Unit 1

Introduction to Sociology

- Meaning, Definition & Emergence of Sociology
  ### A. Meaning & Definition of Sociology

Sociology is the scientific, systematic and reliable study of society and relationship between individual and society.

Basically, it deals with the social structure, social relations, social behaviours, interaction, social groups, social institutions, social stratifications, social processes, social problems etc.

The term Sociology is derived from Latin word *'Socius'* means society and Greek word '*Logos*' means Study or science.

Thus etymological meaning of sociology is the Science of Society.

In conclusion, Sociology is the systematic study of human society, dedicated to the understanding of social interaction as people form groups, communities and society.

"Sociology is the study of human interaction and interrelations, their attitudes and consequences".--------------- *Morris Ginsberg*

"Sociology is the systematic study of social behaviour and human groups. It focuses on social relationship; how those relationships influence people behaviour and how societies, the sum total relationships, develop and change"------------- *Richard T Schaefer*

"Sociology is the study of individuals in a social setting that includes groups, organizations, cultures and societies. Sociologists study the interrelationships between individuals, organizations, cultures and societies"……………. *George Ritzer*

"Sociology is the study of human social life, groups and societies"……… *Anthony Giddens*

From the above definitions we concluded that

 sociology is the study of human social behaviour especially it includes the study of the origin and development of society.

It is the scientific study of social institutions such as marriage, family, economy, education, sports, music, religion etc as social components.

It is the study of social processes such as enculturation, modernization, conflict, cooperation, socialization etc.

B. Emergence of sociology

Human beings have always been interested in knowing and thinking about their society from the dawn of human civilization.

Sociology does not have long history but it does have long past.

Some sociologists trace the origin of sociology from the economics of Kautilya and politics of Aristotle. For example the statement of Aristotle "Man is a political (i.e. social) animal sowed the seeds of sociology.

Actually, as a subject Sociology was emerged after the French Revolution of 1789 A.D.

The impact of French revolution on many societies has both negative and positive change.

But scholars were disturbed by negative change which was chaos and disorder of society.

Scholar sought the new basis of social order and they realize that a new social science is necessary to study society so that it can establishes the order in society.

Auguste Comte, who is known as the father of Sociology, was the first scholar to use the word Sociology in 1838 A.D. in order to refer to the science of human associations.

There are different scholar who are responsible for the emergence and development of sociology who are:

- **Auguste Comte:** -
- French philosopher who coined the term *sociology*.
- Scientific knowledge can be used to improve people's lives.
- He developed the three stages of human society which are Theological, Metaphysical and positive stage.

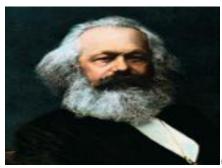(Auguste Comte 1798- 1857)

- **Emile Durkheim**
- Used scientific principles and methods to study social facts
- Mechanical and organic solidarity on the basis of division of labor.
- Mechanical solidarity comes from the less division of labor.
- Organic solidarity comes from the Interdependence of society's different parts and shared values
- Study of suicide examined the anomie that comes when social constraints break down during periods of rapid social change.

Emile Durkheim (1858- 1917)

- **Karl Marx**
- In his materialist conception of history, the driving force for social change and the source of conflict in society are economic.
- Conflict brought on by the exploitation of the poor by the rich under capitalism will bring social change.

(Karl Marx 1818-1883)

- **Max Weber**
- Values and ideas drive social change.
- Protestant beliefs led to capitalism.
- Bureaucracy—a type of organization marked by a clear hierarchy of authority and the existence of written rules of procedure and staffed by full-time, salaried officials.

(Max Weber 1864-1920)

Nature of Sociology

- Nature of sociology indicates to the Qualities or characteristics of it.
- Sociology is a science of society. As a science of society it has a social nature.
- There is still controversy among scholar regarding to the nature of sociology.
- Some sociologists claim sociology as a science and critics are of view that sociology can not be regarded as a science.

The followings are the main Characteristics of Sociology shows its pure nature.

1. *Sociology is an independent science*: - It is an independent science. It is not studied as a branch of other subjects. As an independent science, it has own separate field of study, history, research methodology and scope.

2. *Sociology is a social science not a natural science*:- Sociology is a social science. Being a social science it studies human behavior in group, relations, social activities, social problems and social life. Similarly, as a social science it is related with other social sciences such as history, economics, political science etc.

3. *Sociology is a categorical science not a normative science: -* Sociology is a positive or categorical or descriptive science. It is related to the statement about what is, not what should be or ought to be. It cannot say anything about the question of value. It is ethically neutral and it cannot deasssssl with the issues of good or bad, right or wrong and moral or immoral. In other words, sociologists do not ask whether particular social actions are good or bad, they seek merely to explain them.

4. *Sociology is a theoretical (pure) science not applied science: -* Pure science is related to the acquisition of knowledge where as applied science is related to the application of acquired knowledge. But each pure science may have its own applied field. In this context, sociology can be taken as theoretical or pure science because sociology is related with acquisition of knowledge about human society and it has own applied field such as social work, administration and diplomacy.

5. *Sociology is a generalizing science not a particularizing science*: - Bierstedt claims that sociology is a generalizing science. Sociology tries to find out the general laws about society and social life from the particular cases. It tries to make generalizations on the basis of conclusion drawn from the particular events.

6. *Sociology is both a rational and empirical science*: - Sociological knowledge is based on rationalism and empiricism. Rationalism is an approach to knowledge which is based on the logic. Similarly, empiricism is an approach to knowledge which is based on experience. The empiricists collect facts from experience and rationalists coordinate and arrange them. Sociology is also depends on empiricism and rationalism. Thus, it is both rational and empirical science.

7. *Sociology is an abstract science not a concrete science*: - Sociology is a science of society. Society is itself mental product. It is not interested in concrete manifestation of human events. It only concerns only with the forms and patterns of society. Thus it is an abstract science not a concrete science.

8. *Sociology is a general science not a particular science*: - Sociology is a general social science. It studies society in general. The area of it is not particularized. Other social sciences such as economics, political science, history, culture etc. are concentrated their attention on particular aspect of human society. But sociology studies human society in a general way.

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Scope and Subject matter of Sociology

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Scope of sociology

- ❖ Areas of sociological study or Field of sociological inquiry is known as scope of sociology.
- ❖ There is no consensus on the part of sociologists with regard to the scope of sociology.
- ❖ V.F. Calberton opines that "since sociology is so elastic a science, it is difficult to determine just where it boundaries begin and end."

However there are two school of thought regarding to scope of sociology which are as follows:

A. *The Specialist or formal school of thought: -*

This school of thought is led by German sociologist **Georg Simmel** and other followers are Vierkandt, Max Weber, Von wiese and Ferdinad Tonnies.

This school of thought opines that sociology is a pure and an independent science.

- ✓ It should study the social relationship.
- ✓ It also focuses on the forms of social relations.
- ✓ Vierkandt is of view that sociology should study the ultimate form of mental or psychic relationship which links human beings to one another in society.
- ✓ Max Weber is of view that sociology should make an analysis and classification or types of social relationships.
- ✓ The aim of Sociology is to interpret or understand social behavior. Social behavior does not cover the whole field of human relations.

- ❖ **Criticism of formal school**

Formalistic school has been criticized by many scholars.

a. The formal school has limited the field of sociology to merely abstract forms. Sociology besides studying the general forms of social relationships should also study the concrete contents.

b. Morris Ginsberg is of the view that Simmel's view that function of sociology is to study the social relationships in abstraction is not correct. He opines that a study of social relationships remain barren if it is conducted in the abstract without full knowledge of the terms which is concrete life they relate.

c. The formal school has conceived of pure sociology but none of the sociologist has so far been able to construct a pure sociology.

d. Sociology is not the only science which studies social relationships but some other social sciences like economics, political science are also interested in the study of social relations.

B. _The synthetic of thought:_

- This school of thought believes that sociology is a synthesis of all other social sciences.
- Emile Durkheim, Hob House, Morris Ginsberg and P.A. Sorokin are the exponents of this school of thought.
- This school of thought believes that all parts of society are intimately inter-related and study of one part is not sufficient to complete understanding of the entire society. Hence sociology should study social life as a whole.
- It focuses on the establishment of sociology as a general social science.

Morris Ginsberg says that main task of sociology can be classified into four categories which are as follows:

- ✓ Social Morphology: It deals with the quantity and quality of population. It studies the social structure, social groups and institutions.
- ✓ Social control: - It studies formal and informal means of social control.
- ✓ Social processes: - It studies co-operation, conflict, integration etc.
- ✓ Social pathology: - It studies social maladjustment and disturbance such as poverty, beggary, unemployment, prostitution, alcoholism, drug addiction, human trafficking, over population, crime etc.

Emile Durkheim says that sociology has three main divison they are:

- ➢ Social Morphology: - It studies the territorial basis of the life of population and problems of population such as volume and density, local distribution.

> ➢ Social physiology: - It deals with the different branches of sociology such as sociology of religion, of morals, of knowledge, of economic life, of language etc.
> ➢ General Sociology: - General sociology can be regarded as the philosophical part of sociology. It deals with the general characteristics of social facts. It function is to formulate the general social facts.

Some Common subject matter of Sociology

Although there are some common subject matter of sociology which are as follows:

- ❖ Social organization: It refers to the associational groups such as social groups, communities and collectivities. In a specific sense, it represents bureaucracy like that of a bank.
- ❖ Social institutions: Institutions refer to the established code of conduct for carrying out group activities. It is the set of rules and procedures, which provides guideline for human activities. It is the way of doing things thorough which the main concerns and activities are organized and social needs are met.
- ❖ Social processes: - Social processes refer to the repeated interaction, events etc. Such as cooperation, conflict, competitions etc.
- ❖ Social interaction: - Social interaction refers to the way in which individual respond to each other. In others words, the action done in response to others is called interaction.
- ❖ Social relation: - Social relation refers to a social bond which brought individual together such as caste, class, ethnicity, marriage, blood, nationality, humanity etc.
- ❖ Study of social problems: Street child. Poverty, unemployment, drug addiction, alcoholism, prostitution, human trafficking, divorce, etc.
- ❖ Social structure: - Social structure refers to the ordered arrangement of interrelated parts: groups, institutions, associations, etc. It is overall composition of society which directs and restricts human behavior.

Relation between Sociology and Anthropology

Relation

- ↓ Sociology and anthropology both are social sciences.
- ↓ Being social sciences both are related with human society.
- ↓ Anthropology studies physical and cultural human beings.
- ↓ On the other hand sociology studies the social relationship, interaction and inter-dependency among the member of society.
- ↓ According to A.L. Kroeber "Sociology and anthropology are twins sisters." Both subjects are so close that they often appear as the two names for the same field of inquiry.
- ↓ Anthropology devotes its attention entirely to the study of human beings and their culture. On the other hand, sociology studies the same phenomena as they exist at present.
- ↓ The sociological attitudes have tended to practical and present, the anthropology towards pure understanding the past.
- ↓ Social anthropology one of the branch of anthropology, is closely related with sociological explanation.
- ↓ Social anthropology studies social institutions, social organizations and behavior which are the subject matters of sociology also.
- ↓ Both sociology and anthropology are concerned with the functioning of the people within social structure.

- There is also similarity of study method between sociology and anthropology. Both subject focus on empirical study method. Generally both subject use observation, questionnaire, interview, field work study methods to study social subject matters.
- The concept of cultural core and cultural areas has been widely used in sociological explanation which is the main concepts in anthropology to study the culture. Although Sociology and Anthropology are autonomous subject and they have differences which are as follows:

Difference between Sociology and Anthropology

S.N	Sociology	Anthropology
1.	Sociology studies modern and complex society.	Anthropology studies simple and primitive society.
2.	Sociology studies large society.	Anthropology itself related to the study of smaller communities.
3.	Sociology is the study of social relation and interaction.	Anthropology is related with the study of human beings and their culture.
4.	Sociology focuses on the human groups.	Anthropology focuses on primitive culture.
5.	Generally sociology uses observation, questionnaire and social survey.	Anthropology uses participant observation, field study, case study and comparative study method.
6.	Sociology uses etic perspective .	Anthropology uses emic perspective.

Relevance of Sociology in Management and Business Administration

Sociology is a general social/behavioral science. It has an important practical relevance in management and business administration. It can contribute to reform in management and business administration in several ways.

The improved understanding of social circumstances often gives us a better chance of controlling and handling management and business administration.

We can investigate the consequences of the adoption of particular policy in management and business administration with the help of sociological knowledge.

It provides self-enlightenment offering individuals and groups an increased opportunity to alter the condition of their own.

It helps managers and business administrator to understand their role as social agents whose job requires interaction with and understanding different people of different socio-cultural groups.

Sociology helps managers and business administrator to understand the socio- cultural factors which are the barriers and supportive to management, administration and positive outcomes.

Sociology with it focus on groups, organization, social interaction and culture, is complimentary in management and business administration.

Sociology helps management students for understanding socio- cultural change.

The sociological perspective allows us to see behind a person's and not to take everything personally.

Sociology investigates human engagement with their social production and the impact of society dealing with the management of various organizations.

Sociology provides social background to understand relationship between administrator and customers.

Business administrators and entrepreneurs who have the good knowledge of sociology are able in anticipating customers' needs and are able to respond to the various problems.

Sociological knowledge helps managers and business administrator to develop their analytical thinking and capabilities.

Sociology helps managers and business administrator in dealing with their employees and customers in their workplace.

Business managers and administrator having good sociological knowledge can solve the problems of misunderstanding because sociological knowledge make them aware of the socio- cultural aspects.

Business managers and administrators having good knowledge of sociology understand different phenomenon.

Sociology helps manager and administrator to establish and maintain the good public relations.

Relation of Sociology with other Social Sciences

- ➤ There are various types of social sciences to study society.
- ➤ Different social sciences deal with different aspects of social life.
- ➤ These social sciences are very much related to each other.
- ➤ Sociology is also an important social science among various social sciences.
- ➤ Being a social science, Both Sociology and economics have close relationship with each other.
- ➤ On the one side, the society and social subject matter are influenced by economic factors. On the other side, economic processes and economic activities are determined by the social environment.
- ➤ Generally, economics deals with the production, distribution, consumption and exchange of goods and services in society.
- ➤ Economics is concerned with material welfare and it can be obtained only with the proper knowledge of social law.
- ➤ Sociological knowledge is essential to solve the different problems.
- ➤ Similarly, economic factors are directly linked with the social life. So, sociological interpretation is incomplete without the economic review.
- ➤ Economic factors play vital role in every aspect of our social life.
- ➤ Sociologist have concerned with economic institutions and activities of society.
- ➤ Spencer, Durkheim, Karl Marx, Max Weber etc. have been approached the study of society through its economic institutions.
- ➤ Max Weber is of view that religious beliefs and political ethics influence the economic activities of people.
- ➤ Karl Marx focuses on the unequal distribution of resources as the cause of conflicting relation in society.
- ➤ Emile Durkheim discusses the social solidarity on the basis of division of labor in society.
- ➤ Relationship between the Sociology and Economics is so close that one is often taken as the branch of other. In this context, Thomas is of view that economics is the branch of comprehensive science of sociology.

- Economics studies economic activities of human society and economic activities have close relation with sociological variables.
- At the same time, social activities are heavily influenced by economic activities.
- In this context, sociology and economics are interrelated with each other.

Although both subjects are different from each other differences are as follows:

Difference between Sociology and Economics

S.N	Sociology	Economics
1.	It's study depends upon qualitative data.	It's study depends upon quantitative data.
2.	Sociology gives priority on equitable distribution.	Economics gives priority on economic growth.
3.	It deals with social welfare.	It deals with profit and loss.
4.	It is a general social science.	It is a particular social science.
5.	It deals with all kinds of social relations.	Economics deals with economic relations.
6.	The scope of sociology is wider than economics.	Scope of economics is narrower than sociology.
7.	Sociology is newly emerged social science.	Economics is older than sociology.

Relationship between Sociology and Psychology

- ❖ Psychology is the science of individual behavior of human beings.
- ❖ It studies particularly the human experience, behavior and relationship in society.
- ❖ There is a close relationship between sociology and psychology.
- ❖ Social psychology is one of the branch of sociology as well as psychology.
- ❖ Social psychology is a link between sociology and psychology. Social psychology deals with mental processes of human considered as a social being.
- ❖ It studies particularly the influence of group life on the mental development of individual.
- ❖ On the other hand, sociology studies the various kinds of groups which compose the society.
- ❖ Social psychology has to depend on sociology to understand human nature and behavior properly.
- ❖ Sociology provides actual facts regarding the matter of social structure, culture and social organizations.
- ❖ Similarly, sociology has borrowed some concepts and method from social psychology.
- ❖ The study of social phenomena must have a psychological basis that helps sociologists to be more effective, objective and realistic to understand human behavior properly.
- ❖ Motwani is of view that social psychology is the link between sociology and psychology.
- ❖ T.B. Bottmore is of view that social psychology is the part of general psychology which has a particular relevance to social phenomena.

Difference between Sociology and Psychology

S.N	Sociology	Psychology
1.	It studies society and social group.	It studies individual behavior in society.
2.	It is a general social science.	It is a particular science.
3.	Social survey, observation, questionnaire etc. are the common methods of sociology.	Experimental method, clinical method and intelligence test are common method to psychology.
4.	Its scope is wider than psychology.	Its scope is comparatively narrower than sociology.
5.	It analyses social process.	It analyses the mental process.

Unit 2

Basic Concepts in Sociology

1. **Society: Meaning and definition**
   - The term society refers to the sum total of the relationships existing among individuals.
   - It is an intangible entity and mental construct.
   - It can be realized in everyday life but we cannot see it.
   - The term society is derived from Latin word socius which means companionship or friendly relationship.
   - Etymologically society is the sum total of social relationships.
   - **Giddings**, "*Society is the union itself, the organization, the sum total of formal relations in which associating individuals are bound together*".
   - **MacIver,** "*Society is the web of social relations*".
   - Thus, society is a network of social relationships.
   - Individuals are bounded by different types of bonds such as religion, class, caste, friendship, marriage etc, and this create a pattern of relationship which is called society.

Characteristics of Society

   - ❖ Society is consists of individuals: - Without individuals there can be no society, no social relationship and no social life at all.
   - ❖ Likeness and differences: - No society can come into existence unless its members feel that they are like one another.
     However individuals of society are differ from each other in terms of caste, class, occupation, gender, education etc. But differences are subordinated to similarities in society.
   - ❖ Cooperation and division of labor : - Society is based on cooperation. Division of labor assigns different tasks to each groups and units. This allocation of tasks create cooperation in society.
   - ❖ Interdependency: - The members of society depend on one another for its smooth functioning.
   - ❖ Society is dynamic entity : - Society is ever changing entity, It is always in flux. Old members die and new members are born. New associations, institutions and groups may come.
   - ❖ Conflict : - It is another attribute of society. Groups can enter in conflicting relation if their interest are opposed to each other.

❖ Social control: - It is another attribute of society. Society has its own way of controlling the behavior of individuals. Society controls individuals by using informal means of control: custom, tradition, norms, values etc. and formal means of control: law, constitution, court, police, army etc.

❖ Culture: - It is another attribute of society. Culture and society go together. It is not found at the level of animal.

Types of society

🞙 Hunting and gathering society: - Hunting and gathering society is primary stage of development of human society. In this society, economic activities of people are related with hunting of animals and collection of fruits and roots. In this society life of individuals is of nomadic type. People wander here and there in search of resources.

🞙 Pastoral Society: Pastoral society is that type of society in which subsistence is based on animal husbandry. It is a semi-nomadic society. Economy of society is based on animals and animal products.

