mass tourism also needs to be understood vis-à-vis the growth of leisure time and also structure of free time. In the developed countries, there is widespread perception that tourism is an essential feature of modern life. 'Not to go away' is like not possessing a car or a 'nice' house. It is a marker of status in modern societies and is also thought to be necessary to health' (Urry, 1990).

In contemporary society, the role of information technology and its influence on tourism cannot be denied. The development in photography and cinema offered images of foreign lands to a widening audience at the beginning of the twentieth century. Thus the changing social and economic conditions in society that are associated with the Industrial Revolution led to an increasing participation in tourism by members of different social classes. The combination of changing social conditions in society and the encouragement of tourism development by national governments, has led to a rapid increase in the number of people travelling across the world.

Several mass tourism and niche tourism markets have developed depending on the tourist demand. We will study the growth and development of ecotourism, adventure tourism and rural and urban tourism. We will assess the factors driving different forms of tourism and also study the benefits of each to the tourist as well as the host community

13.4 ADVENTURE TOURISM

Adventure tourism is a type of niche tourism. It involves exploration or travel to remote areas where one expects the unexpected. There is a rapid growth in the adventure tourism market as tourists seek something thrilling. Examples of adventure tourism would typically cover, mountaineering expeditions, sea surfing, paragliding, sky diving, ballooning, river rafting, rock climbing, etc. *Adventure travel is a type of tourism. It involves exploration or travel with perceived and possible actual risk. It also requires specialized skills involving physical exertion.*

13.4.1 Origin and History

Humans have been engaged in adventurous travels for hundreds of years via exploration by Marco Polo, Columbus and others who had primarily scientific, geographic, or colonial motives. But commercial adventure travel as we know of it today, where professional guides are hired to provide technical support and equipment, as well as culture and nature interpretation is a relatively new phenomenon.

In the mid-1800s, adventurers began to push the limits of mountain climbing and river rafting. In the mid-1950s, many ascents and descents on the mountains attracted global attention and also inspired others to attempt their own expeditions. Maurice Herzog's ascent of Annapurna (in Nepal) in 1950, Sir Edmund Hillary and Tenzig Norgay's ascent of Mount Everest got immense media coverage all over the world.

Today, adventure tourism is a vibrant, dynamic and fast-changing sector with new variants routinely added into the possible experiences.

Adventure tourism can be defined as 'travel and leisure activities that are brought into in the hope that they will produce a rewarding adventure experience, provoke a range of emotions such as excitement (Swarbrooke, et al. 2003). According to the U.S. based Adventure Travel Trade Association, adventure travel may be any tourist activity, which include any two of the following three components: a) a physical activity, b) a cultural exchange or interaction, c) engagement with nature.

Check Your Progress
1. Define Adventure Tourism.

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2. Give reasons for the growth of mass Tourism.

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13.4.2 Types of Adventure Tourism

Adventure tourism can be categorized into two groups: *Hard Adventure and Soft Adventure.*

Hard Adventure refers to activities with high levels of risk, and also that require intense commitment and advanced skills and training. Hard tourism includes activities such as, mountaineering, rock climbing, trekking, rafting, caving, etc. Hard adventure activities are highly risked in nature. Therefore, professional guidance, advance level skills are required to perform these activities. For example, mountaineering requires regular training with equipment and tools.

Soft Adventure refers to activities with perceived risk but low levels of risk, requiring minimal commitment and beginning skills. Most of these activities are led by experienced guides. Soft tourism includes activities such as, backpacking, camping, hiking, kayaking, nature trails, etc. Most activities are low risk in nature and therefore soft adventure is a popular category in adventure tourism.

13.4.3 Characteristics of Adventure Tourism

Adventure travel is characterized by a threefold combination of activity, nature and culture. Some unique features of adventure tourism are as follows:

- Physical activity involving physical exertion and psychomotor skills
- Contact with nature, ie. Activities that entail contact with the natural world in general, or with specific wildlife
- Contact with varied cultures, people, places, faiths, lifestyles.

- Journeys through vehicle, animal powered or operated by humans.
- Uncertain Outcomes
- Element of danger and risk
- Anticipated rewards
- Novelty
- Stimulation and excitement
- Exploration and discovery
- Contrasting emotions

13.4.4 Motivation for adventure travel

Tourist motivation reflects people's inner needs that make them choose the holiday experience that gives them satisfaction. Motivations can range from risk taking, self-discovery, self-actualization, self-awareness, desire for escape, affiliation, achievement, etc.

Desire for learning: Adventure travellers are motivated to participate in adventure travel as they have a need for learning. Such travellers want to learn about people, places, cultures and want to gain insight and knowledge. Adventure tourists are not just content with just visiting a new culture, but are keen to have 'cultural understanding' so that they can expand their perspectives.

Psychological Stimulation: Adventure tourism is very popular among young age tourists. Adventure tourists are driven to achieve an exalted or excited mental state. This may give the tourist an adrenalin rush characterized as rush and flow, resulting from stepping out of the comfort zone. They may achieve this state through experiencing 'culture shock' (a feeling of anxiety and disorientation that occurs when an individual encounters an unfamiliar culture). Visitors may participate in activities in which there is some degree of risk (real or perceived) and physical danger, especially in extreme sports.

Technological advancement: With explosion in information technology, there is an easy access to inexpensive consumer technology with respect to Global Positioning Systems, flash packing, social networking, and photography have triggered interest in adventure travel all over the world.

Rise in individualism: Individualism is the idea that freedom of thought and action for each person is the most important quality of a society, rather than shared effort and responsibility. Traditional societies are characterized by 'collectivism' in which group interests are important. Modern societies are characterized by 'individualism' in which individual interests is of paramount importance. Individualism has trigged interest in independent adventure travel. Research has shown that young people and soloists usually participate in adventure activities.

13.4.5 Scope for Adventure Tourism in India

India has rich and vast geographical and natural locations, which is highly suitable for adventure activities. There are a number of adventure destinations and landscape locations, which are enough to provide an opportunity to engage in adventure activities in India. Mountaineering, Trekking, Paragliding are activities that can be experienced here.The locations range from landscapes, sea connected areas, mountains and rivers, wildlife sanctuaries and National Parks which attract tourists and visitors for an adventure tour in India.

- Tourists interested in Forest safari, Camel safari and Jeep safari can be experienced within the National Parks and Wildlife sanctuaries which are abundant in India.
- Adventure Scuba Diving is an activity which can be conducted in coastal regions of India which are rich in marine wealth.
- White water rafting which enchants the tourists and provides risk and danger. India is replete with opportunities in Rishikesh, Alaknanda river, Brahmaputra river and many more locations.

13.5 CONCLUSION

As travelers seek new and different experiences, adventure tourism continues to grow in popularity. Adventure tourism holds potential to provide an impetus to the tourism industry. It can provide additional product to the tourist who is seeking excitement, adventure along with risk. The government as well as the tourism stakeholders, such as, tour operators, NGOs, local communities, entrepreneurs, and hospitality providers should work together to promote and encourage this segment of tourism which has immense potential to fuel our economy.

13.6 SUMMARY

Adventure tourism is a type of niche tourism. It involves exploration or travel to remote areas where one expects the unexpected.

Adventure tourism can be defined as 'travel and leisure activities that are brought into in the hope that they will produce a rewarding adventure experience, provoke a range of emotions such as excitement.

Motivations for adventure tourism can range from the desire to learn, psychological stimulation, technological advancement, and a rise in individualism. India has rich and vast geographical and natural locations, which is highly suitable for adventure activities

13.7 QUESTIONS

1. Explain the origin and history of adventure travel.
2. State the types of adventure travels.
3. Delineate the important characteristics of adventure tourism.
4. Explain the motivation for participating in adventure activities.
5. Discuss the scope for adventure tourism in India.

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14 A

ECOTOURISM

Unit Structure

14.1 INTRODUCTION

Ecotourism necessarily means social and environmentally responsible travel. This implies visiting natural areas and benefitting local communities. Planning for tourism is usually considered a mechanical activity. There is hardly any consideration for the natural resource as well as the community. Part of this problem can be solved if elements of sustainability are incorporated into the tourism project. Since the introduction of the concept of sustainable development, attempts have been made to link to virtually all aspects of development. Tourism is no exception, hence the term "sustainable tourism".

Ecotourism came into prominence in the late 1980's. It was used as a strategy for putting together two purposes: conservation along with development in areas that were ecologically. Governments felt that ecotourism could generate economic benefits at local and national levels. Thus it could lead to more awareness about the natural resources, on which tourism heavily depends. It was one way to build public support for conservation and to

encourage private sector conservation efforts. In this way it would offer considerable potential for integrating conservation with development.

14.2 ECOTOURISM – ORIGIN AND HISTORY

The term sustainable development has been prominent in all discussions relating to policy making since the mid-1980s. The notion of sustainability has been extended to all industries including tourism. The 1992 United Nations Conference on Environment and Development (UNCED) or so-called Earth Summit was held in Rio de Janeiro. This provided a push for a variety of efforts to "green" industries. This could be achieved through voluntary compliance, governmental regulations, and international treaty. The Earth Summit's Agenda 21, which was approved by 182 countries, laid out a broad path and challenge for businesses to adopt the principles and practices of sustainable development.

To celebrate the 10th anniversary of the Earth Summit, the United Nations declared 2002 as the "International Year of Ecotourism". Before 1970's, little attention was given by companies, governments or NGO's to environmental and social impacts of travel and tourism industry. Between the late 1970's and the mid 1980's, a new field known as "ecotourism" gradually began taking shape. Its definition however has been vague: ecotourism is frequently referred to as "responsible", "sustainable", "low impact" or "green" tourism and the industry lumps it together with "nature", "adventure" and "wildlife" tourism.

Ecotourism is an offshoot of the wave of environmental awareness. The main idea behind this concept is to make use of tourism as a tool for the protection of natural ecosystem by giving them a socio-economic value in their original state. Traditionally, environment and development have always worked on opposite sides. Ecotourism is a promising tool because it has the potential to promote linkage between environmental conservation and development interests.

Ecotourism means making as little environmental impact as possible and helping to sustain the indigenous population. encouraging the conservation of wildlife and habitats when visiting

a place. It is a key to sustainable ecological development. It is a purposeful travel to natural areas to understand the cultural and natural history of environment, taking care not to alter the integrity and originality of the ecosystem. Ecotourism also means producing economic opportunities that make conservation of natural resources beneficial to local people.

In short, ecotourism can be conceptualized as any tourism programme that is:

- Nature-based
- Ecologically sustainable
- Where education and interpretation is a major component and
- Where local people are benefitted

Until recently there has been some confusion surrounding the etymology or origin of the term "ecotourism". Ceballos-Lascurain of Mexico was the first to coin the term 'ecotourism" in the early 1980's. Lascurain defines it as:

"Traveling to relatively undisturbed or uncontaminated natural areas with the specific objective of studying, admiring and enjoying the scenery and its wild plants and animals, as well as any existing cultural manifestations (both past and present) found in these areas". Ceballos-Lascurain illustrates that his initial reference to the phrase occurred in 1983, while he was in the process of developing PRONATURA, an NGO in Mexico.

Hetzer (1965), has used ecotourism to explain the relationships between tourists, and the environments and cultures in which they interact. Hetzer identified four fundamental pillars that need to be followed for a more responsible form of tourism. These included: a) minimum environmental impact; b)minimum impact on – and maximum respect for host cultures; c) maximum benefits to the host country's grassroots; and d) maximum 'recreational' satisfaction to participating tourists.

14.3 PRINCIPLES OF ECOTOURISM

Ross K. Dowling has pointed the *five key principles* that are fundamental to ecotourism which are as follows:

1. Nature Based: Ecotourism is based on the natural resources, the flora and fauna of a given area as well as its cultural features. The raw material for ecotourism project is its natural setting like a wildlife sanctuary. The conservation of natural resource is essential to the planning, development and management of ecotourism.

2. Ecologically sustainable: The principle of sustainability operates at three level; Ecological, Economic and Social sustainability. Because ecotourism is a subset of sustainable development, the same principles also extend to ecotourism. In practice it means that tourism needs to be developed keeping in mind the carrying capacity of the place without harming the natural areas.

3. Environmentally Educative: One of the key features that distinguish ecotourism from other forms of tourism is its emphasis on Education. Environmental education and interpretation are essential in creating a meaningful ecotourism experience. These help in spreading knowledge, creating awareness and appreciation for the environment.

   Ecotourism education is paramount because it will influence tourist behavior, impact community and have long term consequences for the natural areas. Here education can be used as a management tool for natural areas. On the other hand, interpretation centres help tourist understand the biological, social and cultural importance of tourism site.

4. Locally beneficial: Usually in tourism activities, local communities are treated either as being dispensable or are treated as a resource that can be exploited. The local community is always last when it comes to receiving benefits from tourism. Local people can become involved in tourism operations and also provide knowledge, services, facilities and products to the tourists. In this way, ecotourism can generate income for the locals and also help in resource conservation.

5. Tourist satisfaction: If the ecotourism industry is to be viable, it will depend on the satisfaction of tourist in the long run. The ecotourism experience should be as much as or greater than promised. Client services and satisfaction should be second only

to the conservation and protection of the ecotourism site that is visited.

Authentic ecotourism combines a number of the abovementioned components that are interrelated. However, the first three characteristics are considered to be absolutely essential for a tourism site or product to be considered 'ecotourism'. The last two principles are viewed as being desirable not only for ecotourism but for all forms of tourism.

Check Your Progress

1. What is the main idea behind Ecotourism?

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2. Can you, explain any 2 principles of Ecotourism?

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14.4 POTENTIAL FOR ECOTOURISM

As compared to the North (developed countries), many biodiversity rich countries of the South (underdeveloped countries) receive large number of tourists. Thirteen of them (Argentina, Brazil, Cyprus, the Dominican Republic, India, Indonesia, Macao, Malaysia, Mexico, Morocco, South Africa, Thailand and Vietnam) receive over 2 million foreign visitors per year. More than one –half of the poorest 15 countries fall within the biodiversity hotspots, and in all of these, tourism is already significant or is forecast to increase. Forecasts suggest that tourism will become increasingly

important in biodiversity hotspot countries particularly in South-East Asia and South America. This will require careful planning to avoid negative impacts. India is one of the major biodiversity "hotspots" and this indicates potential tourist traffic in the country.

All tourism activities can be positioned on a continuum that ranges from the more 'hard' pursuits on one extreme to those of a 'soft' variety on the other extreme. The hard ecotourism ideal type involves - specialized trips - undertaken over a relatively long period of time - by small groups of dedicated environmentalists - who like to stay in the wilderness or other relatively undisturbed environment. At the other end of the spectrum, soft ecotourism involves - larger groups - of less committed tourists - whose encounter with nature is temporary - usually it is one incidental component of a multi-purpose trip. These tourists tend to look for comfort in travel. They tend to concentrate in more modified areas, often on the edge of a protected area or within its interpretive centre, where a high level of services is available. In reality, most trips fall somewhere in between these two extremes of the continuum.