🞙 Agrarian society: - The society in which peoples subsistence is based on cultivation is called agrarian society. In this society, economy of society is based on agriculture and animal husbandry.

🞙 Industrial society: It is such type of society which is developed after the industrial revolution. In this society, economy of society is based on industrial productions, business and service industry. Individualistic social relation, development of city, urbanization, wide range of social mobility etc can be seen in this society.

2. **Community: Meaning and Definition**

The term community is derived from Latin word '*Communis*'. In Latin *Com* means together and *munis* means serving. Thus etymological meaning of community is serving together.

Generally Community is the concentrated settlement of people in a limited territorial area, within which they satisfy most of their needs through the system of interdependence and inter-relationship.

• **Bogardus**, "*Community is a social group with some degree of we feeling and living in a given area*".

• **Kingsley Davis,** *"Community is the smallest territorial group that can embrace all aspect of social life".*

• **MacIver,** "*Community is an area of social living marked by some degree of social coherence".*

In short, whenever the members of any group, small or large, living together in such a way that they share the basic condition of a common life, we call community.

Community is the locality in which group of people live with the feeling of belonging together.

Characteristics of community

❖ Community refers to an aggregate of individuals.
❖ It is associated with certain geographical area.
❖ Members of community have strong communal feeling or sense of belongingness or we feeling.
❖ Community has stability.
❖ Community serves wider end.
❖ Naturalness.
❖ Likeness or similarity.

- ❖ A community is associated with particular name.
- ❖ Common way of life.
- ❖ Interdependency.

Elements of community

- Locality
- Communal sentiment or we feeling

Types of community

- ❖ Rural Community:- Aggregation of people who are belong to the certain village area with the sense of we feeling is called rural community.
- ❖ Urban Community:- Aggregation of people who are belong to the certain urban area with the sense of we feeling is called Urban community.

Characteristics of Rural community

1. Agriculture based economy
2. Peace and simplicity
3. Tradition and custom bounded
4. Poverty and illiteracy
5. Caste, gender and age based division of labor.
6. Low density of population

Characteristics of Urban Community

1. Industry and business based economy
2. Complexity.
3. Modernity
4. High division of labor
5. High density of population
6. Busy and hurry life.
7. Heterogeneity.

Difference between Urban and Rural community

S.N	Rural Community	Urban Community
1.	Homogeneous	Heterogeneous
2.	Dominated by primary relation	Dominated by secondary relation.
3.	Informal means of social control	Formal means of social control
4.	Small size	Large size
5.	Low social mobility	High social mobility
6.	Simple social structure	Complex social structure
7.	Subsistence economy	Commercial economy
8.	Tradition	Modern

Difference between Society and Community

S.N	Society	Community
1.	Web of Social relation among individuals & social units.	Concentrated settlement of people.
2.	Abstract nature	Concrete nature
3.	Involve both likeness and difference.	Likeness is more than difference.
4.	Wider scope	Narrow scope
5.	No compulsion of territorial boundary	Compulsion of territorial boundary
6.	Low degree of community feeling	High degree of community sentiments.
7.	It has no particular name.	A particular name.

Culture

Meaning of culture

Culture is the way of life to live.

Whatever human posses that is their culture. Culture manifest all human behavior. It is human made part of environment.

Every acquisition of human in society is called culture.

Culture is the mirror of society which manifest all aspects of social life.

E.B. Tylor, "*Culture or civilization is that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society*".

Horton and Hunt, "*Culture is everything which is socially learned and shared by the members of society*".

Malinowski, "*Culture is the cumulative creation of man*".

In conclusion, the culture of the society is the way of life of its members, the collection of ideas, and habits which they learn, share, and transmit from generation to generation.

Characteristics of culture

1. Culture is man made .
2. Culture is learnt.
3. Culture is transmitted.
4. Culture has social quality.
5. Culture is the means of satisfying human needs.
6. Culture has adaptive power.
7. Culture varies from society to society.
8. Culture is dynamic.

Types of Culture

- **Material Culture**: - The culture which can be seen and touch is called material culture. It is a human made physical part of environment which has its shape and size. For example: Building, Machine, fan, refrigerator etc.

- **Non- Material culture**: - Man made abstract things which has not its size and shape is called non material culture. For example: religion, tradition, norms and values etc.

Elements of culture

I. Language

➢ Language is the foundation of every culture.
➢ It is an abstract system of words, meaning and symbols for all aspects of culture. It includes speech, written characters, numerals, symbols, gesture and expression.
➢ It is the means of cultural transmission.

II. Norms: -

1. Norms are generally known as correct or proper forms of behavior.
2. Norms are the established standards of behavior Maintained by society.
3. It is related to pattern of behavior.
4. How do we generally expect a manager or a administrator to behave? They are generally expected to be calm, stable, friendly, dedicated and responsible at all time.
5. Some other example of norms, Good citizen always respect lives, Younger one must respect elderly people, Wash your hand before dinner, Respect traffic rules etc.
6. Norms determine, guide, control and predict human behavior.

III. Values

➢ Values are broad ideas held by individuals or groups about what is desirable, proper, good or bad.
➢ Values may be specific such as honoring one's parents Guided by value of Respect.
➢ Values may be more general such as democracy.

➢ Values influence people behavior e.g. We respect our elder which behavior is influenced by value of respect.
➢ Norms and values come together.

IV. Sanction

➢ Sanctions are penalties and rewards for conduct concerning to social norm.
➢ Sanctions are related to conformity of social norms.
➢ Conformity to the social norm can lead to positive sanction such as a pay raise, a medal, a word of gratitude or a pat on the back.
➢ Negative sanctions includes death penalty, fine, threats, imprisonment etc.

Cultural diversity and Integration

❖ Cultural diversity refers to the existence of various cultures in society.
❖ Diversity is found, in society, in terms of race, religion, language, caste, ethnicity.
❖ People of different region, religion, language, caste, and ethnicity have their own culture.
❖ Nepali society has cultural diversity which indicates to the two or more culture in a single geographical area.

❖ Cultural diversity is the quality of diverse culture,

❖ It also refers to having different cultures.

❖ Every human group's which are formed by religion, caste, ethnicity, region and religion have their own norms, food habit, dress code, occupation, lifestyle, manners etc.

Integration of cultures

1. Integration refers to the process of making single unit out of different cultures.
2. Integration also refers to unity in diversity.
3. Cultural integration can be obtained by the concept of cultural pluralism and cultural relativism.

Cultural Plurality

• Cultural plurality refers to the condition when two or more cultural groups occupy a single geographical area and participate in some common activities, borrow elements from each other but continue to maintain their respective cultural autonomy.
• Cultural plurality is a system where different cultural group co-exist and share a common cultural platform without losing their respective cultural identity.

Cultural Relativism

1. Cultural relativism is an ethical position in which all cultures are taken as equal.
2. It is that type of concept that any culture should not be compared to other culture in terms of superiority and inferiority.

Cross cultural encounter and Misunderstanding

1. Cross cultural encounters refers to encounter with the individual of different cultural groups.
2. A mutual understanding between service provider and customers has significant impact on outcome. But misunderstanding and various problems arise in cross cultural misunderstandings.

🞛 **Some problems**
1. Difficulties in understanding language.
2. Problem of understanding cultural norms and values.
3. Problem of understanding gender relation practices in respective cultural groups.
4. Problems of understanding their cultural practices regarding to business activities etc.

❖ **Remedies to solve misunderstanding and problems**
1. Adoption of the concept of cultural relativism.
2. We must know about the concept of cultural pluralism.
3. We must apply a professional attitudes in dealing with customers.
4. Professional attitudes refers to the ability of managers and business administrator not to be directed by his/her own needs and feeling but instead to be focused on issues that benefit the company and others.
5. We can use the translator to reduce the misunderstandings.

Social Norms and Values

1. Social norms are group shared standard of behaviour.
2. They are blueprints for individual behaviour.
3. Social norms control, guide, determine and predict human behaviour.
4. They are different from society to society and within the same society.
5. No society and social group can exist without social norm.
6. They are also called code of conduct as well as standard of group behaviour.
7. Social norms are the rule and regulation that explain how people must/must not, should/ should not, may and may not behave in various situation.
8. H.M. Johnson, "*A norm is an abstract pattern held in the mind that sets certain limits for behaviour."*
9. Young and Mark, "*Norms indicate group shared expectations."*
10. *Thus,* Norms indicate to the common ways if behaviour of individuals in certain society about particular events or subject matters.
11. *Norms are unwritten laws.*

Types of Norms

1. Formal Norms: - Formal norms generally have written down and specify strict punishment for violators.
2. Informal Norms: - Informal norms are generally understood but not precisely recorded. Standards for proper dress are a common example of informal norms.

Values

1. Value is the measure of goodness and desirability.
2. Social values are cultural standards that evaluate and measure what is right and important for the particular society.
3. According to Johnson, "Values are general standards and may be regarded as higher order norms."

4. Values are assumptions, largely unconscious, of what is right and important.
5. In conclusion, social values represent wide range of ideas about the ends that people should pursue in their life.

Characteristics of social values

1. It is universal.
2. It is cultural standard.
3. It is dynamic.
4. It is abstract.
5. It involves emotional sentiments.
6. There is uniformity in people's attitude toward social values.
7. It is concerned with community welfare.
8. It is accepted by most of people.

Caste and Social Group

Meaning of Caste system

- The term caste is derived from Spanish word *Casta* which means **breed, race or lineage**.
- This word was used by Portuguese for the first time to indicate the hierarchically placed classes of people in India.
- Caste is closely connected with the Hindu philosophy and religion, custom, tradition, marriage and family, morals and manners, food and dress habits, occupations and hobbies.
- Caste is a hierarchical division of people in Hindu society which is based on birth.
- **A.L. Kroeber**, "*Caste is endogamous group and hereditary sub-division of an ethnic unit, occupying a position of superior or inferior rank of social esteem in comparison with other sub-division.*"

Hierarchy of Caste System

- **E. A. Gaits**, "*Case is an endogamous group or collection of such groups bearing a common name, having the same traditional occupation, claiming descent from the same source and commonly regarded as forming a single homogeneous community.*"
- In short caste is a close group which is determined by birth.

Origin of Caste system

1. Caste system had its origin with the Hindu *Chaturvarna* system.
2. According to this doctrine Hindu society is divided into four Varna the Brahmins, The Kshytriyas, the vaishyas and the sudras.
3. Varna system was prevalent during vedic period.

4. It was mainly based on the division of labor and occupation.
5. Caste system has it origin with Varna system.
6. Hundred and thousands Castes are from four Varna.

Merits of Caste system

1. Spirit of cooperation (people of same caste help each other for the poor and needy)
2. Division of labor.
3. It helps to select occupation.
4. It is the source of social stability.
5. It preserves the racial purity by fostering endogamy.

Demerits of caste system

1. Rigid to the mobility of labor. (no one can change the caste occupation)
2. The caste system has unwarrantedly divided the Hindu society into mutually hostile and conflicting groups and sub-groups.
3. Concept of untouchability.
4. It hinders to national unity.
5. Undemocratic system because it denies equal right to all people.
6. Low position of woman because male always dominates female in every aspect of social life.
7. Means of exploitation; under the caste rule higher caste always exploits the lower caste group.
8. Obstacle to socio-economic progress because it beliefs in fatalism.

Interdependency in Caste system

- Caste system creates on interdependency.

- In caste system society is divided into different segment on the basis of occupation they adopted.

- In course of doing different works interdependency is created.

- For example Brahmins teaches, Kshyitriyas saves people, Haluwai makes sweets, doom cleans toilet, Thakur cuts hair, Vaishya conducts business and produce goods, Cobblers maintain makes shoes, Black-smith makes agricultural weapons etc. This occupational division of society creates interdependency.

Social Group

Meaning and Definitions

No man normally lives alone. S/he does not live in isolation for a long time. Being a social creature men want live in a group everywhere.

The members of the group stimulate and respond to one another in some meaningful way.

Man is social animal. Human personality develops within groups. Man become human by social interaction.

Generally group is a collection of individuals but just the collection of individual is not enough for group. There must be direct or indirect contact and cooperative relationship among them.

Harry M. Johnson, *"A social group is a system of social interaction."*

Bogardus, *"Social group indicates a number of persons, two or more, who have common objects of attention, who are stimulating to each other, who have common loyalty and participate in similar activities."*

MacIver and Page define social group as "*any collection of human beings who are brought into human relationships with one another."*

Thus social group is a collection of individuals who have direct or indirect communication , have membership consciousness and stimulate each other for the common purpose.

Characteristics of social group

1. Social group is a collection of individuals.
2. Interaction among members.
3. Mutual awareness
4. Reciprocal relationships.
5. Common interest and behaviour.
6. Sense of we feeling
7. Group unity
8. Dynamic
9. Group Norms
10. Groups are dynamic
11. Stability
12. Size of the groups
13. Group unity and solidarity.
14. Etc.

Types of social group

- Primary Social group:- The group which has face to face relation and intimate relationship is known as Primary group for example Family.

- Secondary social group: The group which has indirect relationship and face to face contact is not possible than it is known as secondary social group. For example a Political party.

Difference between Primary social group and secondary social group

Primary social group	Secondary social group
1. Small in size 2. Face to face relation 3. Close relationship 4. Strong we feeling 5. Mostly Found in rural society 6. Family, peer group, friends club etc are example primary social group	1. Large in size 2. Indirect relation 3. Impersonal relation 4. Weak we feeling 5. Mostly found in urban society 6. Army, police, political party etc are the example secondary social group.

- Horizontal Group: - It is such type of group in which interaction takes place without giving significance to hierarchy e.g. Friends group.

- Vertical group: - Vertical group is such type group in which interaction among members take place with the conscious sense of hierarchy e.g. Bureaucracy, army etc.

Significance of Social group

- Men become human with the help of groups.
- Survival become problematic without group.
- Groups contribute to the development personality.
- Group paves the way to lead successful life.
- Group determines norms and values.
- Group is the important element of socialization.

Ethnicity and Ethnic groups

- Ethnicity is the sense of belongingness and identification with a particular cultural group or heritage.
- It indicates psychological or emotional attachment of people towards the particular ethnic group.
- Ethnic group: the term ethnic is derived from the Greek word "Ethnos'' meaning people.
- An ethnic group is the distinct category of the population in a large society, whose culture is usually different from others. (Encyclopedia of Social science)
- Ethnic group is an unorganized group of related people with distinctive identity in a national population.

A Janajati group or nationality as defined by the National Committee for Development of Nationalities (1996) is as follows:

"*Nationality/Ethnic group (Janajati) is that community which has its own mother tongue and traditional culture and yet do not fall under the conventional four fold Varna of Hindu or Hindu hierarchical caste structure*".

In short, ethnic group is the group of people , who have distinctive cultural characteristics and remain as a part of national culture.

🔸 **Characteristics of Ethnic group**
1. A distinct collective identity.
2. Own traditional social structure.
3. Own mother tongue.
4. Own civilization.
5. Written or oral history.
6. Traditional homeland.
7. Community feeling/ we feeling
8. Out of Hindu Caste system/ Fourfold Varna system.
9. Have no decisive role in politics and government in Nepal.
10. Own religion, tradition, culture and civilization.
11. Own traditional egalitarian social structure.

Ethnic Cluster in Nepal

Ethnic groups

- Rai:- Rai Inhabits in Bhojpur, khotang, dhankuta, Shakhuwashava, solukhumbu, okhaldhunga, Udaipur etc.
- Limbu: Inhabits in Teharathum , Shankhuwashava, Dahnkuta, Taplejung, Panthar and Ilam.
- Tamang:- Inhabits in Bhajmati Zone Districts such as Dhading, Sindupalchowk etc
- Magar:- Magar communities are mostly found in western Nepal. They are found Rukum, Rolpa, Gorkha, Piuthan, Argakhnchi, Dolpa, Maygdi etc.
- Sunuwar:- Sunuwar are found in the valley of Likhukhola and Khimti khola. Particularly they are found in Ramechhap, Dolakha, Okhaldunga etc.
- Jirel:- jirel are found mostly Jiri and Sikri valley.
- Gurung:- Gurungs are mostly found in Syangja, Kaski; Lamjung, Manang, etc.
- Thakali: - Thakalis are found thak khola, The high valley of the Kali Gandaki River (Manang and Mustang). They are divided into Tulachan, Sherchan, Bhatachan and Gauchan.

- Newar:- Newas are mostly Found in Kathmandu, Lalitpur and Bhaktapur and other urban and semi urban areas.
- Tharu:- Tharu are mostly found in Terai Region.
- Dhimal:- Dhimal are mostly found in Jhapa District.
- Kisan:- Kisan are also found in Jhapa District.

Hill Ethnic groups

1.Magar 7.1 %	2. Tamang 5.8%
3. Newar 5.0	4. Rai 2.3
5. Gurung 2.0	6. Limbu 1.5
7. Kumal 0.5	8. Bhujel 0.4
9. Majhi 0 .3	10. Sherpa 0.4
11. Danuwar 0.3	12. Sunuwar 0.2
13. Chepang/Praja 0.3	14. Thami 0.1
15. Kulung 0.1	16. Yakkha 0.1
17. Ghale 0.08	18. Khawas 0.07
19. Darai 0.06	20. Pahari 0.05
21. Thakali 0.05	22. Bhote 0.05
23. Chantyal/ 0.04	24. Hyolmo 0.04
25. Bote 0.04	26. Brahmu 0.03
27. Nachhring 0.03	28. Yamphu 0.03
29. Chamling 0.03	30. Athpahariya 0.02
31. Jirel 0.02	32. Dura 0.02
33. Bantaba 0.02	34. Raji 0.01
35. Dolpo 0.02	36. Byansi 0.01
37. Thulung 0.01	38. Lepcha 0.01
39. Mewahang 0.01	40. Bahing 0.01
41. Hayu 0.01	42. Lhopa 0.01
43. Sampang 0.006	44. Lhomi 0.004
45. Khaling 0.006	46. Topkegola 0.006
47. Walung 0.004	48. Lohorung 0.005
49. Raute 0.002	50. Kusunda (273)

Madhesi Ethnic Group

1. Tharu 6.6	2. Rajbansi 0.4
3. Satar/Santhal 0.2	4. Jhangad/Dhajar 0.1
5. Gangai 0.1	6. Dhimal 0.1
7. Tajpuriya 0.07	8. Meche 0.02
9. Pathakatta0.005	10. Munda 0.009
11. Kisan 0.006	12. Koche0.006
13. Chidimar 0.005	

Ethnic issues in Nepal

➢ Federalism
➢ Inclusive democracy
➢ Increase the access on resources
➢ Citizenship
➢ Preservation of cultural diversity
➢ Develop the policy of multilingual official work.
➢ Preparation of curriculum and textbooks of various national languages.

Gender: Meaning and definitions

What is sex?

Sex refers to the biological Differences between male and female.

Sexual difference between male and female

Male	Female
• Penis	• Vagina
• Moustaches and beard	• Breast
• Sperm	• Ova
• Loud voice	• Small voice
• Delay maturation	• Early maturation
• ejaculation	• menstruation

What is Gender?

Gender refers to the social, cultural and psychological difference between male and female.

Gender Difference between Men and Women

Men	Women
• Dominator	• Dominated
• Strong	• Weak
• Rational	• Emotional
• Independent	• Dependent
• Logical	• Supporter
• Aggressive	• Sensitive
• Competitive	• Fragile
• Short hair	• Long hair
• messy	• Neat and clean

Gender is socially constructed social reality Sociologist Ann Oakley states that gender is culturally constructed and socially transmitted. She explains four ways of gender construction.