14.5 THE FUTURE OF ECOTOURISM

Ecotourism as an industry has its advantages and concerns. It is a double edged sword which would benefit the host community and also create irreparable damage to the tourist site. Ecotourism provides an opportunity to develop tourism in ways that minimize its negative impact. If ethically implemented, it can be used as means of preventing environmental degradation, while sharing economic benefits with the local communities.

In the coming future, tourism will be shaped by tourists' preference for alternative forms of tourism, especially nature-based tourism and ecotourism. While there are instances of successful ecotourism ventures all over the world, there are a fair number of failures too. The format of 'ecotourism' in Belize defies any of the stated principles of ecotourism to such an extent that it is considered as 'eco-terrorism'. The World Tourism Organization (WTO) has stated that ecotourism is the fastest growing sector of

the tourism industry. Some believe this is good news and others are horrified at the potential environmental damage that ecotourists and operators may cause to already fragile environments.

14 .6 CONCLUSION

In the coming decades, the future of tourism generally will be shaped by alternative forms of tourism, especially nature-based tourism and ecotourism. Ecotourism provides the opportunity for many countries and regions within them to promote an identity that is unique to that place. It can create new and exciting tourism experiences, promote excellence in tourism, present and protected natural areas, bring benefit to local communities and encourage commercially successful and environmentally sound tourism operations. In India the prospects look bright for the development of sustainable tourism with a high-yield. India can offer national and international touristsa niche market focused on the country's unique natural, cultural and historic features.

14.7 SUMMARY

Ecotourism necessarily means social and environmentally responsible travel. There are five key elements of ecotourism which are as follows: It is nature based, ecologically sustainable, environmentally educative, locally benefits, and provide tourist satisfaction.

Ecotourism as an industry has its advantages and concerns. It is a double edged sword which would benefit the host community and also create irreparable damage to the tourist site.

In India the prospects look bright for the development of sustainable tourism with a high-yield. India can offer national and international touristsa niche market focused on the country's unique natural, cultural and historic features.

14.8 QUESTIONS

1. Examine the origin and development of the concept of ecotourism.
2. Discuss the salient features of Ecotourism.
3. State the principles of ecotourism.
4. Discuss the future of ecotourism for a country like India.

14.9 REFERENCES

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14 B

RURAL AND URBAN TOURISM

Unit Structure

14.1 RURAL TOURISM

14.1.1 Introduction

The tourism and hospitality industry is an important contributor to a nation's economy. It is an integral part of the economic development strategy for developing nations of the world which are rich is biodiversity hotspots. Given the optimism related to the tourism industry in general, there is a great scope for rural tourism. A number of studies have pointed out that tourism has huge potential for economic development, especially for rural communities. Rural tourism promises to improve the social and economic well-being or rural areas.

Rural tourism covers a range of activities, natural and manmade attractions, amenities and facilities, transportation, marketing and information systems. Rural tourism is visit to rural areas and enjoying farm-based activities. It also covers special interest nature activities such as ecotourism, adventure tourism, health tourism, ethnic tourism, etc.

14.1.2 Definition and characteristics of rural tourism

Rural tourism can be defined as the 'village experience' which covers a wide range of activities and experiences that take place in a non-urban or agricultural setting. Such tourism typically entails visits to wide-open space, with low levels of tourism development, very little tourism infrastructure at the same time provides opportunities for visitors to directly experience village life in a natural environment. The most essential features of rural tourism are as follows:

- **Located** in rural areas.
- **Functionally rural** – it is small-scale, uses natural resources, open space, contact with natural heritage, and has traditional practices.
- **Rural in scale –** Small scale uses local materials and basic infrastructure.
- **Traditional in character –** grows organically over a period of time. Connected to grass roots, built by the people, of the people and for the long term good of the people and the area.

14.1.3 Typology of rural tourism

Mass tourism and alternative tourism are two sides of the same coin. Mass tourism is characterized by large numbers seeking holiday experience in popular tourist destinations. Alternative tourism on the other hand, is sometimes referred to as 'special interest tourism' or 'responsible tourism'. It is characterized as small scale, using local resources and seeking meaningful contact with local community's way of living and the local natural environment. There are three major types of tourism activities: Heritage tourism, Rural tourism, Agritourism. All categories tend to overlap with eachother and are not mutually exclusive.

Heritage tourism: Sometimes heritage tourism is included under rural tourism. This format of tourism celebrates the social, natural

and cultural heritage of a tourist site. This may include among other, nature-based tourism, ecotourism, agritourism, as well as partnership-based approaches. The primary purpose of heritage tourism is experiencing places and engaging in activities which represent the past. Visit to museums, cultural centres, or caves entails heritage tourism.

Nature based tourism: Nature based tourism, sometimes called recreation-based tourism refers to the process of visiting natural areas for the purpose of enjoying the scenic beauty, including wildlife. Nature-based tourism may be either active or passive. Active nature-based tourism is becoming very popular in recent times, in which participants take part in outdoor recreation or engage in adventure travel. While passive form of nature-based tourism involves tourists who strictly observe and experience nature.

Agritourism: gritourism refers to the act of visiting a working farm or any agricultural, horticultural or agribusiness operation. The purpose of the visit is enjoyment, education, active involvement in the farm or operation. It involves taking part in a range of farm-based activities, such as farmer's markets, overnight farm or ranch stays, visiting agriculture related festivals, museums and other such attractions. 'Grass routes' an NGO, engages in providing village experience to its members.

14.1.4 Forces impacting Rural Tourism
Scholars have identified a number of forces that drive rural tourism, which are as follows:

Alienation and Isolation of urban life: ndustrialization and urbanization have brought about social and economic changes in the society. This has impacted traditional community structures and has removed people from their natural environment. Gradually the city has come to be associated with stress, alienation and isolation. This changing perceptions of landscapes explains why people travel to rural areas.

Influence of media: Mass tourist resorts are associated with overcrowding, over familiarity and congestion. People always want something new and unexplored. Media brings attention to the

alternative tourist attractions, where people flock to experience novelty.

Increasing environmental awareness: Young travellers who are environmentally conscientious have understood the relationship between humans and environment. Green issues have raised the attractiveness of rural experience as ecologically sustainable tourism. Better educated travellers mostly would like to take up special interest tourism.

Advancement in Transport and Communication: Transport, communications and the removal of trade barriers, political and economic barriers to travel have made rural areas more accessible.

Perception of Health: Rural areas are perceived as healthier, offering fresh, unpolluted air, cleaner water, fresh, off-the-farm food and outdoor recreation. Moreover, rural tourism offers a pleasant break from the fast-paced, competitive life of urban areas and rejuvenates and recharges individuals.

Opportunity for interaction: Rural tourism is REAL (Rewarding, Enriches the spirit, provides Adventure, and Learning). Rural tourism is considered to be authentic, genuine in nature as it is not artificially created or staged.

14.1.5 Benefits of Rural Tourism
Rural tourism may be a niche tourism market, nevertheless, it promises some of the following benefits to rural people and rural development.

Economic benefits: Rural tourism creates job opportunities, especially for the youth. Job creation occurs in hotel and catering trades, transport, retailing, information and heritage interpretation. Rural tourism also creates new business opportunities. It facilitates expansion of complementary businesses such as service stations, hospitality services, recreational activities, and arts and crafts.

Social benefits: Many rural communities especially those in the forest regions have suffered serious economic problems because of commercialized felling of trees. Rural tourism can assist forestry by diversifying income sources for forest communities if the special qualities of the forest environment for recreational use are realized

and developed. Tourism also brings about enhanced amenities and infrastructure to the area. This shapes a community's identity and shared image. This has positive implications for community pride, particularly rural museums as an important repository of their cultural heritage.