1. Manipulation: - Caring of female child especially by mother in makeup, combing, dress up etc.
2. *Canalization*: - Girls are provided dolls, soft toys, etc where as boys are given football, gun etc.
3. *Addressing*: - the words used for calling girls give her sense of femaleness eg. pretty Girl, Devi, Kumari etc
4. *Different activities*: - Girl are given domestic job of caring and nurturing and boys are engaged in external activities

Difference between Sex and Gender

Sex	Gender
• Biological Differences	• Socio-cultural differences
• Biologically constructed	• Socially, cultural and psychologically constructed
• Determined at birth	• Determined after birth
• Generally sex can not be change	• Gender changeable
• It is not socially transmitted	• It is transmitted
• It is universal	• It differs from society to society
• Biological role	• Socio- cultural role

Characteristics of Gender

➢ It is social.
➢ It is culture specific.
➢ It is changeable.
➢ It is learnt.
➢ It has wide variation.
➢ It is man-made.

Agency of gender construction

In fact following agency play important role to construct gender;

❖ Family: - Patriarchal family system
❖ Religion: Importance of son, male supported religious right and activities
❖ Legal system: Male supported legal system ignores female in various sectors,
❖ Economic system: Property right for male, more wage for male, decision making power for male
❖ Political system: Male dominated
❖ Social structure : Patriarchal social structure

Social Status

❖ Social status is the position of an individual occupied in a group or society.
❖ Simply status is a position in a group.

❖ **Ogburn and Nimkoff**, "*Social status is a the rank order position assigned by a group to a role or set of roles.*
❖ **Ralph Linton**, "*Status is the place in a particular system, which a certain individual occupies at a particular time.*"
❖ **Morris Ginsberg**, " *A status is a position in a social group as groupings, a relation to other positions held by other individuals in a group as groupings.*"
❖ In short, Social status is the defined position of an individual in a group or society. It is the rank order position of individuals in a society or social group.

Characteristics of Social status

➢ Every status has its own rights, duties and obligation.
➢ Social status is varied from time to time.
➢ Social status is governed by social norms and values.
➢ Social status is based on culture
➢ On individual may have several status.
➢ Social status is universal
➢ Social status differ with their degree of importance.
➢ Social status has a hierarchical distribution.
➢ Every status has certain role.

Types of social status

✦ Achieved social status: - The status which is gained by individual effort is known as the achieved status. For example to be Doctor, Professor, a Manager, president etc.
✦ Ascribed social status: - The status which is determined at birth and generally can not change in future or we can predict future position that is termed as a ascribed social status. For example a king, to be son or daughter.

Social role

➢ A role is a function of a status.
➢ Role is an important element of social structure
➢ Role is a set of social norms that governs an individual's behavior in group.
➢ Social role is a set of activities associated with certain social status.
➢ **Kingsley Davis**, "*The manner in which a person actually carries out of requirements of his position.*"
➢ **Robert Bierstedt**, *"A role is what an individual does in the status he occupies."*
➢ In short, social role is the expected behavior associated with a social position.

Characteristics of Social Role

❖ It is determined by social norms and values.
❖ One social role is defined with other social role.
❖ It is related with the social status.
❖ It is universal in nature.
❖ It is dynamic in nature.
❖ Every individual is bound to play social role.
❖ An individual performs more than one roe in a given period of time,

- ❖ Some social roles are shared by a great number of people (teacher, student, father, etc.)
- ❖ Some social roles are enacted only by one or comparatively a few individuals at a particular time in a particular place e.g.. President.
- ❖ Role cannot be isolated from status or role exists in status.
- ❖ The normative aspect of role is culture.

Implication of Sociological Concepts in Management and Business Administration Related Issues/Problems

- ✹ There is the practical implication of sociological concepts in management and business administration related issues and problems.
- ✹ We can reduce the cross-cultural misunderstanding through the implication of sociological concepts in Management and business administration sector.
- ✹ Sociological concepts helps to know the social norms and values of customers which builds the public relation good.
- ✹ Sociological concepts, particularly role and status helps manager and business administrator to know their social position properly.
- ✹ Knowledge of Sociological concept can be used in the situation of role conflict in management and business administration sector.
- ✹ Knowledge of sociological concepts can be used in identification of master social status among several social statuses.
- ✹ The knowledge of caste and ethnicity can be implicated to make good relation among the staffs.
- ✹ Sociological concepts helps to the market segmentation.
- ✹ Knowledge of social norms and values help to understand the proper ways of behaviours.
- ✹ The knowledge of sociological concepts can be used in understanding the socio-cultural background of business related problems.
- ✹ Knowledge of sociological concepts helps to the identification of community related problems etc.

Unit 3

Social Institutions

What is social institution?

- ✛ By institution, people generally mean an organization, for example people call hospitals and school as institutions.
- ✛ However the organized ways of doing things is called institution. It indicates to the procedure.
- ✛ A social institution consists of all the structural components of a society through which the main concern and activities are organized and social needs are met.

- ✛ **Bogardus**, "*A social institutions is an abstract is a structure of a society that is organized to meet the needs of people chiefly through well established procedure,*"

- ✛ In short, Social institution is an abstract social structure, which encourage people to complete their needs and demands.

Characteristics of Social Institutions

❖ Social in nature.
❖ Universality.
❖ Means of satisfying human needs.
❖ Abstract.
❖ Institutions are interrelated
❖ It is a controlling mechanism
❖ It is a working procedures.

Function of social institutions

★ It contributes to fulfill the needs and demands
★ It controls human behavior.
★ It simplifies actions for the individual.
★ It assigns role and statuses to the individual.
★ It contributes to maintain unity and uniformity.
★ It helps to create common values among people.

Family

Meaning of Family

+ Family is a smallest and fundamental institution of society.
+ It is more important primary group in society.
+ A family is the kin group based on the institution of marriage, shares a household and a co-residential group.
+ It is more or less durable association of persons who are related by marriage, blood and adoptions.
✱ **Nimkoff**, "*Family is a more or less durable association of husband, wife with or without and child or of a man or a woman with children*".
✱ **Eliot and Merrill**, "*Family is the biological social unit composed of husband, wife and children*".
+ In short, Family is a group of individuals who are related by blood, marriage, or adoption; interact with one another in their designated roles of father, mother, children etc

CHARACTERISTICS OF FAMILY

1. It is a group of individuals related by marriage, blood and adoption.
2. There is the socially approved mating relationship between the husband and wife.
3. It is universal in nature.
4. It is the fundamental unit of society.
5. It is built upon sentiments of love, affection, sympathy, cooperation and friendship.
6. It is the smallest unit of society.
7. It has common residence, property and rights.
8. It has limited size.
9. It is the means of social regulations.
10. It has responsibility of the members.
11. It is the system of nomenclature.

Types of Family

- **On the basis of structure or composition of members**

Nuclear family:- It consist of two generation or husband, wife and their unmarried children.

Joint Family:- It consist of more than two generations.

- **On the basis of residence**
- ❖ *Patri-local*:- Newly marital partner resides in the house of husband's father.
- ❖ *Matri-local family*:- Newly marital partners reside in the house of wife's maternal house (Prevalent in Garo and Khasi community o f India)
- ❖ *Neo-local family*:- Newly marital partners reside separately from the house of their parents.
- **On the basis of authority**
- ❖ *Patriarchal Family*:- Male members of family acts as the head of family by holding all power regarding to the family activities. It is also Known as father centric or headed family.
- ❖ *Matriarchal Family*:- Female members of household acts as the head of family by holding all power regarding to family activities. It is also known as mother headed family.
- **On the basis of lineage**
  - ❖ *Patrilineal family*:- Lineage goes through father side.
  - ❖ *Matrilineal family*:- Lineage goes through the mother side.
  - ❖ *Mixed lineal family*:- Lineage goes through both side.

Function of Family

A. Primary Functions

- ➢ Stable satisfaction of sexual needs.
- ➢ Reproduction or procreation.
- ➢ Nurturing and caring function.
- ➢ Provision of shelter, food and cloths for protection, comfort and peace.
- ➢ Function of socialization.
- ➢ Affectional functions (love, sympathy, and affection)

B. Secondary functions

- ➢ Economic function (Perform economic activities as a economic unit)
- ➢ Educational function.
- ➢ Religious function.
- ➢ Recreational function (visiting relatives, playing indoors game, singing, dancing etc. create recreation in family).

KINSHIP

The bond of blood or marriage or adoption which binds people together in group is called kinship.

A.R. Radcliffe Brown, " *Kinship is a system of systematic relations between person and person in a community, the behaviour of two persons in any of these relations being regulated in some way, and to a greater of less extent by social change."*

Thus, the social relations deriving from blood ties which may be real or supposed and marriage collectively referred to as kinship.

In simple societies the kinship relations are extensive, fundamental and influential that effect every activities of such societies.

Kinship is a method of acknowledging relationship.

Kinships relations are socially recognized based on descent, marriage, or adoption.

It is the expression of relations in biological idioms.

Characteristics of kinship

- ❖ It is a universal social institution.
- ❖ It is established through the marriage, descent and adoption.
- ❖ People are bound together in society by kinship.
- ❖ It is the way of conducting different activities in traditional society.

Types of kinship

1. Consanguineal kinship: - The relationship which is established by the blood relation is known as consanguineal kinship.
2. Affinal kinship: - The relationship created by the marital relation is called affinal kinship.
3. Fictive kinship: - Socially and culturally recognized relationship, for example Mit/Mitini.

Degrees of kinship Or kinship types on the basis of Closeness

Kinship has various level of degrees on the basis of nearness and closeness or distance which are as follows:

- **Primary kin: -** It is the closest and nearest degree of kinship. There is direct relationship between the kin. Interaction takes place on regular basis.
  Every individuals who belongs to a nuclear family finds his/her primary kin within the family. There are 8 primary kin: 1. Husband-wife, 2. Father-son, 3. Mother-son, 4. Father-daughter, 5. mother-daughter, 6. Younger brother- elder brother, 7. Elder sister- younger sister and 8. Brother- sister.
- **Secondary Kin: -** It is the second degree kin. It is found outside the nuclear family. There is a primary kin between the secondary kin. Primary kin of primary kin is known is secondary kin. There are 33 types of secondary relations. For example, Maternal uncle, Uncle, grandfather, grand mother, Father-in-law, Mother-in-law, Sister-in-law etc.
- **Tertiary kin: -** Primary kin of our secondary kin or secondary kin of our primary kin is known as tertiary kin. There are two kin between the relationship of tertiary kin. For example, Wife's brother's son, father of grand father, mother of grand mother, Sister's husband's brother and so on. There are 151 types of tertiary kin in society.

Kinship Usages

Kinship usages are the behaviour between the kinsmen. Kinship usages or rule of kinship are significant in understanding kinship. The kinship usages govern the role of relationship among the kinsmen. It provides guidelines for interaction among persons in these social groupings. It defines proper and acceptable role relationships. There are different type of kinship usages which are as follows:

1. Avoidance: - It is a type of behaviour through which some restrictions are imposed on close interaction of certain kinsmen. Certain relatives avoid talking to each other directly, avoid physical contact and maintain minimum social interaction with each other. For example in Hindu society behaviour between husband's elder brother and younger brother's wife etc.
2. Joking relationship: - It is just opposite of avoidance. The relatives are free to crack jokes at each other, tease each other and make fun each other under this form of behaviour. The relatives under this category are expected not to take offence or to mind each other's conduct. For example, relation between a man and his wife's younger sister, solti- soltinee.
3. Teknonymy : - When two kinsmen do not address each other directly rather through the third person or a symbol, such usage is known as teknonymy. For example in traditional Hindu society wife do not utter the name of her husband. She refer to her husband as the father of her child.
4. Avunculate : - It is a kind of usage which gives the maternal uncle an important status. In this usage maternal uncle cares nephew. It is found in matrimonial society.
5. Amitate: - It is a usage which gives special role to father's sister. The father's sister is given more respect. It is found in patrimonial society.
6. Couvade: - It is a kinship behaviour in which a husband imitates the behaviour of his wife during pregnancy and child birth. The husband also leads the life of impure along with his wife whenever she gives birth to a child. He refrains from active life, take sick diet and observes certain taboos. This practice is common in Khasi tribe of Assam and Toda of Nilgiri Hill, etc.

Economy

Economy is an important social institution of society.

Man is not only social animal but also an economic being.

If human beings have to survive, they have to eat.

Human are not like other animals that parasite on nature and consumes its raw products.

Human beings not only produce what they need for sustenance but also transforms the raw products of nature by cooking and processing.

Economy is concerned with the economic activities of human society which includes production, distribution, exchange and consumption.

Economy is treated as a subsystem of larger social system. Economy represents the basic way of society to produce and distribute goods and services.

None of the economic activities are carried out in isolation. In their system of production human being enter into relation with other people.

Economy is the system of production, exchange, distribution and exchange of goods and services in society in a systematic way.

It is possible to view the economy as the parent system and analyses its constituent cluster of activities- production, distribution, and so on as a subsystem.

Economy can be taken as the adaptive subsystem of society. It is the primary specialized subsystem in relation to adaptive function of society. It performs the function for the society of adapting to the environment through labor, production, distribution and exchange.

Characteristics of Economy

- ❖ Economy is the system of production, exchange, consumption and distribution.
- ❖ It is a social institutions or organized way of conducting economic activities.
- ❖ Economic activities may vary from society to society
- ❖ It is a universal social institution'.
- ❖ Production is possible only in relation to other.

Types of Economic activities

- ♣ Food collection: - it is the way of deriving from the naturally occurring resources such as wild animals and plants.
- ♣ Food production: - In this economic production people starts domestication of animal and plants. In this system horticulture, intensive agriculture and animal rearing are included.

Types of Economic system

- ♣ **1. Capitalism: -** Capitalism is an economic and political system in which the means of production is privately owned and main incentive for economic production is the accumulation of profits.

Personal profit is the found in the capitalist economic system.

Competition is regarded as necessary if the capitalist system is to work effectively.

In capitalist economy products are rewards with the profits and consumers get quality products at competitive price.

Capitalism depends on the assumption that there should minimum or no intervention of government in economic life of individuals. The government is expected to follow a policy of Laissez – Faire or the policy of no- interference.

- ♣ **2. Socialism: -** Socialism is a type of economy in which the means of production and distribution is a society are collectively rather than privately owned. In socialist economy, the basic objective of production is to meet the needs of people rather than to maximize the surplus. It also believes that competition between different firms producing similar products is a waste of resources.

In socialist economy there is a common ownership of the means of production and distribution.

Social classes are not appear in society.

In socialist economy economic activities are planned by the state and the market plays virtually no role in the allocation of resources.

Comparison between Socialism and Capitalism

S.N	Socialism	Capitalism
1.	Means of production are collectively owned	Means of production are privately owned
2	The objective of social welfare.	The objective of production is maximize the production.
3.	Maximum government intervention on economic life.	Minimum government intervention on the economic life.
4.	It promotes labor interest.	It leads to labor exploitation.
5.	It promotes social equality.	It promotes social inequality .

Religion: Meaning, Definitions, Characteristics and functions

Meaning of Religion

People realize that there is a absolute power; which is superior to human beings. Therefore people realize a sense of dependence which is finally manifested in terms of worship, prayer and meditation. Such whole system is known as religion.

The term religion is derived from the Latin word 'religare' or 'religo'. In Latin language, it means tie or to bund together that means tie of men to God.

It means tie or to bind together that means tie of men with god.

Religion implies a relationship not only between men and men but also between men and God.

According to Dictionary Meaning, Religion is the belief in the existence of supernatural ruling power.

Definitions

- ❖ **Edward Burnett Tylor**, "*Religion is the belief in spiritual being.*"
- ❖ **Ogburn And Nimkoff** , "*Religion is the attitude towards the supernatural power.*"
- ❖ **Anderson and Parker**, "*Religion is the complex of ideas, emotions, and procedures expressing belief in supernatural power.*"

Thus, religion is the attitude and practices towards superhuman power.

Characteristics of Religion

- Religion is belief in supernatural or spiritual Power. People are directed by the unseen supernatural force from the intangible world.
- Religion is the method of salvation. Salvation indicated the state of being free from bad activities of life.
- Religion is an important social institution.
- It is the means of social control.

- It is related to prayer, meditation and yoga.
- Concept of sacred and profane are there in every religion. For example in Hindu religion cow is sacred and pig is profane.
- Methods of getting God. Hindu worship, Buddhist meditate, Christian and Muslim choose prayer to feel attachment with god.
- Concept soul is another feature of religion. According to religion the Spirit or Soul neither created nor destroyed. People die and body destroyed but soul cannot die. It can inter into new body.

Basic Components of Religion

- Belief in supernatural force: - Religion is a matter of belief. It is belief in supernatural power. Some people believe in several gods and Goddesses that is called Polytheism. People who believe in Only Single God or almighty supernatural force that belief is called Monotheism.
- Man's adjustment with the supernatural power: - Man believes that he is at the mercy of the supernatural force. s/he expresses his/ her subordination to God by means of prayers, hymns and other acts.
- Acts defined as righteous and sinful or sacred and profane.
- Methods of salvation: The Buddhist called it Nirvana, Hindu terms Mukti or Moksha- release from the cycle of birth and death.

Major Religion in Nepal

- Major Religion   followers
- Hinduism (shaivism, Vaishnavism, and Shaktism)   81.3 %
- Buddhism (Heenayana, mahayana, Vajrayana and tantrayana)   9%;
- Islam(Sunni ans Shiya)   4.4%
- Kirat   3.1%
- Christian (Catholic and Prostant)   1.4%
- Prakriti   0.5%
- Bon   13,006
- Jainism   3,214
- Bahai   1,283
- Sikhism   609

Functions of Religion

Positive functions

- Develops the good qualities in human beings.
- Develops the feeling of sacredness.
- Enhance peace in human mind.
- Promote the human welfare.
- Control anti social activities.
- Promote the identity, unity and social solidarity.
- Justify the social law and morality
- Enhance the sense of social security
- Religion controls the human behaviour or it functions as the means of social control.
- It provides the psychological satisfaction in human beings.
- It protects human being from the activities which are taken as sinful and harmful.

- Religion explains individual sufferings and helps to integrate personality.
- Religion enhances self importance of individuals.
- Religion conserve the value of life. It is an effective means of preserving human value. Moral, social and Spiritual values are greatly supported by religion.

Dysfunction or negative functions of Religion

- Religion inhibits, and protests social change.
- Hampers the adaptation of society to changed conditions.
- Religions increases conflict and makes evolution of realistic solutions more difficult.
- Stops the development of new identities.
- Religion fosters dependence.
- Conservative and retard progress.
- Promotes evil practices.
- Creates contradictions, confusions and conflict.
- Contributes to inequalities and exploitation.
- Promotes superstitious beliefs.
- Religion undermines human potentiality.
- Religion retards scientific achievements etc.

Education: Meaning

The term education is derived from the Latin word 'educare' which means bring up or 'being forth'

Education is not only the impart knowledge about some issues but also developing human capacities to lead successful life.

Durkheim, "Education is the socialization of the younger generation."

Green, "Education has meant the conscious training of the young for the later adoption of adult roles, now it means formal training by specialist within the formal organization.

It is a continuous effort to impose on the child ways of seeing, feeling, and acting which s/he could not have arrived spontaneously.

In short, education is the life long process where by social heritage of a group is passed on from generation as well as the process where by the individual become socialized.

It stands for deliberate training or instructions.

It is acquired through the formal and informal ways of education process.