Cultural benefits: Rural tourism helps in the preservation of rural culture and heritage. In rural tourism the 'sense of place' is a fundamental element in both the tourists' and host community's feelings of what makes the area attractive to visit and live in. This sense of place is maintained through rural museums which play an important role in preserving heritage. The link between arts and tourism can be a two-way process. Many rural communities use their arts and crafts, traditional dance and music to attract tourists to their areas.

Environmental benefits: Rural landscape is a part of the heritage. Visitors can impact landscapes positively through their contribution in terms of political and economic benefits. Using political pressure from tourism authorities, the funds that are generated through tourism activities can be used towards conservation of the tourist site.

14.1.6 Questions :
Rural Tourism
1. State the definition and characteristics of rural tourism.
2. What are the different forms of rural tourism?
3. Discuss the factors/forces responsible for rural tourism.
4. State the benefits of rural tourism

14.2 URBAN TOURISM

14.2.1 Introduction
Urban tourism is an important factor of present tourism. Many developed countries have been using urban tourism development polities as effective measures to drive and rejuvenate their economies. Cities offer modern amenities as well as historical features. Therefore they are becoming much sought after destinations in the regional and international tourist circuits. Urban tourism is a rapidly developing segment in the world.

14.2.2 Definition and concept of Urban Tourism:

The concept of urban tourism is very broad and it consists of all kinds of entertainment activities that are held in cities. *Tourism activities that are conducted in the urban areas of the city is known as urban tourism.* This covers different types of activities, such as visit to historical places or building, tourist attractions, landscapes, art galleries, attending special events which showcase the culture and heritage of the city. Urban tourism generates images of heritage and identity that are consumed by not only residents but also by visitors. For many cities urban tourism is their basic industry, which generates income and also supports upcoming regeneration projects.

14.2.3 Elements of urban tourism

Urban tourism comprises of basic three elements, namely, P*rimary elements, Secondary elements and Additional elements.*

The *primary elements* include : a) Cultural facilities such as museums and art galleries, (Jehangir Art Gallery) theatres and cinema halls, concert halls and convention centres. B) Sports facilities and c) Amusement facilities such as night clubs, Bars, Casinos and festivals (Kala Ghoda Festival), d) Physical landscapes such as historical street pattern, interesting buildings, ancient monuments and statues, parks and green areas, waterfront such as harbor, canal or river, e) Socio-cultural features such as Liveliness of a place, language, local customes, costumes, friendliness and security of a location.

The *secondary elements* include: Accommodation, catering facilities, shopping and markets.

While the ***Additional elements*** are accessibility to the areas, Transport facilities and parking, Tourist information in the form of guides and maps, etc.

14.2.4 Factors impacting Urban Tourism

Over the period of years, the evolution of urban tourism has been influenced by several factors such as:

Economic Factors: Urban tourism triggers significant financial gains as tourists spend a lot from the cultural experience point of view, visiting museums, monuments, festivals and other events.

Rural tourism may be a seasonal business, but urban tourism is not affected by seasonality, since urban movements takes place all throughout the year irrespective of the season. For example. Mumbai witnesses tourism all year round as it is used as an important transit point for travellers visiting other places in Maharashtra.

Social Factors: As leisure gets redefined, one sees a growth of leisure time and also the structure of free time. As lesser time is spent in daily chores the holidays or leisure time has grown longer. People's mobility has increased due to progress of transportation services regarding higher travelling speed and lower travelling costs.

Cultural Factors: Urban tourism influences the increase in a city's attractiveness. Effort is made to promote cultural patrimony, hospitality, and heritage. This contributes to create an impressive image and subsequently attract tourist flows.

Technological Factors: The developments in the field of information technology and transportation facilitate travel and booking and accommodation to a tourist site. The internet is also replete with travel blogs which direct tourists' preference.

Demographic Factors: Also decrease in retirement age, early economic opportunities, late marriages, families with double income and no kids (DINKS) – all factors increase number of tourist footfalls to a place. A number of tours and travel agencies who cater to specific individual demand also contribute to motivations to travel. Thus there is an emergence of several segments of travellers, from solo travellers, retired travellers, young travellers, honeymoon travellers, senior citizen travellers, religious travellers, women travellers, etc.

Juridical Factors: A city's attractiveness is due to its rich history as well as its current status. Municipalities try to diversify urban tourism to cater to all types of tourists. This is done by rehabilitating historical centres, shopping centres, upkeeping national parks within the city, preserving and protecting urban landscapes, rivers and mountains within city limits. Mumbai city is replete with several heritage sites, such as, the museum, various art galleries, National park, the tribal colony within Aarey, several

koliwadas, and its rich waterfronts. Slum tourism is also one form of tourism which is becoming desirable especially in the developing countries. Municipalities create special infrastructure which encourages short-term stays with the urban areas.

14.2.5 Benefits of Urban Tourism

Urban tourism may generate benefits for the urban communities as well as the overall society. This can be achieved through proper planning, development and management. Tourism, by its necessity can provide an impetus for the development of new cultural and commercial facilities which can be used by local residents and the tourists. Tourism practices permit the collection of necessary user fees from tourists which can be used for preservation and conservation of natural, archaeological and historical monuments, arts and cultural traditions.

Stanciulescu (2009) observes that urban tourism can bring a plethora of benefits to the urban community, which are as follows:

- Creating new work places
- New perspectives for local tourism firms
- New investment possibilities
- Increase of incomes and improvement of standard of living for locals
- Generating incomes from local taxes which can be used for restoration of heritage structures
- Improvement of infrastructure whose direct beneficiaries would be tourists and most importantly, the residents of the area
- Improvement of environment quality

14.3 CONCLUSION

India has an enormous potential for growth in the tourism sector. Developed countries attract urban tourists; while under developing regions of the world attract tourists seeking village or rural experiences. In this regard, India has double advantage, as it has rich agrarian areas as well as upcoming and established urban centres. Policy makers can provide novelty of experience in popularizing both aspects of tourism sectors. The government should recognize this potential and devise policies with the help of all stakeholders in the tourism process.

14.4 SUMMARY

The tourism and hospitality industry is an important contributor to a nation's economy.

Heritage tourism, nature-based tourism and agritourism are types of rural tourism.

A number of forces impact tourism such as influence of mass media, environmental awareness, development of transport and communication, opportunities for interactions.

Benefits of rural tourism include social, economic, cultural and environmental benefits.

Tourism activities that are conducted in the urban areas of the city is known as urban tourism.

A number of factors influence urban tourism such as, economic, social, cultural, environmental, demographic, juridical factors.

Urban tourism may generate benefits for the urban communities as well as the overall society.

14.5 QUESTIONS

Urban Tourism
1. Explain the definition and concept of urban tourism.
2. What are the three elements of urban tourism?
3. Discuss the factors driving urban tourism.
4. What are the benefits of urban tourism?

14.6 REFERENCES

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15

ENVIRONMENT : URBAN ECOLOGY &IMPORTANCE OF ENVIRONMENTAL CONCIOUSNESS

Unit Structure

15.0 OBJECTIVES

- To understand the concept of Environment and Ecology.
- To understand the interconnectedness between different Eco-systems.
- To understand the importance of Ecological Consciousness.

15.1. INTRODUCTION

The environment is not static. It is functioning, dynamic & continuously charging. Any change in one component or process sets up corresponding cyclic changes in all other components over time & change. The presence of man in the environment adds further dynamism to it. Organism and their environment are dynamic and interdependent.

15.1.1 Environment

The term environment means, a surrounding. Environment is the totality of all externalities that affect the human life. The term has been derived from the word "environs" which means "around". In broader perspective it consists of human or social, political, economical and physical environment.

It also refers to the complex of physical, chemical and biotic factors that act upon an organism and ultimately determines its form and survival.