Characteristics of Education

1. Education is a socialization process.
2. Being an important institution of society, it is the organized ways of conducting educational activities.
3. It fulfils different needs of society.
4. It is a universal social institutions.

5. It is the means of social control.
6. It is the means of social change.

Social functions of Education

- **Complete socialization process**: It is the main function of education. The school and other institutions have come into being in place of family to complete the socialization process.
- **Transmits cultural heritage**: - all societies maintain themselves by the exploitation of culture. Culture must be learn and learning is possible through the education process,
- **Formation of Personality**: Individuals must have personalities shaped or fashioned in the ways that fit into culture. Everywhere, education has the function of shaping personality. Education helps transmitting culture through the proper moulding of social personality. It helps individuals to adapt themselves to their environment, to survive, and to reproduce themselves.
- **Reformation of Attitude:** Education aims the reformation of attitude wrongly developed by individuals. Individual may have learned the beliefs and disbeliefs, loyalties and prejudice and jealousy and hatred etc. These are to be reformed. It is the function of education.
- **Education for occupational placement:** - It helps the individuals for earning his / her livelihood. Education has come to be today as nothing more than an instrument of livelihood. Education must prepare the student for future occupational placement.
- It is the means of upgrading the social status of individuals.
- It develops the spirit of competitions.
- Agent of social change.
- Fosters participant democracy.
- Education imparts values.
- Education acts as an integrative force in society
- Education is the means of social mobility.

Types of Education system

- *Formal education system:* - Education provided by formal educational institutions is known as formal education, School, college and universities are established to proved education to individuals. They socializes people for their future role in society and occupation.
- *Informal education system:* - it is the informal way of providing education to individuals in society. Different programs are launched to provide education. For example adult education, literacy program etc.

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Polity: Meaning and definition

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Polity is the institution of society that distributes the power and makes decision.

The term 'polity' has been derived from Greek word 'polis. In Greek language 'polis' means 'city state'.

Etymologically, polity is the combine form of policy, leadership, distribution of power and other state related activities for the regulation of state.

In any society someone or some group makes important decisions about how to use resources and how to allocate goods, whether it be Tribal chief or a parliament or a dictator.

The struggle for power and authority involves politics which political scientist Harold Lasswell defined as "who gets what, when and how," .

Polity is a system of power distribution, leadership, decision making and authority in society.

Polity is concerned with the distribution of power in society.

In each social relationship, there are some who exercise power over others.

Even in a group of two individual's, one of them exercise power over other.

It is a universal characteristic of human society.

Sociologically, political institution means working procedures of state, government, political parties, and election system as well as family and community level institutions.

Polity is a decision making component of society

Polity is a social institution.

Characteristics of Polity

- Polity is a institution of society is related to the decision making, power and power distribution.
- It is a universal institution of society.
- It is related to the exercise of power.
- It fulfills the function of social stability through the exercise power.
- Main agent of exercising the power is the state.

What is power?

Power is the ability of individuals to exercise his/her will on the others.

Power is actually to be found much in everyday encounters as it is on formal politics and governance.

Power is the ability to take decision for oneself and others and to see that the other abide by the decision taken on their behalf.

Power is central to every institutions and every individuals in society. For example the head of family exercise his/her power, which s/he has, by virtue of being the head, over the members and his/her decisions are abiding. It is the informal power in society.

According to Michel Foucault power is everywhere and to be found in every relationships. It does not simply come from the to; it is not simply about the formal of institutions power.

Max Weber Ideas on Power and Authority

- Max Weber declared power to be the ability to achieve desired ends despite resistance from others.
- Force-Physical might or psychological coercion – may be the basic expression of power, but no society can exist for long if power is derives only from force, because people will break rules they do not respect at the first opportunity.
- Social organization depends on generating some sense of legitimacy and consensus.

- The key to social stability is exercising power within framework of legitimacy which is called legitimacy.
- Legitimacy converts power to authority.
- When parents, teachers or police perform their work well their power generally can win respect as authority.

Types of Authority

A. **Traditional Authority: -** Traditional authority is a power legitimized through respect for long-established cultural patterns.

For example a king gains his power and authority from the tradition. A king or Queen is accepted as ruler of a nation simply by virtue of inheriting crown, the tribal chief rules because that is accepted practice.

For the traditional leader the authority rest in custom, not in personal characteristics, technical competence or even written laws.

People accept ruler's authority because that is how things have always been done.

In this authority the ruler may loved or hated, constructive or destructive, in terms of legitimacy, that does not matter.

B. Rational-legal authority: - Rational-legal authority is power legitimized by legally enacted rules and regulation. It is legitimized by government, formal organization that direct the political life of society. For example power of elected prime minister or president.

C. Charismatic Authority: - Charismatic authority is a power legitimized through the extraordinary personal abilities that inspire devotion and obedience. Charisma designates exceptional personal qualities that people take to be a sign of divine inspiration.

Charisma lets a person lead or inspire without relying on set of rules or traditions.

Unit 4

Social Processes

Meaning and definition of Socialization

The process of moulding and shaping the personality of the human infant is known as socialization. It is the process of Changing and shaping biological beings into social beings.

Socialization means the process whereby an individual becomes a functioning members of the society. It is a process of developing human personality. Socialization is a continuous process. Socialization affects the overall cultural practices of a society; it also shapes the images that we hold of ourselves.

It is a gradual process of learning. It is the life long process. It begins in the crib and ends with the death.

- **Ogburn**, "*Socialization is the process by which the individual learns to confirm to the norms of the group".*

- **Harry M. Johnson**, "*Socialization is the process by which the individuals acquire the already existing culture of group*".
- **Bogardus,** "*Socialization is the process of working together, of developing group responsibilities or being guided by the welfare needs of others*".

Thus, Socialization is the social process in which individuals of a group or a society acquire and internalize the cultures such as attitude, action, social norms, values, sanctions, rituals, objects, customs, practices, and tradition, occupations and S/he performs their social role according to social expectations.

Characteristics of Socialization

- It is universal and continuous process.
- It is the life-long learning process.
- It is one of the important pattern of social interaction.
- It is the means of social control.
- It is not accidental phenomena.

Importance of Socialization

- It makes people social.
- It develops human personality.
- It helps to enact different roles.
- It provides knowledge and skill.
- It helps to develop right aspirations in life.
- It helps to reduce social distance.
- It maintains rules, regulation and discipline.
- It contributes to the stability of social order.
- It transmits culture from one to next generation.

Agents of Childhood Socialization

- Family and Parents: - The socialization process for everyone begins from family and parents and other family members influence on the shaping of personality of infants. Parents are the first persons to introduce to the child the culture of this group. The child receives the cultural norms and values from the members of family at first. S/he learns language, norms, values of society from family members.

- Peers or Age-mates : - Peers or age-mates can ease the transition to adult responsibilities. Within the peer group, each member can asserts himself/ herself in a way that may not be possible elsewhere. Peers can be source of harassment as well as support. Nevertheless almost all adolescents are economically dependent on their parents.

- School/ Teachers: - School or teacher is another agent of socialization. It is in the school that the culture is formally transmitted and acquired. In school, cultural norms, values, science, technology, etc are transmitted from one generation to next.

- Mass Media: - Today, Radio, Motion picture, television, and the internet have become the important agent of socialization. Television programs and commercials can introduce young people to unfamiliar life styles and cultures. But it has critical force to the socialization.

+ Neighborhoods and community: - Neighborhood and community are important agents of socialization. Community and neighborhood internalizes different types community norms and vales, communal feelings, and other types of cultural practices.

+ Workplace: - learning to behave appropriately within an occupation is fundamental aspect of human socialization. Socialization into an occupation can represent harsh reality and a realization of ambition. The increasing number of teenagers who are working earlier in life are now finding work place as important place of socialization.

Elements of Socialization

* *Culture*:- Socialization is the matter of culture learning. Culture is the main component of socialization. Through the culture we learn to walk, talk, wear dress, greet friends and relatives etc.

* *Role Performances*:- Role performances is another component of socialization. In socialization process we should perform certain roles which we learn. For example a sex role, occupational role etc.

* *Role Expectations*:- Role expectations is the another factor of socialization. Society expects certain roles from individual through the process of socialization.

* *Communication*:- Communication is another element of socialization. Socialization is possible through the communication. Communication can be speech or symbols.

Socialization and Personality

- Personality is a person's habits, attitudes, and traits.
- All aspects of individuals is called personality.
- It indicates internal or external factors of any individuals.
- What we wear, drink, eat, how we think, speak etc determine our personality.
- No one is born with personality but everyone develops it through socialization.
- Socialization is the process and the personality is the product.

Socialization and Self

- We all have various perceptions, feelings, and beliefs about what we are and what we are like. The set of these perceptions, feelings and beliefs is called self.
- Self refers to a distinct identity that sets us apart from others.
- It is our social designation and social identity.
- Human makes his/her self through the process of socialization.
+ **Cooley's Approaches to Self**
★ Charles Horton Cooley advanced the belief that we learn who we are by interacting with others.
★ Our view of ourselves comes from our impression of how other perceives us.
★ This way of seeing self he called "looking-glass self".
★ According to Cooley the process of developing self has three phases which are as flows:
   i. First, we imagine how we present ourselves to others- to relatives, friends, even stranger on the streets.
  ii. Second, we imagine how others evaluate us (attractive, intelligent shy or strange)
 iii. Third, we develop some sort of feelings about ourselves such as respect or shame result of these impression.

Stages of Socialization

Socialization varies from society to society due to the cultural variation . But universal variation can be seen in socialization of individuals according to their age.

A. The oral stage:- This stage begins with the birth of child and continues up to the completion of one year.

- At birth the infant must breath, must be fed, must be protected from cold, wet, and other discomforts.
- For everything children cries a great deal.
- Children expect feeding time and give signal for his felt needs.

B. Anal stage:-

- It is the period of after one year and completion of third year.
- In this stage child is taught toileting, keeping clothes clean, greeting, love and care.
- It this stage child internalizes two separate role his/her role and mother role.
- The dual role of Mother (interaction with child and larger social system) helps the child to participate in more complex social system.
- The child enabled to distinguish between correct and incorrect actions. Correct actions are rewarded and incorrect actions are punished.

C. Oedipal stage:-

- This stage starts from the fourth stage and extends up to puberty(12 or 13years).
- In this period, boys develop Oedipus complex (the feeling of jealously towards father and love towards mother) and girls develop Electra complex (the feeling of jealously towards mother and love toward father).
- Child becomes the member of family.
- Children identify their sex roles ascribed to them on the basis of their sex.
- In this period children identifies sex-role identification, role of child in family and identifies himself/herself with the whole family as member.

D. Adolescence Stage:

- Adolescence is the time period between puberty and adulthood.
- During this stage boys and girls try to become free from parental control.
- At the same time they cannot completely escape from their dependence on their parents.
- In this stage people feel a kind of strain or conflict in themselves.
- They want be free in doing various activities.
- In the period of adolescence different type of socialization is needed.
- In this stage peer groups, mass media especially television are important agents of socialization.

E. Adult socialization

- Adult socialization is affected by early socialization.
- In this period individuals learn from current social environment and work place.

- The adult is normally motivated to work towards a goal which he has already picked up.
- Socialization in the work place begins in this period.
- In this period the state shapes the socialization process by regulating the life course and influencing our views of appropriate behavior.
- Marriage also becomes the means of socialization in the stage.

Types of Socialization

I. *Primary Socialization:-*

- It concentrates on the teaching of language, cognitive skills and internalization of norms and values, establishment of emotional ties.

II. *Anticipatory socialization*

- Anticipatory socialization refers to the process of socialization in which a person "rehearses" for future positions, occupations and social relationship.
- It is the process whereby individuals socialize themselves into the culture of group with the anticipation of joining that group.
- Individuals learn from other culture also.
- For example, a person who intends to join in a bank or business company may start preparing classes and learn manners of managers to become one with them latter.

III. *Re-socialization*

- Re-socialization refers to the process of discarding former behavior patterns and accepting new ones as a part of transition in one's life.
- Re-socialization takes place mostly when a social role is radically changed.
- It may also happen in the periods of rapid social mobility.

Cooperation

Meaning and definitions

- Cooperation generally means working together for a common objectives, in other words, it is shared action to achieve a designed goals.
- Cooperation is one of the basic, pervasive and continuous social process.
- The term cooperation is derived from two Latin words 'co' and 'operari'.

- In Latin language, _co_ means together and _operari_ means to work. Thus the etymological meaning of cooperation is joint work or working together for common rewards.

- A.W. Green, "*Cooperation is the continuous and common endeavour of two or more persons to perform tasks or to reach a goal that is commonly cherished*."

Characteristics of cooperation

- Cooperation mutual working
- Cooperation has certain common objectives.
- It is done for the satisfaction of human needs.
- It is universal continuous process
- It depends on similarity of purpose, mutual awareness, mutual understanding and selfless attitude.
- Cooperation is goal oriented and conscious form of social interaction.
- It is conducted thorough the organized efforts.
- It is found in group only.
- It helps society to progress.
- Cooperation takes place under same conditions.

Types of cooperation

- *Direct cooperation***:** - When individual perform similar activities together such as praying together, farming, moving a pile of stone, or pushing a motor car out of mud, the cooperation among them is called direct cooperation.
- *Indirect cooperation*: - When individuals perform dissimilar tasks towards a common end is called indirect cooperation. For example in a business company individuals perform different activities for a common ends. This type of cooperation is based on the principle of specialized knowledge and skill of individuals.
- *Primary cooperation*: - It is found in primary groups such as family neighbourhood, friends groups etc. In this cooperation every members work for the betterment of all. This type of cooperation is directed by the welfare of group.
- *Secondary cooperation*: - It is found in secondary groups such as government, industrial houses, voluntary organizations, and trade union etc. where individual cooperate for certain interest. It is highly formalized and specialized. Each may work in cooperation with others for his/her own salaries, promotions, profits, and in some cases power and prestige.
- *Tertiary cooperation*: - Tertiary cooperation is found between two or more groups such as political parties, castes, tribes, religious groups, etc. For example two political parties may work together or cooperate in an attempt to defeat a third party. Similarly in a company the labour and management may work together for different ends.

Conflict

Meaning and definitions

- Conflict is another form of social interaction is a processes of opposition in society.
- It is ever present process in human society.
- It is one of the forms of struggle between individuals or groups.
- It is inherent in every society or social system and reflected in the attitude, behaviour, stereotypes and social distance.

The process of conflict arises when the norms and values of one group come in to clash with that of the other or when a group struggles for its own values and objects against others.

The process of conflict includes animosity, antagonistic attitude, contempt, enmity, hatred, rivalry, tension, etc. and it sometime leads to direct confrontation, fight, quarrel etc.

Definitions of conflict

- *Horton and Hunt*, *"Conflict may be defined as a process of seeking monopolize rewards by eliminating or weakening the competitors."*
  - *W. Green*, "*Conflict is the deliberate attempt to oppose, resist or coerce the will of another or others."*
- *Gillin and Gillin,* *"Conflict is the social process in which individuals or groups seek their ends by directly challenging the antagonist by violence or threat of violence."*

- Thus, conflict is a social interaction of opposition between individuals or groups in society. It takes the form of emotional and violent opposition, in which the major concern is to overcome the opponent as a means of securing a given goal.

Characteristics of Conflict

- Conflict is a universal process: - Conflict is present almost in all societies. In some societies conflict may be very acute while in other societies it may be very mild.
- Conflict is a conscious action: - Individuals and groups who are involved in conflict aware of the fact that they are in the conflicting relations. It is conscious and evokes the deepest emotions and strongest passions.
- Conflict is not continuous but intermittent: - Conflict never takes place continuously. It is managed and again it takes place. It takes place occasionally.
- Conflict may be personal or impersonal: - conflict may assume a variety of forms. We may observe conflict between two individual, families, classes, nations, races or group of nations.
- Conflict leads to social change: - Conflicting ideas and conflicting opinions are pre-conditions for social change. If society continues to remain the state of equilibrium it will be remain static unless there is a social disequilibrium.

Types of conflict

Conflict may be of various types. George Simmel has classified conflict into four types which are as follows:

- ❖ War: - War refers to the deep seated antagonistic impulse in human beings. War is a type of group conflict.
- ❖ Feud: - It is an intra-group conflict. It may arise because of injustice alleged to have been done by one group to another.
- ❖ Litigation: - Litigation is a judicial form of conflict. The best example of litigation is the court case. It is a judicial struggle by an individual or group to protect right to possessions.
- ❖ Conflict of impersonal ideas: - Conflict of impersonal ideas is a conflict carried on by the individuals not for themselves but for an ideal. In this type of conflict conflicting parties want show the truthfulness of their ideals. For example conflict between political parties.

Some other form of conflicts

- Manifest(overt) and Latent (covert) conflict
- Corporate and personal conflict: - corporate conflict occurs among groups within a society or between two communities. Communal riots, war between nations, strike by the industrial worker etc. personal conflict occurs between individuals within the group.

- Ephemeral (temporary) and perpetual (Enduring) : ephemeral conflict is of short time conflict such as conflict between individuals in road side, buses etc and perpetual conflict is a long term conflict.

Difference between conflict and competition

S.N	Conflict	Competition
1.	Conflict is a process of seeking goal by weakening or eliminating other.	Competition is a process of seeking goal by overtaking others.
2.	Conflict is always conscious activity.	Competition may be conscious or unconscious.
3.	Conflict is universal not continuous. It is intermittent.	It universal and continuous process.
4.	Conflict also brings negative change	Competition brings positive social change.

Competition

Meaning and Definitions

- ❖ It is a struggle between individuals or groups of individuals, who are not necessary in contact and communication. It is natural result of the universal struggle for existence.
- ❖ It is based on the fact that all individuals can never satisfy all their desires.
- ❖ In other words, it is a continuous, impersonal and unconscious struggle between individuals or group for satisfaction of their unlimited wants.

According to **_Park and Burgess_**, "*Competition is an interaction without social contact.*"

Horton and Hunt, "*Competition is the struggle for possession of rewards which are limited in supply, goods, status, power, love-anything.*"

Biesanz, "*Competition is the striving of two or more persons for the same goal which is limited so that all cannot share.*"

Characteristics of Competition

- Competition is impersonal struggle. In other words it is never personalized.
- Competition is mainly unconscious activity but sometime conscious competition also takes place.
- Competition is a universal process.
- Competition is regarded as conducive to progress.
- Competition is always governed by norm. It is not limitless nor it is unregulated. In a competition individuals or group have to follow certain rules and procedure.

Types of Competition

❋ Social competition: - When individual compete to get higher social position is known as the social competition. It is found in open society.

❋ Economic competition: - When individuals compete each other to gain economic benefits is known as economic competition. People compete for job, customers, patients, profits, wage, salaries etc.

❋ Political competition: - Competition among individuals or groups for the political power is called political competition. In this type of competition power remains central to competition in society. Competition between candidates or political parties at the time of election are the best example of political competition.

❋ Cultural competition: - The competition which takes place between two or more cultural group is known as cultural conflict. For example the competition between native group and invaders.

Cooperation	Competition
Cooperation refers to a form of social interaction wherein two or more persons work together to gain a common end.	Competition refers to form of social interaction wherein the individuals the individuals try to monopolies rewards by surpassing rivals.
It is always base on the combined effort of the people.	It takes place at the level of the group and also at the level of individual.
It is boundless or it has no limitation.	It has own limitation and it is bound by norm and it also observes rules and procedure.
It normally brings positive result. It rarely causes the harm of other.	It also brings positive change but it can cause damage to the other individual who are involved in it.
It requires qualities such as kindness, sympathy, concern for others, and mutual understanding.	It requires self confidence, desire earn name and fame in society.

Adaption

❖ Adaption is the way in which a individual, a group, a family, a business form, or a nation state manage or respond to their socio- cultural and natural environment.
❖ The main objective of adaptation is to meet the needs of individual or group.

According to Talcott parsons, 'Adaption is one of the four functional imperatives which all social systems must satisfy it they are to survive.'

Types of Adaptation

- Environmental Adaptation: - when individual adopt to natural environment such type of adaptation is known as the environmental adaptation. In this type of adaptation people act within the climatic condition.
- Socio-cultural adaptation: - when individuals adapt to socio- cultural group it is known as the socio-cultural adaptation. People act according to the cultural practices in society.
- Political adaptation: - When individual's integrates with the political system of respective society, it is known as the political adaptation. People should adopt the particular political system which is applied in society.
- Economic Adaptation: - This type of adaptation is related to the material achievement in order to survive.

Globalization

The term globalization refers to the emergence and development of an international network, belonging to an economical and social system.

Globalization is the worldwide integration of government policies, cultures, social movement, and financial markets through the trade and exchange of ideas.

It is a multifaceted process of becoming single world community.

Globalization is related to the diffusion of culture and technology from one group to another or one society to another society.

Roland Robertson defines globalization as "*the understanding of the world and the increased perception of the world as a whole.*"

Martin Albrow and **Elizabeth King** define globalization as "*all those processes by which the peoples of the world are incorporated into a single world society.*

Anthony Giddens defines "*the globalization can be defined as the intensification of social relations throughout the world, linking distant localities in such a way that local happenings are formed as a result of events that occur many miles away and vice versa.*

Globalization refer to processes of change, which constitutes the fundament of the transformation of human concerns in an organization, linking together and expanding human activity across regions and continents. Without referring to the expansion in space of the connections, there can be no clear and coherent formulation of the term globalization.

Implication of social processes in Management and Business Administration

- The concept of competition can be implicate to increase to effective service: - It assigns individuals in their respective place in the production house, and business firm. In a business company social status and competition is related and individual compete for social status which helps to the effectiveness of service provided to customers.

- Motivation: - The concept of competition may be the source of motivation in a business company. It makes the individuals the show his/her ability and express the talents.

- Conflict can be implicate to the organizational solidarity. A limited internal conflict and occasional conflict in an organization may keep its leadership alert and its policies up to date.

- The concept of conflict helps to the identification of internal causes of conflict which help to the conflict management in a business organization.

- The concept cooperation can be implicates in a business organization to foster the common interests and organizational solidarity.

- Cooperation provides many solutions to the internal conflict which are arise in a business company or a firm.

UNIT 5

SOCIAL STARTIFICATION

Meaning of social stratification

The concept of social stratification came into existence in the 1940s. The term stratification was borrowed from the geology. Geologists say that the earth is made up of a number of layers, one placed other. Technically each layer is called stratum the plural of the stratum is known as strata and the system of the composition of is called stratification.

Similar to the structure of earth, sociologists think that human society is divided into different layers, one placed upon other. Social stratification, therefore, may be defined as a division of society into different strata. And the process of division into different strata is known as the social stratification.

Differentiation is the law of nature. In human society men are differ from each other in many respects.

All societies arrange their members in terms of superiority, inferiority and equality.

The vertical measure of evaluation which produces strata or layers is called social stratification.

Definition of Social Stratification

- **Ogburn and Nimkoff,** "*Social stratification is the process by which individuals and groups are ranked in a more or less enduring hierarchy of status is known as stratification.*"

- **Gisbert**, "*Social stratification is the division of society into permanent groups of categories linked with each other by the relationship of superiority and subordination.*"

- According to **Sorokin**, "*Un-stratified society with real equality of its members is a myth, which has never been realized in the history of mankind. Social stratification means the differentiation of a given population into hierarchically super imposed classes.*"

- According to **Smelser**, "*Stratification refers to the ways in which these inequalities are likely to be passed from one generation to the next, producing layers or strata of people in society.*"

- **Lundberg,** "*A stratified society is one marked by inequality, by differences among people that are evaluated by them as being lower and higher.*"

- **Raymond W. Murry**, "*Social stratification is a horizontal division of society into high and lower social unit.*"

Thus, social stratification is a ranking of individuals on the basis of superiority and inferiority, according to some commonly accepted basis of evaluation. It is seen that inequality of status or rank differentiation is the distinguishing of social stratification. In short, stratification is the division of the people of the society into gender, ethnicity, religion, etc.

Characteristics of Social stratification

1. It is universal
2. It is found from ancient time
3. It is in diverse form
4. It is the source of conflict in society
5. It occurs due to the ascribed and achieved status of individuals in society.
6. The main base of stratification are caste, economy, occupation, power etc.
7. Inequality is vested in stratification.
8. Stratification is the vertical division of society.
9. The form of stratification is social in nature.

Dimensions of Social Stratification

Social stratification is a universal process of division people in different layers. The whole nature of society is based on stratification.

Marx is of view that society is stratified on the basis of ownership pattern over the means of production, and the economic access and people become the members of their respective group i.e. Haves and Haves not class members.

In society, stratification is based on different dimensions. In other words, there are various types of dimensions of social stratification. Basically, economic, political, social and occupational dimensions are the major dimensions of social stratification which can be explained on following way respectively.

   ➕ **Economic dimension**
1. We have already quote that unstratified society in reality is a myth only.
2. Every society has divided its members into different layers according to their economic condition.
3. The main base of complex social stratification is economic dimension in modern society.
4. Economic dimension is the strongest dimension rather than other dimensions.
5. The society is stratified into different layers due to unequal distribution of means of production and unequal distribution of resources.
6. Some people of society have much access in resources and some people have very low access in resources.
7. This type of unequal distribution of means and resources stratifies society into different vertical layers.

8. Generally, society is divided into upper class, middle class and lower class on the basis of economic dimension.
9. On the basis of economic dimension whole world is also divided into core area, semi- periphery and peripheral areas.
10. Core countries are wealthy and peripheral countries are poor.

🔸 **Political dimension**
1. Society is stratified on the basis of political dimension as economic dimension. Every society of the world are divided on the basis of political power and ideological aspect. Political aspect plays a determining role in stratifying the society. Politically, some members of the society are more powerful than others.
2. In a political party to some leaders enjoy much power and have special prestige. Society is divided into different political parties and ruling party have much power and prestige. If we see any political party, we find vertical stratification among leaders in the local level, district, zonal and central level. They have different power, position, role and status
3. Every society of the world is directed by different political and ideological aspects. In world society. Society has selected monarch, constitutional monarch, republic, etc. society is divided into centre, state, district, urban and village within the same country.

🔸 **Social dimension**
1. Society is the unified system of different castes, ethnic groups, gender, religious group, linguistic groups etc. Those social subject matters are the social dimension of stratification in society. Society divides its members on the basis of caste such as Brahmin, Chhetris, Vaishya, and Sudra.
2. In society, some are Hindu some are Muslims, some are Buddhist etc on the basis of religion. Likewise, society is divided into male, female, and third gender on the basis gender. Generally, such dimensions create the horizontal stratification in society.

🔸 **Occupational Dimension**

Society is divided into different occupational strata on the basis of occupational dimension. Teaching, business, agriculture, industrialist, lawyer, doctor, engineer etc are the some of strata on the basis of occupation. Society is divided into different sub-strata within the same occupation. Due to such differences, they enjoy different social status, role and social prestige.

❑ **Stratification and Social Class**
1. The term social class indicates a group within a society that distinguish by its social and economic level from other group.
2. Generally, social class is the aggregate of persons having essentially the same social status within the population as a whole.
3. Social class is a group of individuals who are similar in power, prestige and wealth.
4. Society is divided into different social classes.
5. Generally, class is a type of social stratification where the people of society are stratified into various layers of social status. Especially, class is determined on the basis of economic condition.
6. The segment of people of society who have the sense of equality in own group and the sense of superiority and inferiority with other is said to be social class.
7. Status is the basic criterion of social class. Social class is one or two or more broad groups of individuals who are ranked by the members of community in socially superior and inferior position.
8. Max Weber is of view that classes are aggregates of individuals who have the same opportunities of acquiring goods and the same exhibited standard of living.

- ◉ **High class**:- This class includes wealthy, aristocrats and elites of society. They have major influence in the international relation and economic dimension of society. They have ownership over the means of production of society. They are able to use modern tools and technology in production system including agricultural sector. They have high prestige in society. They enjoy special privileges and status of the society.

- ◉ **Middle class** :- This class mainly includes the educated professionals like doctors, engineers, lecturers, journalists and higher class administrative officers. It also includes small officers in public officers and mid class businessman. They have manage their lives anyhow with their income.

- ◉ **Lower class** :- It includes middle class farmers including poor farmers, rural proletariat and urban proletariats. If they do not get chance to have labor work, they can't support their lives including their family members. They often work in industry and low paid services in governmental offices. In this class, some rich farmers maintain the quality of life but their income is not enough to maintain the quality of life. Most of the common people in this class struggle always for their subsistence.

Caste and stratification

1. Caste is the one of the important base of stratification in society. Caste is an important concept which is commonly used in sociology and Anthropology as the means of stratification.
2. Caste system determines the social status and role of any person by their birth,
3. We can say that caste is the stratification of the people into different layers whose membership in group/strata is determined by birth.
4. It is clear that caste is a closed social hierarchy of group.
5. Brahmins :- In terms of their original functional role, the Brahmins are designed as priests and scholars, transmitters of knowledge and interpreters of shastras and sutras (Religious text). They are placed at the upper level.
6. Chhetri :- According to Hindu belief, the designed role and duties of Chhetris are acting as ruler, warrior, and protecting citizen. They occupy the second rank from the top, just below the Brahmins, on the caste hierarchical rank.
7. Vaishya :- Their caste prescribed duties are to act as merchant and traders, to engage in farming as simply to fulfill the material needs o society and its members. In terms of social ranking, they are placed in third rank from the top.
8. Sudras :- They are the lowest caste group treated as untouchable by the higher caste groups. They are placed in the professional role of serving. They are integral to fulfilling the societal production and material needs. They are placed in the lowest rank of Hindu caste hierarchical system.
9. Thus, caste system is the segmental division of society. It creates diversity, in society, in terms of occupation, role and status, prestige, lifestyle etc.

Ethnicity and stratification

Ethnic group is used for indigenous people. Ethnic groups are those groups of people who have definite geographical area. They have own mother language. They have also typical traditional culture. Especially they do not fall under the four fold of Hindu caste system. They have own written of unwritten history. They have not access to the decision making level. Generally, the sense of 'we feeling' or communal feeling can be found within the ethnic group.

An ethnic group means a group of population that has a sense of group identity based on common ancestry and typical cultural patterns. It is a social group in larger society and people of an ethnic group are bound together by the common ties of race, language, ethnicity and culture. In other words, ethnic group is the community of those people who have psychological awareness and a degree of consciousness to their ethnicity.

Ethnicity means the sense of belongingness to their ethnic group. Ethnicity is a psychological group awareness and a degree of cultural consciousness. It is the commitment towards own fundamental culture. It is ethnic awareness with the feeling that their culture is superior.

Division and diversity formed in terms of ethnicity in Nepal is presented here.

- Mountain area:- Bhote, Sherpa, Thakali, Manange, Thadam, Tangwe, Marphali, Dokpa, vaysi, Thomi, Mugali etc.
- Hill:- Chepang, Gurung, Magar, Rai, Limbu, Tamang, Thami, Chhantyal, Pahari, Kusunda, Surel, Lepcha etc.
- Inner Terai:- Bote, Danuwar, Kumal, Majhi, Raji, Raute etc.
- Terai:- Dhanuk, Dhimal, Gangai, Rajbansi, Bodo, Kisan, santhal, Jhangad etc.

Ethnic division has created different diversity in Nepal. Especially, ethnicity has created cultural diversity, lingual diversity, ethnic diversity etc. there are more than 100 caste and ethnic groups in Nepal.

Gender and social stratification

Gender refers to the social, cultural and psychological difference between male and female

It is the base of social stratification which places individuals in different social position on the basis of their sex. Generally following are the main positions of individuals in society.

- Male: - Male are taken highly valued in society. They are ranked at the top position of society. They performs different role and they are taken as differently. Basically they are taken as Dominator, Strong, Rational, Independent, Logical, Aggressive, Competitive

- Female: - In the social hierarchy female are assigned at the second position. Socially they are taken as the inferior in society basically they are taken as Dominated, Weak, Emotional, Dependent, Supporter, Sensitive, Fragile

- Third gender: - Individuals of third gender are taken as the inferior in society. They are ranked at the third position. They are treated as lower in society.

Implication and Functions of social stratification in Management and business Administration

The concept of social stratification can best be used in an business or industrial organization in management and business administration.

In any organizations individuals are arranged on the basis of social stratification in management and business administration.

Individuals of different positions perform different role and they get different rewards according to their roles.

The function of social stratification are similar to the management of an organization and business administration.

The different job contributes to the smoothly running of an business organization or management of an business base organization.

Functions of stratification

Stratification is found everywhere. In other words all societies are stratified in one way or other. According Wilbert Moore and Kingsley Davis , stratified societies are developed with the functional necessities. Some functions of stratification are as follows:

- ❖ Encourage hard work: - one of the main function o f social stratification is to induce people to work hard for their social position. In society occupation are ranked high if their function are highly important and required personnel is very scarce. Hard work, training, high responsibilities are associated with the occupational position. Such occupations are rewarded with money, prestige, privileges and others and it leads to hard work.
- ❖ Ensures circulation of Elites: - Social stratification is in competitive in its nature. In stratification system, when high degree of prestige, money, comforts and other are offered for certain position, there will b e some competition for them. This process of competition helps to ensure that the more efficient people are able to rise to the top. Their ability can best be used.
- ❖ Serves an economic function: - Competitive aspect is the key to the social stratification in management. The sense of competition ensures the rational use of talent of personnel. It is necessary to offer different rewards if the position at the top largely ascribed as in the case of caste system. Thus it serves as an economic function in management and business administration.
- ❖ Stabilizes and reinforces the attitudes and skill: - Individual of certain positions normally tries to limit their relation to their own class. It tends to stabilize and reinforce the attitudes and skills of that may be the basis of upper class position.
- ❖ Helps to pursue different positions or jobs: - There are different values, attitudes and qualities for different positions in management and business administration. This difference is functional to society or an organization. Because every organization needs manual as well as non-manual workers. All individuals are Socialize to perform different jobs or positional role. This will influence the performance of their role.
- ❖ Controls the behavior of staffs: - There is a certain amount of mutual antagonism between the individuals of different positions and it is also functional to an organization. To some extent individuals of upper position and lower position can act as negative reference position or group for each other. Thus they act as the means of social control.
- ❖ Helps to maintain harmony, peace and equilibrium: - In an organization individuals are assigned to different positions. Individual performs different roles according to their position. This function helps to maintain harmony, and equilibrium of an organization.

Social Disorder, Deviance and Social Control

Meaning of Social Control

◉ *"Man is born free, and everywhere he is in chains"* **Rousseau**

Social control is a general way of regulating the deviant behavior of individuals in a society through accepted social norms and law.

Social controls refers to the control of society over individuals.

Definition of Social Control

Fairchild, "*Social control is the sum total of the processes whereby society, or any sub group in society, secures conformity to expectation on the part of constituent units, individuals and group.*"

EA Ross, "*social control refers to the system of devices whereby society brings its members into conformity with the accepted standard of behaviour.*"

Manheim, "*social control is the sum of those method by which a society tries to influence human behaviour to maintain a given order.*"

Thus, social control refers to the way that controls our behaviour either through norms and practices or through the state and its compelling force.

Need of social control

◉ **To maintain the old order**:- For continuity and uniformity of society or social group, it is more important that the old social order is maintained. The function is fulfilled by the social control by the socializing people in family and society.

◉ **To regulate the individual behaviour the existing**:- Individuals are different in their ideas, interests, attitudes, habits, etc. In this context control is needed.

◉ **To check cultural maladjustment**: society changing at rapid rate. The change threat existing system and replace with new system. In this context control is needed.

◉ **To bring social solidarity**:- Social controls gives conformity to the social norms and legal system. Similarly it controls the deviant behaviour of individuals which makes social solidarity.

Types of social control

◉ **Formal social control**:- Formal control is deliberately created. The state makes use of law, legislation, military force, police force, administrative devices etc for social control. Similarly different political, economic, religious, cultural, and other association and institutions also institute formal control over individual's behaviour.

- ◉ **Informal Control**:- Informal control includes public opinion, sympathy, sense of justice, folkways, mores, customs, religion, morality etc. These are not deliberately created. No specific punishment would be given to violation of informal control. Informal control is more effective in primary groups such as family, tribe, rural community where interaction takes place on a personal contact.

Agents/ Means of Social Control

- ◉ **Control by Law**:- Law is the most powerful means of social control in modern society. Individual obey law due to prime reason: a) Fear of punishment and b) Rule conforming habit.

- ◉ **Control by education:** - Education teaches children the values of discipline, cooperation, tolerance and integration and prepares as social living.

- ◉ **Control by public opinion**: - Public opinion is an important means of social control. Public opinion refers to that mass of ideas which people have to express on given issues. It is collective opinion. It is presented through print media such as newspaper, magazines, and journals of various kind. Similarly it is expressed in radio, television and film which are known as electronic media.

- ◉ **Mores** :- Mores refers to the moral conduct of individuals. They influence the value system of society are in the form of social regulations which aim to maintain social order. Mores seek to regulate the relationship between individuals is defined situations e.g. between husband wife, parents and children, and siblings etc. Mores may also refer to general social relationship in terms of honesty, truthfulness, hard work, and discipline.

- ◉ **Folkways**: - Folkways are norms to which individuals conform. It is the informal acceptance of established practices in each group or society. Folkways are manifested in terms of dress, food habits, observance of rituals, forms of worship and method of greeting. It is way of controlling individual behaviour but conformity to folkways is not enforced by law or any other agency of society.

- ◉ **Control by religion**: - Religion has powerful influence on its adherents. It is the unified system of beliefs and practices related to sacred things. Religion regulates the activities of people in its own way. It regulates human conduct through religious code. The conceptions of spirits, ghosts, taboos, divine etc control human actions and enforce discipline. Ideas of hell and heaven too have great effects on the individual's behavior.

- ◉ **Control by Morality:** - Morality is an institution that is closely related to religion. It is concerned with the conceptions of goodness and evil. It refers to that body of rules and principle concerned with the good and evil as manifested to us by conscience. Morality always help to make distinction between right and wrong or good or bad. Morality acts as a guide of human behavior.

- ◉ **Control by sanctions:** - Sanctions are the support of norms. It refers to the reward or punishment used to establish social control, that is, to enforce the norms in the society. Sanction may be applied in various ways, ranging from the use of physical force to symbolic means. Negatively it may be anything from the raised of eyebrow to the death sentence. Positively it ranges from a smile to an honorary degree.

- ◉ **Control by propaganda**: - Propaganda is an organized or systematic attempt made by a person or a group to influence public opinion and attitudes in any society. It refers to the technique of influencing individuals actions by the manipulation of representations. It can affect people's faith, ideology, attitude

and behaviour. For example, The health department may make use of various devices and technique of propaganda to impress upon people to control diseases.

- ◉ **Control by etiquette:** - Etiquette is a code of precise procedures that governs the social interaction of people. It contains the correct or appropriate behaviour. For example to give some gift to the host, to place a guest of honor at appropriate seat at formal dinner etc. Sociologically it serves three functions as:

i) It prescribes standard procedures to be followed on specific occasion,

ii) It indicates membership in a certain social class and iii) it serves to maintain social distance where intimacy is not required. Thus, Etiquette controls unwanted approaches at specific occasion.