15.1.2 Ecology

The science of ecology has a gradual development through history. The writings of Hypocrites, Aristotle and other philosophers of Greek period contain materials of ecology. Ecology today is that branch of science, which is most relevant to everyday life of every man, woman and child.

According to **Webster's dictionary** ecology is defined as **"the stability or patterns of relations between organism and their environment".**

Definition of ecology:
1. The study of the relationships between living organisms and their environment.
2. Study of the relationships between living things and their environment.

15.1.3 Interconnectedness between different Eco-System:

Ecology is the study of relationship between living organism and their environment. Ecology is the science that attempts to answer the question about how the nature works.

1. The basic level of ecological organization starts with the '**individual**' (a single plant, insect or bird).

2. The next level of organization is the '**population**'. Populations are collections of individuals of the same species within an area or region.

3. The next more complex level of organization is the '**community**'. Communities are made up of different populations of interacting plants, animals and micro-organism within some defined geographical area.

4. The next level of organization is '**ecosystem**'. An ecosystem consists of different communities of organisms associated within a physically defined space-the advent of the new ethical development, one that deals with human relations to the land and its necessity.

This relationship is defined as the land ethic. This concept holds to the central component referred to as the '**ecological consciousnesses**.

The ecological consciousness is not the vague idea, but one that is not recognized in modern society. It reflects individual responsibility for the health and preservation of the land upon which we all live, and all of its components. If the health of the land is upheld, its capacity of self-renewal and regeneration is maintained as well. Till date, conservation has been our sole effort to understand and preserve this capacity. If the mainstream embraces his ideals of a land ethic and an ecological consciousness, the beauty, stability and integrity of our world will be preserved.

Let's check our progress

1. Define Environment and Ecology. Explain the interrelationship between ecology and eco-system

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15.2 WHAT IS ECOLOGICAL CONSCIOUSNESS?

An ecological consciousness is a way of being that respects the natural world -- plants, trees, animals, and insects. Individuals with this form of intelligence feel directly related to and engaged with the natural world.

1. A state of being in which all daily behaviours are viewed through a lens of ecological literacy and responsibility, forming an ecological beneficial lifestyle. (Forum of Ecological Education and Action 2008)

2. A consciousness that is based on value attitudes oriented towards the preservation, restoration and rational use of natural world. (Biriukova 2005:34)

3. A deep awareness of once connections to non human nature.

4. Personal identification with non human nature.

5. Intrinsic value of non human nature.

6. A deep concern about the destruction of our natural environment.

7. Interest in self realization orientated towards meaningful engagements with non human others.

8. Understanding that our global crises are the consequences of a dominant industrial, consumer modernity and individual responses such as powerlessness to negative consequences can need to desire to connect with non human nature.

Ecological consciousness can be viewed as a fundamental way of altering the 'nature' and re-engaging the world that offers the possibility of shifting perspectives on 'self' and 'nature'. Individuals need to discover their own ways of relating to the world to improve and sustain environmentally responsible behavior.

15.2.1 Need to develop Ecological Consciousness:

The ecological crises confronting humanity has been increasingly well documented in recent times, with particular attention being paid to the nature and impact of Anthropogenic climate change and its consequences at global levels.

Today society is overrun with the desire for speed and convenience, and driven by competition. Asking the busy world to stop, step backward and work the concern for such things as soil, rocks or oak trees in to its contracts and agreements is a foolish notion.

Ecological alienation and restricted consciousness is proposed as substantially causative of decisions and behavior that leads to environmental degradation. An ecologically effective, respectful and relational consciousness or 'ecological consciousness' is to be encouraged in order to not only improve environmental behaviors but meet the challenges posed by a global environmental crisis.

The nature of the global ecological crisis highlights the need for humanity to become more conscious or to transform once consequences to bring forth more of what one has ignored or taken for granted and to strengthen the relationship to non human.

To become ecologically conscious is to work on own lives to encourage deeper, fuller meaning and broader identification with earth and its life, to become alert, attentive and attuned and make the ordinary, extraordinary. In other words, we must seek to understand our world beyond the surface appearance of things and step away from our habituated way of thinking.

Let's check our progress

1. What is meant by ecological consciousness? Discuss the need for ecological consciousness

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15.3 URBAN ECOLOGY:

Human ecology is concerned with the inter relationships between people and their environment. It studies how the physical environment shapes people's lives (for ex: how rivers prevent expansion of houses) and how people influence their surrounding environment (for ex: how air conditioning has increased pollution in cities). Urban ecology studies such relationships as they appear in urban areas.

Urban ecology is the study of the urban environment and the complex interactions and relationships which occur within it. Over half of the human population lives in cities, with many humans living in megacities of epic scale, making urban ecology a topic of intense interest. Many organizations which conduct urban ecology research do so with the goal of building healthier, safer, and more beautiful cities, although urban ecologists can also take on a less judgmental role, simply collecting and presenting data and allowing other people to draw their own conclusions from it.
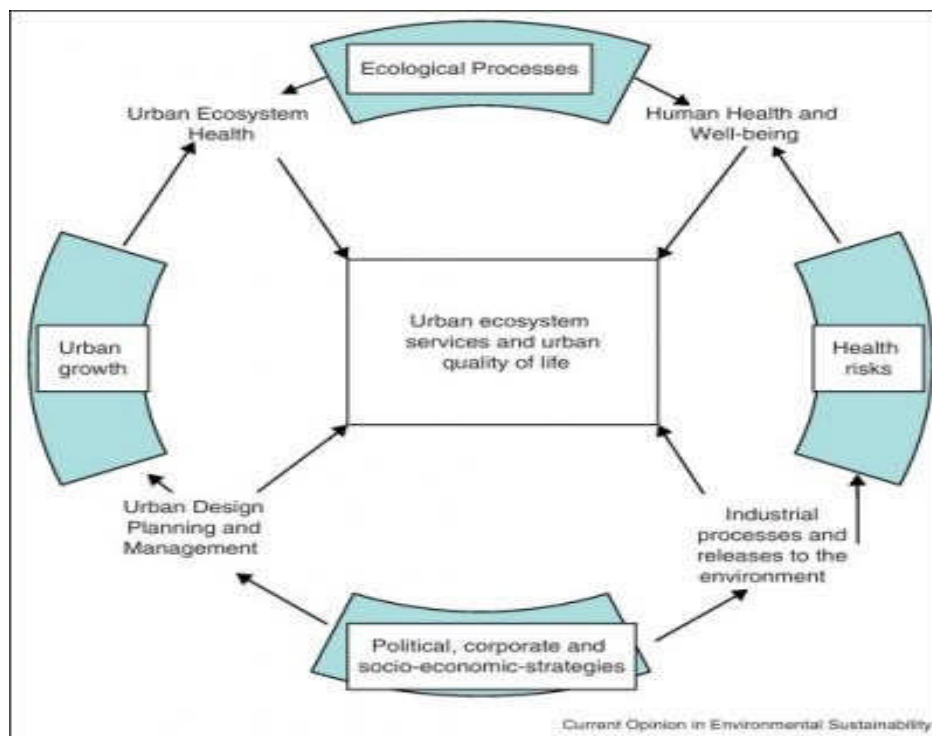
Early urban ecologists such as **Robert Park** and **Ernest Burgess** concentrated on city life in detail.

By the middle of the 20th century, the urban population started moving out of the city to live in suburbs. Thus urban development took place in several places like a financial district, a manufacturing zone, a waterfront area, an entertainment area, a green zone, etc. This is called the Multiple-nuclei model. For ex: the rise of shopping malls. In the beginning all shopping malls existed only in the central business district. People travelled to the center from the suburbs to make major purchases from the shops out there. However, as the city expanded and suburbs became more populated, people started shopping at shops closer to their homes. This led the spread of shopping malls.