Meaning of Social Disorder and deviance

The term social disorder refers to the system of individuals, relationship, and customs which is not operating properly.

In Disorder everything and every parts of society do not work properly.

It also refers to the social disorganization in society.

We live in society and without society we can't live because we are dependent on it from birth to death.

Every society has certain norms and values which bound people together.

For the social order we should obey the norms and values of society and acceptance of norms and values is social expections.

All social norms are accompanied by sanctions promoting conformity and protecting against nonconformity.

Deviance may be defined as non-conformity to a given set of norms that are accepted by a significant number of people in a community or society.

We generally follow social norms because, as a result of socialization, we are used to doing so.

Deviants acts are all acts that are regarded as violating the accepted standards of the community, whether they are legal or social.

The concept of deviance can be applied both to individual behavior and to the activity of groups.

Deviance can be analyzed in legal and social perspective.

The behaviors which are not in accordance with norms, and values of society and law of state is called crime.

Sometimes the behavior of individual don't conform with the social expectation or social norms and values. This type of behavior is known as social deviance.

Deviance is act of going against social norms and values.

Definition of Social deviance

- • **Horton and Hunt**, "The term deviance is given to any failure to conform the customary norms."

- **Weston**, "Deviance can be defined as behaviour that is contrary to the standards of conduct or social expectations of a given group or society."

Thus, Social deviance may be defined as the act of going against the group-shared expectations and norms. The term social deviance includes those behaviors which do not show conformity with norms and values of society. These behavior are leveled as anti-social and do not have social sanction.

Factors affecting to be deviant

Social deviance refers to the nonconformity to the social norms. Social deviation is not evenly spread in all societies. All norms are not violated. All individuals do not violate social norms

Some factors affecting to be deviant are as follows:

❑ Faulty socialization:- Socialization is the process by which the individuals learn to conform social norms. When society fails to the conform norms systematically they become deviant. Socializing agent often fail to install moral education which ultimately results deviance in society.

❑ Weak sanction:- Sanction refers to the rewards and punishment used to establish social control to enforce norms in society. If the positive sanction for conformity and negative sanction for deviance behavior, the individual simply neglect social norms.

❑ Poor enforcement:- Even though sanctions are stronger they are not properly implemented due to different causes. For example traffic rule.

❑ Unjust or corrupt enforcement:- Individual may lose respect for law and norms when they have no faith in law enforcement authority. Police corruption and illegal violence damage respect for the law.

❑ Sub-cultural support of deviance:- different Group have different ideas of permissible behavior. The range of acts that would be approved by the working class people differs from that of middle class people. What is non conformity in the outside world become conforming in groups.

❑ Sentiments of loyalty to deviant Group:- When once a person is involved in a deviant group s/he is obliged to co-operate with other members. S/he is forced to approve the behaviors even if s/he no longer believes in their activities.

Social function deviance

- Deviance sometime works as a safety valve.
- Deviance may clarify the rules.
- Deviance help in the unity of group.(against deviant)
- It is the warning signal etc.

Types of Deviance

Basically there are four types of Deviances which are as follows:

1. **Innovation:** - Society sets goals and means to the individuals of society. When individuals accept both goals and means the result is generally conformity. Sometimes individuals may accept goals but not the means and innovate the new means of achieving the goals. They become deviants. If the innovated means

bring positive results it does not create problems for social order. If it brings negative result it may create disorder in society.

2. **Ritualism:** - Sometimes a person gives up important social values yet does lip service by carefully observing related norms of behavior. They are ritualists. They are also deviants because such persons refuge to take courageous and possibly dangerous action demanded by true adherence to values.

3. **Retreatism:** - The rejection of both values and norms is retreatism. It is in one way or another of dropping out of society. Those who retreat from the society refuse to pursue either by legal or illegal means. They are unable to get success honestly. According to R.K. Merton in this category some of the adaptive activities of psychotics, vagrants, chronic drunkards, drug addicts etc.

4. **Rebellion:** - Rebillion is another response open to those who reject both ends and means. Some people reject the prevailing order and engage in efforts to replace that order. They try to substitute new ends and means for those that exist. Rebellion is produced by alienation from both values and norms. Example a student giving up education in the name of doing greater thing is an example of small scale rebellion.

Conformity and Sanction

Conformity

Conformity is the act of matching attitudes, beliefs, and behavior to group norms.

Conformity indicates the action in accord with prevailing social standards, attitudes, practices etc.

The action which is oriented to a social norms and falls within the range of behaviors permitted by norms is called conformity,

Thus, conformity implies behaving in accordance with the norms.

Causes of conformity

- Socialization
- Insulation by creating role conflict
- Hierarchy of norms
- Social control
- Ideology
- Group Identification
- Utility
- Habituation

Sanction

- It represents the means of maintaining social control
- It is used to force an individual or group to confirm social norms.
- Sanction may be applied in various ways, from the use of physical force to symbolic means such as flattery
- Sanction are the rewards or punishment used to establish social control
- In short, it is the means of enforcing norms in a society.

- The main aim of sanction is to bring about conformity, solidarity and continuity of a particular group, community or society.

Types of sanction

- Positive sanction: Praise, medal, smile, honorary degree etc.

- Negative sanction: - Satire, laughing at others, name calling, fine, torture, death penalties etc.

Linkage with Management and Business Administration

There is the link between social deviance and social control and Management and business administration.

Sometimes staff deviates from the standard way of doing behavior or rules of business company or organization.

If deviation takes place in a business company or an organization it may posses a danger to the stability of company or business organization.

Deviance is more or less a loss to a company. If staff s fail to do their duties the continued functioning of the larger activity is endangered.

Deviance may undermine organization by destroying people's willingness to play their roles.

In the context of deviance in Management and business administration the control mechanism is activated in business Company or organization.

There are different ways and means of controlling deviant behavior in a company.

Unit 7

Social Change

Meaning of Social Change

Any alteration, difference of modification that takes place in a situation or in an object through time can be called changed.

The term social change refers to the changes take place human interaction inter-relation and social structure.

Social change is used to desirable variations in social relation, interaction, processes and social organization.

- M.E. Jones, "*Social change is a term used to describe variations in or modifications of, any aspects of social processes, social patterns, social interaction and social organization*".

- Majumdar, "*Social change may be defined as a new fashion or mode, either modifying or replacing the old, in the life of people or in the operation of society.*"

Thus social change refers to the modification or alteration in social interaction, processes, Organizations. It includes functioning of society, relations and structure.

Nature of social change

- **_Social change is a universal phenomenon_**:- social change occurs in all societies of world. The population changes, technology expand, material equipment changes, ideologies and values take on new components and institutional structures. The sped and extent of change may differ from society to society.

- **_Definite prediction of social change is not possible_:-** It difficult to make any prediction about the exact forms of social change.

- **_Social change occurs as an essential law_**:- Change is the law of nature. It may occur either in the natural course or as the result of planned efforts. According to Green, 'The enthusiastic response of change has become almost a way of life."

- **_Social change results from the interaction of number of factors_:-** It is thought that a particular factor like changes in technology, economic development or climatic conditions causes social change. The reason is that social phenomena are mutually interdependent.

- **_Social changes are chiefly those of modification_**:- Social changes may be broadly categorized as modifications. It may be replacement of physical goods or social relationship. The old extended family has become the small equalitarian family.

- **_Speed of social change is not uniform_:-** It is necessary that social change occurs in all societies but its speed is not uniform in every society. Social change in urban areas is faster than in rural areas.

- **_Social change is community change_:-** Social change does not refer to the change in the life of an individual. It is a change which occurs in the life of the entire community. Social change is social not individual.

Cultural Change

Meaning of Cultural Change

- Cultural change is a broader concept. It includes all cultural aspects of human beings.
- Social change is only a part of cultural change
- Cultural change refers to the change or modification in human culture.
- It refers to change in both material and non material culture of human society.

Definition of Culture Change

- According to _Kingsley Davis_, "Cultural changes embraces all changes occurring in any branch of culture including art, science, technology, philosophy, etc. as well as changes in the forms and rules of social organization."

- According to _David Dressler and Donald Carns_, "Cultural change is ;the modification or discontinuance of existing tried and tested procedures transmitted to us from the culture of the past, as well as the introduction of new procedures."

Thus, all social changes are cultural change but all cultural changes need not necessarily are the social change. We can say that change in material and non- material culture is called cultural change. Change in musical styles, painting styles, rules of writing poetry and drama, pronunciation of words, change in norms and values, change in life styles, change in habits, change in dressing flooding, technology etc can be taken as cultural changes.
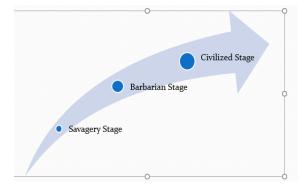
Nature of Culture Change

1. Cultural change is a universal process.
2. Cultural change is a dynamic process.
3. Cultural change is community change.
4. Cultural change is affected by diffusion, adaption acculturation etc.
5. Cultural change is general law.
6. Cultural change is broad change.
7. Cultural change is change in material and non- material culture.
8. Cultural change is a factor of social change.

Indicators of Social-cultural change

1. Change in social relation.
2. Change in role and status.
3. Change in social institution.
4. Change in social structure.
5. Change in tradition and working system.
6. Change in economic and educational field.
7. Change in thinking.
8. Change in the pattern of food habit and dressing.
9. Change in the human behavior.
10. Change in technology.

Theories of Social Change

1. ***Evolutionary theory of social change***: This theory of social change assumes that Society changes through series of stages based on increasing complexity towards higher and more advance stage. It believes in linear change of society. When society changes through this process social parts are differentiated in second stage.

2. ***Cyclical Theory of social change***: This theory assumes that society changes in a cyclical way. It is founded on the belief that societies have predetermined life cycle of origin, development, maturity and decline. It focuses on rise and fall of civilization.

3. ***Conflict theory of social change:-*** This theory assumes that conflict between two opposing force results social change.
   - Karl Marx is of view that all history is the history of class conflict. It sees unequal distribution of resources, power and privileges as the fundamental source of conflict.
   - It creates two contradictory force which remain in conflicting relation producing social change.
   - According to this this theory, every social structure begins as a "**Thesis**" of its current state of existence but its own internal contradiction of antagonism prompt a challenge to its structure. This challenge is called **"Antithesis"**. Or in other word social structure gives birth to the antithesis. The conflict resolves itself into a "**Synthesis**" or society changes as Synthesis. Again this synthesis converts itself to Thesis and it also gives birth to antithesis. The range of thesis, antithesis and synthesis continues……

Factors of Social Change

➕ **Geographic or physical factor of change**:

It includes surface of earth, climate, rainfall, rivers, mountains, animal life, minerals etc. which affect the rate of change.

1. Social change, some extent, conditioned, by the geographic factor.
2. Rate and direction social change are governed by the physical environment.
3. Demographic factors: It includes birth rate, death rate, migration which determine the composition, number, and quality of life.
4. Demographic factors also play very determine role in bringing social and cultural change in society.
5. Especially, size of population, density of population, composition, construction and mobility of population etc. shape the socio-cultural setting.
6. Due to the migration, various cultural groups come to contact which provide enough environment to exchange mutual change.
7. They exchange mutual language, tradition, food habits, norms, values, belief, religion, skill, art, literature and soon such exchange bring social and cultural change.
8. The demographic factors influence the number, composition, birth rate, death rate, the fertility rate and also heredity qualities of a next generation. The size and composition of population produce the social

change. The excessive growth of population has resulted certain problems in the field of food, employment, health and poverty.

➕ **Technological factor**:

It change society by changing its environment, Changes in human relation such as it changed our social relation and social environment.

Technology affects society greatly in socio-cultural change. The introduction of new technology, as a result of the discovery of the new sources of energy, has had such far-reaching consequences that it is often described as a revolution.

Mechanization has changed not only the economic structure of the society but has also led to a steady devaluation of old forms of social organization and old ideologies.

Ogburn says, "Technology changes society by changing our environments to which we adapt. This change is usually in the material environment and the adjustment we make with changes often modifies customs an social institutions."

➕ **Economic factors:**

It includes production, industrialization, green revolution, distribution extension of market etc which changes our condition and quality of life.

1. Changing in economic status leads to the change in various aspect of human life in the field of food habit as well as living standard.
2. With the growth and development of industrialization, the economic sector has witnessed a change in the field of social norms and values.
3. It is true that every society is conducted on the basis of economy. Society determines production, exchange, consumption and distribution on the basis of economy. Change in economic system results social change.
4. Economic factors such as production, consumption, distribution, economic policies influence on human life style and working procedures.
5. Karl Marx is of view that Change in mode of production produce change in economic system and social relation and institutions are influenced by it. He further says that when feudal mode of production, there come drastic change in the fields of social relationship, social behavior and working procedures.
6. Unequal distribution of economic resources creates different classes and conflict and struggle between two hostile classes creates social change in society.
7. According to Marx, central factor of any social activities is economic factor.
8. The relation developed on economic form develops social behavior, norms, activities and attitudes.

➕ ***Cultural factor- Theory of cultural lag*** :

Lag between material culture *which changes fast* and non material culture *which changes slow* and in course of unequal change non material culture should adapt itself to the change of material culture which ultimately results social change.

It may also be noted that culture not only influences our social relationship, it also influences the direction and character of technological change.

Cultural factors also can be the determinant factor of social and cultural change.

The rapid development of material culture have changed the working or doing system, thinking and behaving system and learning system, thinking and behaving system and learning system.

Especially, social change is influenced by cultural lag.

The concept of cultural lag is formulated by W.F. Ogburn in his famous book "Social change" (1994). Ogburn has divided culture into two parts as material and non-material culture.

By material culture, he means civilization which includes machines, technology, scientific tools etc. and non material culture includes the beliefs, practices, custom, tradition, norms and values.

According to Ogburn, "cultural lag" refers to the imbalance in the rate and speed of change between these two parts of culture.

Changes are quick to take place in the material culture which in turn stimulates changes in the non-material culture.

The non-material culture may be slow to respond, giving rise to a gap or lag between the material and non-material culture. This lag is called the cultural lag.

The strain that exist between two co-related parts of culture that change at unequal rate of speed may be interpreted as lag in the parts that is changing at a slower rate for the one lag behind the other.

If the society is to maintain its equilibrium, it has to seek ways and means of filling the gap. Ogburn has, therefore, concluded that the problems of adjustment in modern life is chiefly one of the ending the non-material aspect of culture to catch up the material aspect which results social and cultural change.

✚ *Political Factor*:

It includes law, Public opinion, election and state which changes society.

Every society is directed by any type of political ideologies. The political change has a great impact on the socio-cultural life of the people.

The various reforms implemented by state may force people to certain socio-cultural change.

Social change can be ensured with the political change because social system is formed by political activities like political consciousness, policies and plans of government, economic and social policies etc.

Changes in state law affects social norms and values because social norms, values, tradition etc and formal law of state are interrelated. Every society changes with the political change.

✚ *Educational Factor*

Education: It includes formal and non formal education which results social change.

Education is an important factor of transforming human society and culture.

Scientific knowledge, technological development, Development of human resource etc are the products of education and these products influence socio-cultural change in society.

Educated individuals can tackle different problems easily.

Connection of Management and Business Administration to social and cultural change

1. There is the close connection of management and business administration to social and cultural change.
2. Change in Management and Business Administration may be taken as a part of social cultural change.
3. Social and cultural change influences the management and business administration.
4. As a result of social change, different financial institutions are developed in society.
5. There is the close connection of management and business administration to social and cultural change.
6. Change in Management and Business Administration may be taken as a part of social cultural change.
7. Social and cultural change influences the management and business administration.
8. As a result of social change, different financial institutions are developed in society.

UNIT 8

Theoretical perspective in Sociology

What is Sociological Imagination?

Meaning

◉ Individual's rely on an unusual type of creative thinking to understand social behavior.

◉ This type of creating thinking is known as sociological imagination.

◉ Sociological Imagination is such type of thinking which sees the relationship between an individual and the wider society.

◉ Learning to think sociologically – looking at the broader view is known as sociological thinking.

◉ It is an awareness of the relationship between an individual and wider society.

◉ Learning to think sociologically - looking, in other words at the broader view – means cultivating our imagination. Studying sociology is not just a routine process of acquiring knowledge.

◉ A sociologist is someone who is able to break free from the immediacy of personal circumstances and put things into a wider context. Doing sociological work depends on what the American author C. Wright Mills, in a famous phrase, called the sociological imagination (Mills 1970).

◉ The sociological imagination requires us, above all, to 'think ourselves away' from the familiar routines of our daily lives in order to look at them anew.

◉ Consider the simple act of drinking a cup of coffee. What could we find to say, from a sociological point of view, about such an apparently people drink coffee for the 'extra lift' it provides. Long days at the office or

late nights studying are made more tolerable by regular coffee breaks. Coffee is a habit-forming substance, but coffee addicts are not normally regarded by most people in Western cultures as 'drug-users'.

What does it in our Daily Life?

1. Sociological imagination allows all of us to comprehend the links between our immediate, personal social setting and the remote, impersonal social world that surrounds and helps to shape us.
2. A key element in the sociological thinking is the ability to view one's own society as an outsider would, rather than only from the perspective of personal experiences and cultural biases.
3. The sociological thinking allows us to go beyond personal experiences and observations to understand broader public issues. Divorce, for example, is unquestionably a personal hardship for a husband and wife who split apart. However, C. Wright Mills advocated using the sociological imagination to view divorce not as simply an individual's personal problem but rather as a societal concern.
4. Using this perspective, we can see that an increase in the divorce rate actually redefines a major social institution—the family. Today's households frequently include stepparents and half-siblings whose parents have divorced and remarried.
5. The sociological imagination enables its possessor to understand the larger historical scene in terms of its meaning for the inner life and the external career of a variety of individuals.
6. It enables him to take into account how individuals, in the welter of their daily experience, often become falsely conscious of their social positions.
7. The sociological imagination enables us to grasp history and biography and the relations between the two within society. That is its task and its promise.
8. The sociological imagination is an empowering tool. It allows us to look beyond a limited understanding of human behavior to see the world and its people in a new way and through a broader lens than we might otherwise use.

What is sociological Perspective?

Sociological perspectives are broad assumptions about society and social behavior that provide a viewpoint for the study of society and it subject matter.

Sociological perspectives are the ways of looking, studying and analyzing the society.

In other words, sociological perspectives are the tools from which we can analyze and understand social institutions, associations, behaviors, problems, social change and social process.

Sociological perspectives are the angles from which we see society. For example functionalist perspective helps us to see and understand society from the angle of order and stability in society where as interactionist perspective helps us to see and understand society from the micro level which focuses on small scale human behavior, interactions and symbols.

It helps to understand society and social behavior clearly.

When a numbers of similar sociological theories are drawn together into a single approach, then it is called a sociological perspective. For example, Structural consensus perspective is made up from various structural

functional theories. Durkheim's societal functionalism, Talcott Parsons functionalism, Merton's functionalism, Brown's Functionalism etc. consist structural functional perspective.

What is sociological theory?

- ⦿ Sociological theory is a set of statements that seek to explain social relation, behavior, problems, action and institutions.
- ⦿ It is an attempt to explain events, force ideas or behavior in comprehensive manner.
- ⦿ It is a proposition or any set of propositions or hypotheses which is linked by logical arguments.
- ⦿ It is an explanation of relationship between phenomena which is more than mere hypothesis. In other words, sociological theory is a generalized conclusion drawn from the logical analysis of different facts, concepts and phenomenon.
- ⦿ It is ways of making knowledge about society.