The 21st century has also seen the formation of 'edge cities' created by urban decentralization. As cities decentralize they lose their center to form a multi-centred model. As cities grow, residential areas, industrial parks and shopping districts move away

from one another. Few people wish to live close to industrial areas so the city becomes a mixture of different districts.

Urban ecologists are also interested in urbanizing and transitioning areas. When cities spread out, they bring a variety of changes with them. Urban ecology can chart and track these changes, looking at how the land changes and what the impact or urbanization is. Urbanization can be both good and bad, depending on the perspective one views it from; a city might, for example, pave over a river, damaging an aquatic ecosystem, but it would also build structures which create housing for humans and habitat for a host of other organisms, from the bacteria on the kitchen sink to the feral cats in the allies.

The urban ecosystem is influenced by a huge number of factors, and it is markedly different from the surrounding environment. Cities tend to be warmer than the surrounding area, and studies of urbanization have shown how temperatures climb as cities sprawl, and cities may also develop their own weather patterns and other ecological phenomena. The study of urban ecology involves learning as much as possible about this ecosystem, the many elements in balance within it, and what life is like for the organisms which dwell in it.

Urban ecologists can do everything from monitoring a patch of a city for several years to watch the ecosystem evolve and change to making policy recommendations which are designed to improve conditions in a city. Major development may be accompanied by consultations with an urban ecologist who provides suggestions which will make the development a healthy addition to the ecosystem, rather than a negative one, and these suggestions may also include techniques for making the development more efficient and more pleasant to live or work in.(https://www.wisegeek.com/what-is-urban-ecology.htm)

Let's check our progress:

1. Define urban ecology. Discuss the factors affecting urban ecology

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15.3.1 Urban Ecology in India

In India, the present BJP Govt. has introduced the idea of 100 "smart cities". By 2050, about 70 per cent of the population will be living in cities all over the world and India will need about 500 new cities to accommodate the increasing population. Therefore the government has realised the need for cities that can cope with the challenges of urban living and also be magnets for investment.

15.4 CASE STUDY OF MUMBAI CITY:

Mumbai's development plan is revised every twenty years. Amongst many issues that active citizens and environmental groups have flagged is that of ecology and environment. Sustainable Ecology & Environment has to be the central aspect of city development plans and prepared with peoples' participation.

15.4.1 Background

City building efforts have led to unprecedented abuse and destruction of natural assets and ecosys tems. Also their relationship with built environment has been severed in most instances. As a matter of fact, development plans and programs have dealt with natural conditions with hostility. Their exclusion from city maps or their inadequate documentation, as in the case of Mumbai, is an example of such apathy and indifference. Instead, our challenge is their integration, towards building a sustainable urban ecology.

Today, cities have the opportunities for higher construction and financial gains at the cost of social and environmental interests. This build-more syndrome and the development anarchy across cities has led to the decimation of natural environmental conditions. In Mumbai's case, the natural assets covering an area of over 180 square kilometers has been damaged and in many instances totally destroyed by indiscriminate construction. These eco-sensitive areas have been considered as dumping grounds for waste disposal and illegal land filling.

Due to rapid expansion plans and programs in cities, it has become necessary to define boundaries and areas of various natural aspects.

In Mumbai, based on 'Open Mumbai' plans, we have jointly proposed to the authorities to designate the buffer areas as reserved public open spaces for walking and cycling without any form of construction and for regeneration of natural ecosystems. Further, we have proposed to develop a contiguous network of these buffer areas connected with other open spaces of the city parks, gardens, playground etc., and various public places: market areas, community buildings, transportation hubs, etc. We believe that free public access to spaces in this network will facilitate effective vigilance by community groups against abuse and misuse of the natural assets. Such collective engagement in open spaces will facilitate social networking and the democratization of public spaces and vital ecological resources.

In Mumbai's case, due to PILs, the Courts have ordered that mangrove areas be reserved as protected forests. Similar orders have prohibited land filling in wetlands. State Government of Maharashtra has been pursuing an idea of building low-cost housing on saltpan lands and other wetlands for short-term political gains. In Mumbai for example, we witness large-scale illegal land filling, dumping of garbage and rubble generated from building repairs and construction sites onto areas of mangroves, wetlands, rivers and creeks. Even the city government, has over the years, used wetlands and mangrove areas as solid waste dumping sites.

Formalization of the natural and eco-sensitive areas of cities is of utmost importance. Integration of the natural areas with other social infrastructure and human development demands are complex, when basic human rights related to housing, amenities, access to healthcare and education are pressing demands. For example, to reduce erosion of the coastline including beaches, governments are dumping concrete tetra pods and building sea walls. Similarly, enormous concrete walls are being built on both sides of rivers and other watercourses to contain their spread. These big contract turnover projects permanently severe the water courses from the natural ecosystems.

Integration of the natural assets with other urban development goals is not easy; particularly when the city is being systematically fragmented into disparate and conflicting parts, best reflected in the physical form of cities. Land and resources, including natural areas are divided and barricaded and considered individually and separately for various construction and development works. How then can the integration of natural and built environments happen for the achievement of a sustainable urban ecology under the present nature of city development?

This integration is indeed one of our biggest challenges in our thrust towards urbanization and city building. For this purpose people's movements for environmental cause would necessarily have to join forces with other democratic rights movements for the achievement of integrated and inclusive cities world over. This has to be a simultaneous effort in all cities of the world.

15.4.2 Environmental Problems of Mumbai

Modern experts and politicians would like to blame the British for destroying the natural environment of Mumbai; however, sanction of hazardous policies and projects like the Bandra-Worli sea-link in the past two or three decades have done more harm to Mumbai than the 150 years of British regime. The problem is that the authorities have failed to foresee the consequences of tampering with the environment. They have consistently ignored the warnings and pleas of environmentalists. Infrastructure projects are sanctioned in the name of development of the city, hardly emphasizing on the environmental impact assessment. The

government in turn is issuing environmental clearances to projects like the construction of 20-storeyed skyscrapers on the fragile Cumballa hill.

15.4.3 THE MANGROVES

Mangroves are an integral part of the landscape of Mumbai. Mumbai is surrounded by over 5000 acres of mangrove swamps spread over various areas like Mahim, Madh, Thane creek, Versova, Gorai and Ghodbunder. Of these, Mumbai has lost almost 40% to reclamation of land for construction and developmental projects. About 300 acres was sanctioned to build the Esselworld amusement park in the Gorai creek at Borivali and a golf course at Andheri. However, the biggest symbol of the destruction of mangroves is the Bandra-Kurla complex which was built on reclaimed land almost strangulating the mouth of the Mithi River.

Creation of infrastructure is an important and totally justifiable end in a city like Mumbai which is aiming to gain an international look.

However, unplanned urban development without respecting the course of nature will always backfire in the form of a disaster like 26/7. In a coastal city, wetlands, wastelands, saltpan lands and mangroves function as buffer zones against tidal movement land. In case of mangroves, land has been reclaimed in the name of slum rehabilitation and garbage dumps. Sadly enough, on these pretexts, valuable mangroves are destroyed to make way for high rises.

15.4.4 THE GREEN COVER

In recent years, several extensive infrastructure projects have been sanctioned for the 'good' of the city. These include various road-widening projects, construction of new flyovers and link roads. Mumbai Urban Infrastructure Project (MUIP) and Mumbai Urban Transport Project (MUTP) insist that these projects can be carried out only with the felling of trees in those particular areas.

Mumbai is the only metropolitan city in the world which boasts of a national park in the middle of one of its busiest suburbs. However, the existence of this green space is being threatened by

illegal construction activity, encroachment by slums and quarrying. Several companies carry out quarrying in the park which have led to the erosion of the land and have also affected the habitats of the animals. Quarrying also reduces the mineral content in soil which affects its water retention capacity and alters the course of natural water sources. The park is being hemmed in by all sides by unchecked development. With the entry of man into nature, nature has entered man's backyard in the form of leopards attacking people and homes.

15.4.5 THE LAND

According to international standards, the minimum amount of open space required per thousand persons is 4 acres; for Mumbai, it is merely 0.03 acres per 1000 people. An ideal way of correcting this anomaly is to prudently use the land available to us. Construction has to be accompanied with a proportionate increase in the supply of civic amenities like water, electricity, drainage, roads and parking facilities. There is already tremendous pressure on these amenities and further construction without augmenting their supply would lead to congestion and pollution. As mentioned earlier, often land is dereserved or taken over for construction for the purpose of slum dwellers' rehabilitation.

All infrastructure projects with an environmental clearance are used to create more land so that this extra land can be allotted to builders and more money can be made. Through reclamation, land is created from wasteland near the sea. Then it is given the status of a no-development zone. However, since this 'no development zone' is contiguous to development areas, small construction is allowed. Initially, smaller Floor Space Index (FSI) is offered ultimately ending in unlimited FSI through government legislation which paves the way for unlimited construction.

Solutions to environmental problems are tricky issues.There is no water-tight solution which can be implemented that can solve these problems easily. It would, in fact, in this section like to point out a few heartening indicators for Mumbai's environment whose recognition in itself is a solution to Mumbai's problems.

Let's check our progress:

1. Examine the environmental and ecological threats faced by city of Mumbai

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15.5 SUMMARY

The term environment means, a surrounding. Environment is the totality of all externalities that affect the human life. In broader perspective it consists of human or social, political, economical and physical environment .It also refers to the complex of physical, chemical and biotic factors that act upon an organism and ultimately determines its form and survival.

Study of the relationships between living things and their environment. The ecological crises confronting humanity has been increasingly well documented in recent times, with particular attention being paid to the nature and impact of Anthropogenic climate change and its consequences at global level.

15.6 QUESTIONS:

1. Define ecology and Human ecology. Examine the Interconnectedness between different Eco-System.
2. What is meant by Ecological consciousness? Critically highlight its importance in day to day existence.
3. Define urban ecology. Trace the origin and growth of urban ecology.
4. Write a detail account on politics of urban ecology in Mumbai with suitable examples.
5. Discuss the various environmental problems and threats to Mumbai's ecology.

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16

ECO FEMINISM

Unit Structure:

16.0 OBJECTIVES:-

➢ To study the concept and relevance of Eofeminism

➢ To understand the relationship between women and environment

➢ To study various perspectives on Ecofeminism

➢ To evaluate the contribution on Vandana Shiva and Bina Agarwal on Ecofeminism

16.1 INTRODUCTION:-

Ecofeminism, also known as ecological feminism, is a branch of feminism which comprehends the relationship between women and nature. The term eco feminism is a result of numerous feminists and environmental social movements to save nature and ecology. In the late 1970s and 1980s it captured the attention of the masses. The term eco feminism was first used by Françoise'd eaubonne in 1974. Ecofeminism relies on the basic feminist tenets of equality between genders. It also examines the effect of gender categories in order to show the ways in which social norms execute unequal domination over women and nature.

16.2 DEFINITION:

➢ A philosophical and political theory and movement which combines ecological concerns with feminist ones, regarding both as resulting from male domination of society.

➢ A movement or theory that applies feminist principles and ideas to ecological issues.

16.3 HISTORY OF ECOFEMINISM:

Ecofeminisn received popularity in the contexts of a number of agitations and protests against "environmental degradation" resulting on account of environmental disasters. The 1st eco feminists conference in the USA on eco feminism in march 1980 witness the participation of a large number of women. Discussions were held as to deploy the ways in which women and environment could be united to encourage respect for both women and environment and also to explain how long dependence of women on environment has resulted in oppression of both women and nature. By the late 1980s, ecofeminism had grown out of its largely academic environment and become a popular movement.

Some people have called eco feminism as a movement whereas others have called it as a discourse movement mostly of

the white European to reclaim spiritual relationship with the earth. In the later period eco feminism was led by VANDANA SHIVA a South Asian and Maria Mies a German women's eco feminist. The eco feminist discourse is related to the notion that both "women and nature have be degraded, dominated and devalued by the western culture.

WOMEN & NATURE à) DEQUADED
DOMINATED by western culture
DEVALUED
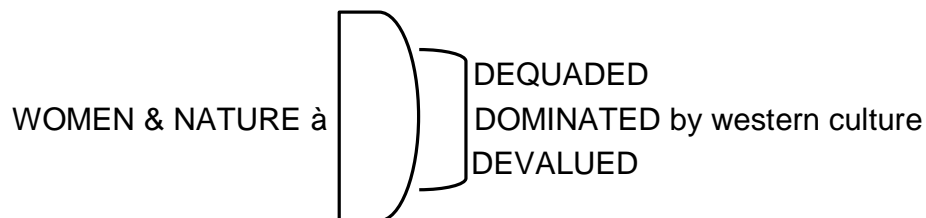
16.4 BRANCHES OF ECOFEMINISM:

By the late 1980s ecofeminism had two branches viz:
1.   Radical ecofeminism
2.   Cultural ecofeminism

Radical ecofeminists believed that the dominant patriarchal ideology of the society equates nature with women in order to degrade both. It explains how the labour and resources of women and nature has been commodified by males to establish their control over them.

Cultural ecofeminists, promote an association between women and the environment. They argue the women's close association with nature because of their gender roles (e.g., family nurturer and provider of food) and their biology (e.g., menstruation, pregnancy, and lactation). They believe that this association makes women more sensitive to various forms of environmental degradations. They plead for a harmonious relationship between the man and the nature.

However all feminists did not agree with this division of eco-feminism.

16.5 FEATURES OF ECOFEMINISM:-

Problems:

1. Women and nature share a special relationship hence women have an important stake in ending the domination of nature and conserving the environment.
2. There are important connections between the domination of women the exploitation of nature.
3. These connection between nature and culture can be traced ideologically to the patriarchal thoughts which makes nature inferior to culture . since women are identified with nature they are considered inferior and men identify with culture are considered superior. Given this relation women have a special stake in ending their own subordination.

Solution:-

This change can be brought about through a re conceptualization of the relations between women, men and nature in non hierarchical ways and develop an egalitarian (equal) approach. Eco feminism draw connections between the oppression of women and the destruction of nature and trace both "historically" to the emergence of "western patriarchal science" in the 17th century. Eco feminism is about connectedness and wholeness of theory and practice. It asserts the special strength and integrity of every living thing. Eco feminism is a women identified movement. This movement sees the destruction of the earth being , as feminist concern to be an eco feminist is basically to be a feminist and ecologist at the same time. Ecological feminism has a very important role to play because of the context of economic globalization.

Let us check:
1. **Define Ecofeminism.**

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2.   **Discuss its Branches and features.**

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16.6 ECONOMIC SUBORDINATION BASICALLY MEANS TWO THINGS:

1.   Women have been subordinate because they have been associated with household and domestic work.

2.   Economic growth has defined as that which takes place outside the household. Throughout history and in most societies, even today womens house work is treated as non work. The defining of women's housework as no work is related to the universalization of modern economics. The definition of measuring GNP is based on treating certain work as producing and certain activities as non productive. Basically says if you are working in the household then you are not producing if you are consuming what you are producing you are not producing. This not only wipes out women's work but also wipes out self reliant, sustainable activity economic globalization. Therefore says that if you are producing for your own consumption as a country, you are not producing unless you are trading and then you are contributing to growth.