Definition of sociological theory

- **R.K. Merton**, "*The term sociological theory refers to logically interconnected set of propositions from which empirical uniformities can be derived.*"

- **Thomas Ward**, "*A theory is logical deductive-inductive system of concepts, definitions, and propositions which states a relationship between two or more selected aspects of phenomena from which testable hypothesis can be derived.*"

- **Francis Abraham**, *"Theory can be defined as a conceptual scheme designated to explain relationship between two or more variables*."

Thus, sociological theory is a systematic explanation of sociological variables. It is a set of well defined concepts and propositions. It helps to describe and to explain why and how facts are related to each other. It is a group of closely interconnected concepts used for the interpretation of social facts.

Characteristics of Sociological theory

1. A theory is a set of well defined concepts and logically interconnected propositions.
2. A theory is a systematized symbolic construction and it is the job of creative constructions.
3. A theory is always open to revision depending on new insights and evidences.
4. It is verifiable with the body of known facts and available evidences.
5. It is a systematized formulation that seeks to reconcile the needs of humanistic tradition with the demands of scientific traditions.

S.N	Sociological Theory	Sociological Perspective
1.	Sociological theory is a set of logically interrelated and interconnected concepts and Proposition .	Sociological perspectives are the collection of different theories in a similar field.
2.	Sociological theories can be taken as the tools of social analysis.	Sociological perspectives are taken as the angles of social analysis.
3.	Sociological theories help to study social reality.	Sociological perspective provides view point to study society.
4.	Sociological theory is narrower than sociological perspective.	Sociological perspectives are wider in their application.
5.	Sociological theory focuses on the development of new knowledge.	Sociological perspective focuses on source and pattern of sociological analysis.

Functionalism
Meaning and Assumptions

Functional perspective

- How society works? Or how society remains in a stable/ consensus/ or in equilibrium state.
- Society is made from different elements and every organs are contributing to the consensus/ equilibrium of society.
- Functionalism sees society as a self-regulating and self maintaining system.

What is Functionalism

Structural Functionalism is a broad perspective in sociology which interprets society as structure with interrelated parts.

Functionalism addresses the society as a whole in terms of function of its constituent elements such as norms, customs, traditions, institutions etc.

Social structures are stressed and placed at the center of analysis and social functions are deduced from these structures.

Functionalism holds that society is a complex system whose various parts work together to produce stability and solidarity.

Society is like living organism in which each part of organism contributes to its survival.

It focuses on the way in which the parts of society are structured to maintain its stability.

Chief exponents of this perspective are Talcott parsons, Emile Durkheim, Herbert Spencer, R.K. Merton, A.R. Brown etc.

Parsons saw any society as a vast network of connected parts, each of which helps to maintain the system as a whole.

Functionalists hope to explain how an aspect of society that is so frequently attacked can nevertheless manage to survive.

Parsons functional approach holds that if an aspect of social life does not contribute to a society's stability or survival- if it does not serve some identifiably useful function or promote value consensus among members of society- it will not be passed on from one generation to next.

Thus functionalism is simply a view of society as a self regulating system of interrelated elements with structured social relationships and observed regularities.

Assumptions/ Premises/ propositions/ Postulations of Functionalism

*I .Parts, whole and structure***: -** Every social system is a well integrated configuration of elements or parts that constitute an organic whole. When a number of parts are orderly arranged then it becomes social structure. Or in other words, functionally interrelated parts makes social structure and it remains in a system**.**

*II. Primacy of the system over parts***: -** Functional analysis of society involves the prior conceptualization of a system and a definite emphasis on the primacy of the system over elements. According to this theory, a system is more than the sum of its parts. It is also relationships among its parts. Primary interest of parts is to contribute to the equilibrium or order of larger system**.**

III. *The elements of social system are functionally inter-related***: -** Society, like an organism, is a system of functionally interrelated elements. Each and every part, like an organ, performs a function essential for the survival of the system. According to this perspective, the normal operation of one parts or elements of the system requires the normal operation of other elements.

*IV. Manifest, Latent Function and dysfunction***:** - Every element of system has a function which contributes the positively to the continuity of the system are of two types Manifest and Latent and negatives towards the disorganization and change is dysfunction. These functions are introduced as follows:

- **Manifest Function: -** Manifest function is open, stated and conscious activities of institutions or parts of society. It involves the intended, recognized consequences of an aspect of society, such as the University's role in socialization, certifying academic competence and excellence. This function of University is known as manifest functions which contribute to the stability of society.

- **Latent Function: -** Latent functions are unconscious activities that may reflect hidden purposes of an institution. For example, A University may serve as meeting ground for people who are seeking marital partners.

- **Dysfunctions: -** This perspective believes that not all parts of a society Contributes to its stability at all the time. Dysfunction refers to function of social parts that may disrupt the social system and reduce its stability such as gang fight.

V. *Society is self regulated Mechanism***: -** Every society is a relatively persistent structure of elements which built-in mechanism for self regulation. Parsons views society as self-regulating system, attempting by more or less automatic adjustment to the balance of it equilibrium when it is upset by internal or external forces.

VI. *High Emphasis on Consensus***: -** The functioning of social system depends upon consensus of its members on common goals and values related to the basic needs of the society. According to Parsons the entire social system as resting heavily upon shared values. According to this view order and stability are made possible because individuals internalize the norms of society and conform to this.

VII. *Functional imperatives***:** - There are certain functional requisites that must be met if a society is to survive. The functional pre-requisites that must be met to ensure the survival of society are as follows;

- Provision for an adequate relationship to the environment and sexual recruitment.
- Role differentiation and role assignment.
- Communication
- A shared set of goals
- Socialization
- The effective control of disruptive forms of behavior

According to parsons, the functional requirements of a social system are adaptation to external situation (A), goal attainment (G), integration among units of the social system and Latency or pattern maintenance and tension management (L)- AGIL.

VIII. *Functional Unity* **: -** This perspective views society as a well integrated and consistent whole the elements of which contribute to the maintenance of the total system. All parts are showing functional unity to maintain the order and stability of society.

Conflict Perspective

- It focuses on How society changes?
- Conflict perspective see the world in continual struggle.
- The conflict perspective assumes that social behavior or society (in the context of management organizational behavior) is best understood in terms of conflict or tension between the individuals or groups.
- Conflict perspective sees society as a system made of individuals and groups who are conflicting relation for the scarce resources.
- Conflict need not be violent; it can take the form of labor negotiation, party policies, competition between individuals to get opportunities.
- This perspective sees individuals shaped by power, Coercion and authority.
- Like functionalists, sociologists employing conflict theories emphasize the importance of structures within society. They also advance a comprehensive 'model' to explain how society works.
- Conflict perspective rejects functionalism's emphasis on consensus. Instead, it highlights the importance of divisions in society. In doing so, conflict theorists concentrate on issues of power, inequality and struggle. They tend to see society as composed of distinct groups pursuing their own interests.
- The existence of separate interests means that the potential for conflict is always present and that certain groups will benefit more than others. Conflict theorists examine the tensions between

dominant and disadvantaged groups within society and seek to understand how relationships of control are established and perpetuated.

- Karl Marx is the chief architect of conflict theory. He sees struggle between social classes.
- But other sociologists expanded the Marx's view and says that conflict not only a class phenomenon but a part of everyday life in all societies and organization.
- In studying any social groups or organization or social behavior, we must know who benefits, who suffers and who dominates.
- This perspective assumes that we should study how social institutions such as family, government, religion, education, and media may help to maintain the privileges of some groups and keep others in a subservient position.

Key Assumptions

- Society is not a system in equilibrium but a nebulous structure of imperfectly coordinated elements which held together by the coercion of some elements and subjection of others.
- Society and its elements are in the process of incessant change although at varying degree; change and conflict are the continuous and regular feature of human society.
- Society is stage populated with living, struggling and competing actors; the social universe is the setting within which the Conflict of life are acted out.
- Social conflict are inherent in the very nature of social structure, the distinction between exogenous and endogenous conflict is valid only in the analytical sense.
- The inherent predictions to change in society vary in scope, nature, intensity and degree of velocity; they may be latent or manifested, gradual or destructive.
- Endogenous conflict arises out of mal-integration or differential articulation of structural concomitants, incompatibility of the interest of groups and individuals, differential distribution rewards and lack of value consensus.
- Every society is subjected to every moment to change; social change is ubiquitous (being present everywhere at once).
- Every society experience at every moment social conflict; social conflict is ubiquitous.
- Every element in society contributes to its change.
- Every society rests on constraint of some of its members by others.

Marxian Conflict Theory

Conflict theory Marx

- Karl Marx (1818-83) is the father of a conflict-based approach to analysis of society. His most famous work 'Capital' analyzed the historical development and structure of capitalist society in Europe. Marx began with the observation that in order to survive, humans must produce food and material objects.
- For Marx, the nature of humanity, and the nature of society, is seen to derive primarily from the vital production of food and related necessities to support social life. In undertaking production, people enter into primary relationships with others.
- From the social relationships involved in production, a way of life develops which can be seen as the expression of these primary productive relationships. How individuals think and behave is also seen primarily as an expression of their location in regard to production, its processes and outcomes.

Class struggle constitutes the central theme of Marx's theoretical scheme which is based on the following premises:

i. The history of all hitherto existing society is the history of class struggle
ii. It is not the consciousness of men that determines their being, but, on the contrary, their social being determines their consciousness.
iii. The ideas of ruling class are, in every age, the ruling ideas.

Summary of Marxian theory

1. **The importance of property**: - According to Marx, the most distinguish feature of any society is its form of property, and the vital determinant of an individual's behavior is his relation to property. Classes are determined on the basis of individual's relation to the means of production. It is not a man's occupation but his position relative to means of production that determines his or class.

2. **Economic determinism**: - According to Marx everything in society is determined by the economic factor. The capitalist society is based on the concentration of means of production and distribution in the hands of few. The economic power of capitalists is transformed into political power, and the entire political processes and institutions including the courts, the police, and the military and ruling elites become subservient to the interest of the capitalists.

3. **Polarization of classes**: - In capitalist society, Marx believes, there are various classes such as small bourgeoisie, middle class, the lumpen-proletariat etc an at the height of conflict they will be deprived of their property and drawn into the ranks of proletariat. The whole society breaks up more and more into two great antagonistic camps; bourgeoisie and proletariats.

4. **The theory of surplus value**: - According to Marx, capitalists accumulate profit through the exploitation of labor. The value of any commodity is determined by the amount of labor it takes to produce it. The labor time necessary for worker to produce a value equal to the one he receives in the form of wage is less than the actual duration of his/her work.

5. **Pauperization**: - The poverty of proletariat grows with the increasing exploitation of labor. The wealth of bourgeoisie is swelled by large profit with corresponding increase in the mass of poverty, of exploitation and of the proletariat. Thus, to Marx poverty is the result of exploitation not of scarcity.

6. **Alienation**: - The economic exploitation and inhuman working condition lead to the increasing alienation of proletariat. Work is no longer an expression of proletariat himself, only degraded instrument of livelihood. Economic alienation results in the devaluation of the world of men and powerlessness. But it gives consciousness about their social position in society.

7. **Class solidarity and antagonism**: - With the growth of class consciousness, class solidarity or integration in class becomes strong. With the growth of class solidarity individual who belongs to proletariat develops the sense of antagonism toward bourgeoisie. The classes tend to become internally homogenous and the class struggle more intensified.

8. **Revolution:** - At the height of the class conflict a violent revolution breaks out which destroys the structure of capitalist society. This revolution is most likely to occur at the peak of economic crisis which is the part of capitalist society. Finally bloody revolution terminates capitalist society and leads to the social dictatorship of proletariat and at the end the communist society will be established.

(This is nutshell of Marxian conflict theory.)

A comparison between Functionalist and Conflict perspective

S.N	*Functionalism*	*Conflict perspective*
1.	**View of Society as Stable, well integrated and balance system.**	*View of Society as Characterized by tension and struggle between groups.*
2.	**Level of Analysis Emphasized on Macro level**.	*Level of Analysis Emphasized on Macro level.*
3.	**Key Concepts are Manifest functions, Latent functions and Dysfunctions.**	*Key Concepts are Inequality, Capitalism, Stratification.*

S.N	**Functional perspective**	**Conflict perspective**
1.	**View of the Individual:** People are socialized to perform societal functions	**View of the Individual:** People are shaped by power, coercion, and authority
2.	**View of the Social Order** Maintained through cooperation and consensus	**View of the social world :** Maintained through force and coercion
3.	**View of Social Change:** Predictable, reinforcing	**View of Social Change:** Change takes place all the time and may have positive consequences.
4.	**Example: Public punishments reinforce the social order**	**Example: Laws reinforce the positions of those in power.**
5.	**Proponents are Emile Durkheim, Talcott Parsons, Robert Merton etc.**	**Proponents are Karl Marx, Ralph Dahrendorf, C. Right Mills, Randal collin etc**

UNIT 9

RESEARCH METHODS IN SOCIOLOGY

Social Research

Meaning and Definitions

- Social research is a systematic, scientific, reliable and logical study to gain new knowledge about social phenomena.
- Social research in common sense refers to a search for knowledge about the social life.
- Social research is objective and scientific search for pertinent information on specific social subject matter.
- Etymologically the term **research** is composed from *Re* which means again or a new and *Search* means to examine closely and carefully or to test and try. Thus, the etymological meaning of

research is systematic and scientific investigation to establish facts and theories in the field of knowledge. When it is related to social subject matters then it is called social research.

Definitions of social research

▸ **P.V. Young**, "*We may define social research as scientific undertaking which may be means of logical and systematized methods, aims to discover new facts or verifying old facts and to analyze their sequences, interrelationship, causal explanation and natural laws which govern them.*"

▸ **C.A. Moser**, "*Systematized investigation to gain new knowledge about social phenomena and social problems, we may call social research.*"

▸ **Bulmer**, "*Sociological research, as research, is primarily committed to establishing systematic, reliable and valid knowledge about the social world.*"

Social research is an academic activity and it should be used in a technical sense. The systematic approach concerning to generalization and formation of a theory is also a research. Thus, Social research is an ordered, systematic, scientific and careful investigation to gain new knowledge and to solve the problems of the society.

<center>**Objective of Social Research**</center>

Every social research has certain objectives and the purpose of any research is to discover knowledge through the application of scientific procedures. Some common objectives of social research are as follows:

A. Theoretical objectives:

- To test and retest the existing theories.
- To find out the new facts about society.
- To clarify the conceptual assumptions.
- To verify and integrate the social theories.
- To make broad areas of knowledge.
- To test hypothesis

B. Applied objectives

- To find the causal relations of social problems.
- To solve the social problems
- To get familiarity with a phenomena.
- To select and implement appropriate plan.
- To help in administrative reforms
- To end social instability
- To show the detail account of cultural factors such as ethnic groups, religion, languages, tradition, etc.

Importance of Social Research

▪ Research creates scientific and inductive thinking and it promotes the development of logical habit of thinking.

- Importance of social research is best understood by sowing following sayings; "All progress is born of inquiry. Doubt is often better than overconfidence, for it leads to inquiry and inquiry leads to invention.
- Social research of great importance for social scientists in studying social relationship and seeking answer to various social problems.

The significance of social research is as follows:

- ⊙ Social research is important to understand the social reality.
- ⊙ It helps to solve the social problems.
- ⊙ Social research helps to develop different types of theories.
- ⊙ Social research develops the research methodology.
- ⊙ Social research is important to those students who are to write a master's degree and Ph.D. degree thesis
- ⊙ Social research may mean the generalization of new theories.

Steps of Social Research

Steps of Social Research
(Steps in planning Social research)

Social research is a scientific, and systematic investigation of social life. So, it should be bases on application of scientific procedure. We should follow the following steps or stages of social research to make scientific and systematic study which are as follows:

I. Formulation of research problems or questions: - Any questions that we want to achieve answer and any assumptions that we want to investigate is called a research questions or problems. The formulation of research questions is an important steps in social research. We should follow the following process to formulate the research problem or questions:

- ▪ First, we should identify the areas of study eg. HIV/ AIDS
- ▪ Second, dissect the areas of study into various subareas such as I) impact of HIV/AIDS victims on family, II) Profile HIV/AIDS victim, III) Community attitude towards HIV/AIDS victims etc.
- ▪ Third, select any one which is most interested to you e.g. *Impact of HIV on family Fourth, raise some questions relating to your selected issue and which are you research problems e.g. How does it affects the various aspects of children? etc.*

II. *Conceptualizing research design*: *- A research design is an overall plan for the activities to be undertaken during the course of research. An important feature of research is the use of appropriate methods. In this step we should select and conceptualize appropriate research design.*

Decision regarding what, where, when, how much, by what means concerning to research constitute a research design. It includes an outline of what a researcher will do from the identification of topic to the final analysis of data. The main function of research design is to explain how you will find answers to your research questions

III. Selecting the tools of data collection: - Anything that becomes a means of data collection for our study is called research tools instrument of tools. For example, questionnaire, interview, observation, focused group discussion, etc. are taken as tools of data collection. In this step, we should select an appropriate method of data collection. If we are planning to collect data, we need to construct a research instrument or select an already constructed one.

IV. Sample selection: - In this step of social research we should select sample by using appropriate sample design. There are different sample strategy of sample selection. We need to select a most appropriate for our study. Again, we need to know the strengths and weaknesses of design.

V. Writing a research proposal: - The overall plan of our research and planning of investigation is called a research proposal. In this step, we should write research proposal. A research proposal's main function is to detail the operational plan for obtaining answers to our research questions. Our research proposal should contain following information about our study.

- ▪ What we are proposing to do?
- ▪ How we plan to proceed?
- ▪ Why we select the proposed strategy?

VI. Data collection: - In this step, we should collect data by using research tools from the selected sample. The main objective of data collections is to draw conclusion for our research. Many methods could be used to collect required data. At this stage, we actually collect the data.

VII. Data processing and analyzing: - In this step we should do the job of data processing and analyzing. After the collection of data we should analyzed the data by using appropriate methods. Editing, coding, classification and tabulation are the main job in the data processing. Similarly we should analyze data through the use of different tools of data analysis.

VII. Report writing: - Report writing is final important and difficult job of research. This report informs the society what we have done, what we have to discover and what conclusion we have drawn form our study. Our report should be written in an academic style. Sociological report should be divided into different chapters.

Research tools or instrument or Methods of data collection

1.Questionnaire

A questionnaire is a tool for the data collection. It is a written list of questions and the answer to questions are recorded by respondent. In a questionnaire respondent read the question explain the meanings and write down the answers. It is widely used tools in gathering a variety of data. Questionnaire has been used for the collection personal preferences, social beliefs, attitudes, opinions, behavior, patterns, habits and other kinds of data.

- **Bogardus:** "A questionnaire is a list of questions sent to a number of persons for them to answer."
- **Lundberg:** "The questionnaire is a set of stimuli to which literate people are exposed in order observe their verbal behavior under this stimuli."
- **Goode and Hatt:** "A questionnaire is a device securing answer to questions using a form which the respondent fills in himself."

Questionnaire is a set of written questions that is either given to respondents to complete or is posted to them. Questionnaire can be distributed in a number of ways in by hand, by email and by post. Postal of questionnaire covers the largest group but they have the lowest response rate.

In the case of questionnaire there is no one to explain the meaning of questions to respondents. So, it is important that questions must be clear and easy to understand. Similarly, the layout of a questionnaire should be easy to read and pleasant to eyes. The sequence of questions should be easy to follow.