16.7 DUALISTIC THINKING IN WESTERN   PHILOSOPHY AND CULTURE:-

The dualistic thinking that has shaped so much of the Eurocentric world view is perhaps the central concern of eco feminist philosophical and political analysis. The Eurocentric notion is that masculine is associated with rationality , spirit , culture , autonomy , assertiveness and the public sphere while the feminine is associated with emotion , body , nature , connectedness ,

respectively and private sphere. Masculine is considered to be superior to that which is associated with the feminine. The latter exits in the service of the former , the relationship between the two is inherently agonistic (strain).

16.8 PERSPECTIVES ON ECOFEMINISM:

Different ecofeminists have deployed different ways of analyzing the relationship between women and nature, its exploitation and the means to overcome this oppression. The devaluation of nature carries along with it a devaluation of subsistence living. This is intrinsically linked to women and their work and productivity. Similarly, one can draw a parallel between the violence against nature and violence against women. The relationship between women and environment is an ongoing area of enquiry, intervention, and debate summarised in two differing points of view put forward by two well know women, Vandana Shiva, an eco-feminist and Bina Agarwal, a feminist-ecologist.

Let us check:
1. What is neant by economic subordination?

2. Elaborate on Dualistic thinking in western philosophy and culture.

3. Elaborate on various perspectives on Ecofeminism.

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16.9 ECO FEMINISM AND THE POLITICS OF IDENTITY IN THE DEVELOPING WORLD-VANDANA SHIVA

There has been reluctance to discuss the effects of modern technologies on the working lives of women even among activists and scholar in developing world. The inappropriateness of modern western technologies for the 3rd world countries is powerfully arranged by eco feminist such as VANDANA SHIVA.

VANDANA SHIVA along with MARIA MIES gave us a vision of new technology is conceptualized from a prescriptive of subsistence. This perspective means not only a change in the various accepted and social economic division of labour but also is a process of substituting money or commodity relationship by principles such as reciprocity, sharing, caring and respect for the individual. Hence subsistence perspective can be realized only within a nature of relatively stable human relations'

Women in the 3rd world welcome modernization as long as they can have some say in the manner in which technology which is affecting the quality of their working and their family life is adopted. Women usually have insignificant powers and are usually by society, confined by tradition.

According to Shiva Women's liberation is possible only if we safeguard all the life of all on the planet earth from patriarchy and capitalism. Shiva and other ecofeminists are explicitly anti-war and anti-capitalist, because both war and capitalism are seen as patriarchal structures.

For majority of the world deforestation of Himalaya and patenting of seeds and tree may not bo related to feminism for the women of the area "environment" is the place where they live, and it encompasses everything that affects their lives.

The dualistic world view prevailed in society devides nature in two opposing parts whereby humans are perceived as detached to nature. The technology is considered superior to indigenous knowledge, men to women and human to animals etc.

Thus Shiva promotes a world view based on partnership and cooperation. Shiva's ecofeminist perspective makes no distinction between "basic needs" (food, clothing, shelter) and "higher needs" (freedom and knowledge).

16.10 SPIRITUAL DIMENSION:-

In addition of the philosophical and the political aspect eco feminism contains a spiritual dimension eco feminist are situated in all the major religious and most of them see a good reason for women imagery in reference to the divine. Eco feminist consider nature as a feminine principle (prakriti) which is characterized by creativity, activity , productivity , continuity between human and nature , sanctity of life in nature , connectedness and interrelation of all being including men. The term "tera matter" earth as a symbol of Greek mother is often used, to justify nature feminine qualities.

Let us check:
Examine in detail the Views of Vandana Shiva on Ecofeminism.

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16.11 FEMINIST ENVIRONMENTALISM: BINA AGARWAL

Bina Agarwal is critical of Shiva saying that it is a very unitary view of Third World women. For her, the predominantly Hindu conception of preserving nature as related to the feminine principle of nurturing and creativity is alien to women of some other religions. Shiva, she feels, ignores the fact that women, like men, are socially structured and that their responses to nature is a result of their specific socialisation.

Agarwal would argue for a feminist environmentalism as opposed to eco-feminism. She focuses on the material reasons for the connection between poor peasants and tribal women with nature. She feels that because women have historically been associated with the responsibility for cultivation, collecting fuel and fodder in several hill and tribal communities, they seem to have a closer link to nature. Thus, the privatisation of rural resources and destruction of the environment affect women differently depending on their class, caste, ethnic and economic positions.

Bina Agarwal's view on eco-feminism takes away the suggestion that the women-nature closeness is naturally or biologically ordained or that ecological sensibility is an essentially feminine principle. The view calls for a specific choice of an environmental sensitive economics, society, and culture. It says that the fact that, women, especially poor women are more likely to accept such a view is because of their historical and social conditioning. It also suggests that one does not have to accept the essentially subjugated position that women have had to suffer in exchange for such closeness to nature.

While critiques have come from various fields BINA AGARWAL supports the idea of feminist environmentalism instead of eco feminism. She feels that the ideological , spiritual explanation of women is not a homogenous category and differs in caste , class , race and sanctity. Eco feminism is trying to essentialize the relationship as unchangeable and irreducible. Also the Hindu religious explanation of Prakriti as the feminine quality is

not applicable to other religious belief feminist environmentalism on the other hand tries look into economic , political and social factors contributing to economic degradable and role women played in combating (fighting) them.

Let us check:

1. Write note on Feminist Environmentalism of Bina Agarwal.

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16.12 CONCLUSION:-

In summary eco feminism is a movement that focuses attention on the historical linkage between denigration of nature and female seeks to shed light on. What both Agarwal and Shiva agree on is that environmental concerns are not elitist but are central to struggles of poor peoples, especially women, for survival and for living spaces.

16.13 QUESTIONS:

1. What is meant by Ecofeminism. Discuss its significance in contemporary society.
2. Define Ecofeminism. Elaborate on various perspectives on it.
3. Examine in detail the contribution of Vandana Shiva to Ecofeminism.
4. Briefly explain the Feminist Environmentalism propagated by Bina Agarwal.

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MODEL QUESTION PAPER
SEMESTER II

Note : 1) Attempt any five questions.

2) All questions carry equal marks (20 marks each)

1. Attempt Any Two sub Questions
    d. Define the. Term Socialization & Explain any 2 agencies of Socialization   (10 Marks)
    e. Discuss George Herbert Mead's Theory of Mind, Self & Society   (10 Marks)
    f. Explain the process of Political Socialization.   (10 Marks)

2. Attempt Any Two sub Questions
    g. Explain Crime and Discuss Howard Becker's Labelling Theory   (10 Marks)
    h. Explain measures taken by the Government to prevent Women & Children Trafficking   (10 Marks)
    i. "Crime has become increasingly globalised problem" Comment.   (10 Marks)

3. Attempt Any Two sub Question
    a. Define tourism and explain rural tourism with examples.
                                                        (10 Marks)
    b. Explain tourism and discuss its advantages & disadvantages.   (10 Marks)
    c. Explain the term eco tourism. Elaborate on need for eco-tourism in India with examples.   (10 Marks)

4. Attempt Any Two sub Questions
    e. Explain the importance of ecological consciousness
                                                        (10 Marks)
    f. Define ecofeminism. Elaborate the views of Vandana Shiva on ecofeminism.   (10 Marks)
    g. Define and explain the importance of urban ecology.
                                                        (10 Marks)

5. Write Short Note on ANY TWO of the following: (20 Marks)
    h. Gender socialisation
    i. Structural strain theory
    j. Types of cybercrime
    k. Sustainable development

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