Types of questionnaire

There are various types of questionnaire which are as follows:

- ▪ **Postal questionnaire (mail)**: It is an important type of questionnaire. In this questionnaire research mails the questionnaire directly to the respondents by mail. Respondents complete and return the questionnaire at their leisure time.
- ▪ **Online questionnaire**: The online questionnaire is electronic data collection tool which allows research to collect data through internet.
- ▪ **Closed end questionnaire**: closed ended questionnaire is that type of questionnaire in which questions are design to give a specific and definite answer such as yes or no.
- ▪ **Open – ended questionnaire**: open ended questionnaire is designed to allow respondents to give their own answer to questions.
- ▪ **Pictorial questionnaire**: In this type of questionnaire answer the questions are designed in pictorial form.
- ▪ **Matrix questionnaire**: In this types of questionnaire questions are designed to understand the degree of agree or disagree.

2. Interview

Interview is a commonly used method of data collection. It is a meaningful and purposeful verbal communication between data collector and respondent. But it is not a simple verbal exchange of ideas. It is well established, practicable and reliable method of data collection. An interview is face to face ask questions to collect information, expression, opinion etc from other person.

F.N Kerlinger: "The interview is a face to face interpersonal role, situation in which one person, the interviewer, asks a person be interviewed, the respondent, questions, and design to obtain answers pertinent to the purpose of research problem."

P.V Young: "Interviewing is a interactional process."

Thus, the interview is a tool of collecting information in which interview ask questions to respondent. It is a verbal conversation but it is not a simple two ways conversation. Gestures, glance, facial expression etc reveal subtle feelings. Similarly the interaction that task place in interview is highly complex interaction. The objective of research interview is to know the mind, opinion, attitudes and feeling of a respondent with regard to a particular objects, events, issues or situations.

Types of Interview

- ➢ There are various types of interview which are:
- ➢ Structured interview
- ➢ Unstructured interview
- ➢ Semi – structured interview
- ➢ Face to face interview
- ➢ Telephone interview

3.Observation

Observation is a way to collect primary data. It is a purposeful and systematic way of watching and listening to an interaction or phenomenon as it takes place. The main aim is to observe the behavior of a group. It is used as a tool of collecting information in situation where other methods cannot be used. The purpose of observation is to explore important events and situation capturing human conduct as it actually happens.

P.G. Gisbert: "Observation consists in the application of our mind and its cognitive power to the phenomena which we are studying."

Ian Robertson: "Observational studies usually involve an intensive examination of particular group, events, social process. The researcher does not attempt to influence what happens in any way but aim instead at an accurate description and analysis of what take place."

Thus, observation is a tool of data collection. In this method of data collection, the researcher actually witnesses social behavior phenomena, events etc in its natural setting. In other words, observation is a systematic, direct, definite and purposeful examination of the social subject matters at the natural setting or controlled conditions.

Types of observation

1. **Participant observation**: participant observation is that type of observation in which a researcher participant in the activities of group being observed is the same manner as its members. In this observation, the identity can be clocked.
2. **Non-participant observation**: Non – participant observation is that type of observation in which the researcher does not involve in the group activities but remain passive observer watching and listening to its activities and drawing conclusion for this.

4. Focused group discussion

Focused group discussion is another tool of data collection. Focused group discussion is undertaken with a group. In this method of data collection, Researcher explores the perceptions, experiences and understanding of a group of people who have some experience in common with regard to a situation or event.

The focused group discussion method is used when the interview is in a specialized situation. In this method of data collection broad discussion topics are developed before and either by the researcher or by the group. This provides a broad frame of discussion. Members of a focus group express their opinions while discussing these issues.

The researcher need ensure that whatever is discussed is recorded accurately. The researcher may record information by using audio tape, video recorder or notes. If the researcher is taking notes during discussion, she/he needs to be careful not to lose something of importance because of her/his involvement in discussion.

Relation between theory and Research

➢ Theory and research are inseparable supplementary components of scientific investigation and theory constructions.
➢ Research is closely related to theory.
➢ A theory provides a conceptual framework for research activities.
➢ Research, in turn, contributes to development of theory.

The relationship between theory and research is as follows:

- ▶ Theory suggests a number of problems and hypotheses which need to studied.
- ▶ Theories provide guideline to social research. In this course, theories facilitates in the selection of key variables and relevant cases.
- ▶ Theories facilitate an effective summation of empirical findings.
- ▶ Research helps to the development of new theories.
- ▶ Research helps to the verification of existing theories.
- ▶ Empirical research develops and refines sociological concepts which are essential building blocks of sociological theories.
- ▶ Empirical research enhances the predictive power, precision and validity of sociological theories.

Thus theory and research are interrelated. Theory suggests potential problems for empirical inquiry. It provides general orientation to research. Research, in turn, helps to develop and verify theories.

Types of Social Research

The research can be classified into various types from the three perspectives:

A. On the basis of application of the research study:

- ▶ Pure Research
- ▶ Applied Research

1 .Pure research: - The research which is related to the development of knowledge is termed as the pure research. Pure research involves developing and testing theories and hypothesis that are intellectually challenging to researcher but may or may have not practical at the present time or in the future.

2. Applied Research: - The research which is has the practical application is called applied research. This research is applied to the collection of information about various aspects of a situation, issue, problem or phenomenon so that information gathered can be used in other ways such as for policy formulation, administration, etc.

B. On the basis of objectives undertaking the research: -

1. Descriptive Research
2. Co-relational research
3. Explanatory research
4. Exploratory research
- ▶ _Descriptive Research_: - It attempts to describe systematically a situation, problems, phenomenon, program, living condition of community etc.
- ▶ _Co-relational research_: - The research which seeks to establish co-relation between two or more aspects of situation is called co-relational research.
- ▶ _Explanatory research_: - The research which seeks to explain why the relationship is formed or why something happens is called explanatory research. It always wants to explain why a relationship, association, or interdependence exists and why particular events occur?
- ▶ _Exploratory research_: - When the research or study is undertaken with the objective either to explore an area where little is known or to investigate the possibilities of undertaking particular research study.

▶ *Qualitative research*: - The study is classify as qualitative if the purpose of study is to describe situation phenomena, event and analysis is done without quantifying information. Qualitative research is concern with qualitative phenomena. In social research it is termed as the collection of interpretative, naturalistic, ethnographic and inductive research. Basically, it uses the scale of nominal and ordinal measurement.

▶ *Quantitative research:* Quantitative research is based on the measurement or amount. It is applicable to phenomena that can be expressed in terms of quantity. In this research approach everything that forms research process objectives, design sample size, sample design tools of data collection, method of data analysis and the questions that we planted to ask predetermined basically quantitative research and analyzing data that can organize into statistics.

S.N	Quantitative Research	Qualitative research
1.	Underpinning philosophy of quantitative research is rationalism that human beings achieve knowledge because of their capacity to reason.	Underpinning philosophy of qualitative research is empiricism that human beings achieve knowledge from century experience.
2.	The approach to inquiry is structured rigid and predetermined methodology.	The approach to inquiry is unstructured, flexible and open methodology.
3.	Main purpose of investigation is to quantity extent of variation in a phenomena issue, situation etc.	Main purpose of investigation is to describe variations in a phenomenon issues, situations etc.
4.	It emphasize on some form of measurement or classification of variables.	It emphasizes on description of Variables.
5.	It emphasize on greater sample size.	It emphasizes of fewer cases.
6.	The dominant research value is reliability and objectivity.	The dominant research is authenticity.
7.	The data are analyzed under the frequency distribution cross tabulation or other statistic methods.	The data are analyzed by response, narratives or observation.
8.	Finding is more analytical in nature.	Finding is more descriptive and narrative in nature

Hypothesis

Meaning of Hypothesis

Hypothesis means as assumption to be proved or disproved. It is the formal question that is to answer.

It is a predictive statement capable of being tested by scientific methods that relates an independent variable to some dependent variables. It is the most powerful tool to achieve knowledge.

F.N. Kerlinger, "A hypothesis is a conjectural statement of relation between two or more variables."

R. Kothari, "A hypothesis states what we are looking for and it is proposition which can be put to a test to determine to its validity."

Thus, main function of hypothesis, in social research, is experiment the new knowledge. It is an educated prediction about the relationship between two or more variables expressed in the form of statement which needs to be investigated for its truth.

> ▶ A hypothesis should be simple, specific and clear.
> ▶ A hypothesis should be appropriate for verification.
> ▶ Hypothesis should be related to existing body of knowledge.
> ▶ A hypothesis should be empirical, stable and testable.
> ▶ A hypothesis should describe a relationship between two or more variables.

Types of Hypothesis

1. **Null hypothesis: -** When we construct a hypothesis stipulating that there is no difference between two variables, this called null hypothesis. It states that the population correlation between two variables is = Zero. It usually reflects to "no difference" or "no effect" situation. It is usually denoted by H_0.

For example there is no difference between male student and female student in their mean age statistically H_0: $a_1 = a_2$ (Where H_0 = a null hypothesis, a1 = average age of male student and a2 = average age of female student)

2. **Alternative hypothesis:** - Alternative hypothesis is opposite of null hypothesis. It is statement of relationship between two or more variable indicating difference. For example "the average age of male students in their calls is greater than of female students." Statistically,
   a. H_A: $a_1 > a_2$ and
   b. H_A: $a_1 < a_2$

Functions of Hypothesis

> ▶ Hypothesis provides a study with focus. It tells us what specific aspects of a research to investigate.
> ▶ A hypothesis tells us what data to collect and what not to collect.
> ▶ A hypothesis may enable us to the formation of theory. It enables us to specifically conclude what is true or what is false.

Error in testing hypothesis

> ▶ Rejection of a null hypothesis when it is true. This is known as the *type I error*
> ▶ Acceptance of null hypothesis when it is false. This is known *type II error.*

Causes of error in hypothesis testing

> ▶ Selection of faulty study design
> ▶ The sampling procedure adopted faulty
> ▶ Inaccurate method of data collection
> ▶ Wrong analysis
> ▶ Inappropriate statistical procedures

Reliability

Reliability refers to the extent to which a measure produces constant result. It also refers how reliable the instrument is. In the same situation will it give the same result? Will a scale indicate the same result every time

when a certain weight place on the scale? The concept of reliability in relation to research and research instrument has a similar meaning. If a research is predictable accurate and gives similar result then it is set to be reliability.

▶ **F.N. Kerlinger,** *"Reliability is an accuracy or precision of a measuring instrument."*
▶ **Moser and Kalton,** *"A scale or test is reliable to the extent that repeat measurements made by it, under constant conditions will give the same result."*

Thus, reliability focuses on the ability of a research and research instrument to produce consistent result when we collect the same set of information more than once, using the same research instrument and get similar result under the similar condition that research and research instrument is considered to be reliable.

For example, we develop the questionnaire to collect the information about the domestic violence. We administer the questionnaire and find that domestic violence is prevalent in 5% household. If we follow this with another survey using the same tool on the same population and condition and find that domestic violence is prevalent in 5% households. Now we can say that our research and research instrument is reliable.

Methods of reliability test

▶ *Test and retest method*: - It is commonly used method for establishing the reliability of a research instrument. In this method an instrument is used once and then again under the similar population and condition. The ratio between the test and retest indicates the reliability of an instrument. As an equation (Test value) – (retest value) = 0 and it shows the 100% reliability.
▶ *Parallel form of the same test*: - In this method two instruments are used to measure the same phenomenon. The two tools are administered to similar population. If results are similar, it is assumed that the instrument and research are reliable.
▶ *The split-half method*: - This method is designed to correlate half of the items with the other half and is appropriate for instrument that is design to measure attitudes towards an issue.

<u>Validity</u>

Meaning of validity

Validity is the extent to which a measure, indicator, research or method of data collection which posses the quality of being sound or true as far as can be judge.

 It refers to the how well the research instrument or method indicate reality.

▶ *F. N. Kerlinger, "Are we measuring what we think, we are measuring."*
▶ *Smith, "Validity is defined as the degree to which the researcher has measured what s/he has set out to measure."*

Thus, the concept of validity refers to quality and can be applied to any aspects of the research process. It is pertinent only two particular instruments that a researcher aims to achieve.

Let us take an example of validity. Suppose we have designed a study about the needs of HIV/AIDS victims. In doing so, we have developed a questionnaire relating to the attitude of community towards HIV/AIDS victims. Note that our objective of study was to find out the needs of victims but our questionnaire is finding out the attitudes of community towards HIV/AIDS victims. In this case, the instrument is not measuring what it was design to measure and it has no validity.

Types of Validity

There are different types of validity. The most important types of validity, which is prepared by joint committee of the American Psychological Association and the National council on Measurement and The American Educational Research Association, are as follows:

1. ***Content validity***: - Content validity is the representativeness of the contents of a measuring instrument. Assessment of the contents of an instrument is called content validity. In this case, the items must have a logical link with an objective of the research. Similarly, it is important to note that it is easy to present logical link to established validity.
2. ***Criterion related validity***: - Validity which is established by comparing an instrument with external criterion is called criterion related validity. Criterion related validity is associated with prediction for example when a teacher predicts success or un-success of students from academic criterion of measure, he/she is engaged in criterion related validity.
3. ***Construct validity:*** - Construct validity is a more important technique for establishing the validity of an instrument. It is based upon statistical procedures. In constructive validity, we have to formulate hypothesis from the relationship between two or more variables and then we have to test hypothesis to establish validity.

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Generalization

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Generalization is based on the assumption that the conclusion drawn from sample is also applicable to whole universe. In other words, generalization means the wider application of the research findings. Generally, research conclusion can be generalized to all universe or population.

K. Singh, "The term generalization means that what is true for the sample is also true for the whole population."

Generalization is application of research finding to whole population. We can generalize the research findings by inductive and deductive reasoning. From the research we try to draw conclusion and try to apply in universe.

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Deduction

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Deduction is the research approach used to test theory. Deduction starts from a generalization to and goes to particular case. *It is the process of arriving at conclusion from the known laws*. The purpose of it is to reach in a conclusion that cannot be false. For example:

- All pears in that basket are ripe.
- All these pears are from that basket.
- All these pears are therefore ripe.

In above example, conclusion is derived from generalization of case. In this research process, if the premises are true or assumed to be true, the conclusion cannot be false. The premises in a deduction contain all the information needed in order to reach a conclusion that follows with necessity. In deductive research approach data would follow a theory.

Thus deduction begins with principles or theories and seeks to apply them to specific situations. It is a reasoning process in which the conclusion follows with necessity and conclusion is final.

Induction

Induction is an approach to conduct research. *It is the process of examining many cases and generalizing them.* In this process, a researcher investigates from a particular case to generalization. In this approach the researcher tries to understand the nature of problem, gathers the required information and analyzes them to draw conclusion. The purpose of inductive process is to test hypothesis.

P.V. Young, "It is the process of reasoning from particular cases to a whole group of cases, from concrete facts to generalization, from the individual instance to the universal."

The above definition indicates that induction is the reasoning process. Inductive process goes from particular case to generalization. For example

- All these pears are from that basket.
- All these pears are ripe.
- All pears in that basket are therefore ripe.

In this reasoning, induction is used to organize facts. It is used to discover new knowledge. In this reasoning, even if the premises are true, the conclusion is only probable and could even be the false.

Thus, argument in which the conclusion is derivable from premises only with probability is called induction. It is the theory building research process. The conclusion is a statement of probability becomes theory after test.

Measurement

Measurement is the process of assigning numerals to object or observations. Here the term assigning means mapping. But the job of mapping or assigning numerals should be based on rule.

A rule is a guide, a method or a command that tells us what to do. For example, we can record a person marital status as 1, 2, 3 or 4 depending on whether the person is single, married, widowed or divorced.

F. N. Kerlinger, "*Measurement is the assignment of numerals to the object or events according to rules.*"

Thus, measurement is the way of assigning numbers to variables which represent the qualities of variables. It is always based on rule in measurement and a rule might say assign the numerals through 1 to 4 to individual according to his/her marital status. If an individual is single, let the number 1 be assigned to him. If an individual is divorced, let the number 4 be assigned to him.

Types of Measurement

- **Nominal or classificatory scale/ measurement: -**A nominal scale enables the classification of individuals, objects, or responses based on common characteristics. It is simply in order to label them. Examples are:
1. Religion:- Hindu, Buddhist, Christian, Islam, Jews
2. Gender: Female, Male, Third gender

Nominal measurement or data are numerical in name only because they do not share any of the numbers, we deal in arithmetic.

- **Ordinal scale/ measurement:** - An ordinal scale has all the properties of a nominal scale with one additional feature. In this measurement the data are arranged either in descending or ascending order. It

ranks the sub group in a certain order. For example: socio-economic status a) Higher class b) Middle class and c) lower class.

In above example socio-economic status involves the use of ordinal measurement but we have to be very careful in making statement about numeral based on ordinal scale. For instance, it cannot be said that higher class is two times as good as middle class.

- **Interval scale/ Measurement:** - This measurement scale assumes that the data have equal intervals. This scale has a starting point and a terminating that is divided into equally spaced unit. Fahrenheit scale is the example of the interval scale or measurement. In the Fahrenheit system, the freezing point is 32 degree Fahrenheit and the boiling point 212 degree Fahrenheit and the gap between the two points is divided into 180 equally spaced unit. Here we cannot say that 30 degree Fahrenheit is three time hotter than 10 degree Fahrenheit because absolute value 0 (Zero) is not given.
- **Ratio Scale / measurement:** - This is the highest form of data and has some properties as interval measurement except that has absolute zero value. For example one can say that the boy of 8 years is twice as old as the boy who is 4 years. Here ratio is of 2:1.

<p align="center">Designing Research or writing a Research Proposal</p>

A research proposal is an overall plan, scheme, structure and strategy designed to obtain answers to the research questions of problems that constitute our research project.

A research proposal should outline the various tasks we plan to undertake to fulfill our research objectives, test hypothesis or obtain to our research questions.

Elements of a Research proposal

Research proposal is systematic and stepwise plan, structure, and strategy of research project. A research proposal's main function is to prepare the detail operational plan for obtaining answers to research questions. In doing so it should contain the following elements:

- *Title:* - A brief title of the proposed research study is needed in research proposal. Research topic should be limited up to 12 words.

- *Introduction/preamble*: - The research proposal should start with an introduction to include some of the information about our research topic. Introduction includes an overview of the main area of study, historical trend, philosophical issues relating to our topic, major theories etc.

- *Statement of research problems*: - Having provided a broad introduction to the topic, we should raise the statement of the research problems or we should identify unanswered questions. In this section, we should identify issues of study, main gap in the exiting body of knowledge.

- *Setting the objectives of research*: - In this section we should identify the objectives of research. In setting research objectives, we should pay attention to our research problems or research question. This section includes main and sub-objectives.

- *Literature review*: - in this section of a research proposal we should review the literature which are related to our research area and theoretical perspectives. In this section researcher should review the previous published and authorized documents as per the need of specific requirements of heading of the

study. Similarly, we should review books, journal's, quality newspaper, research reports etc and we should mention it in this section. Literature review improves our methodology, broaden our knowledge and helps to contextualize our findings.

- *Selection of research site*: - In this section of research proposal research should mention the area in which study will be carried out. But research should select area of study as per the need and objectives of the study. Similarly we should justify the selected territorial area of study .

- *Research design*: - In this section of research proposal, a researcher should mention the research design which is proposed to apply in research. It includes detail about the various logistical procedures of research. The research can chose research design out of descriptive, explorative, experimental, cross cultural, longitudinal, analytical research design etc.

- *Universe and Sampling*: - In this section of research proposal, a researcher should determine Universe, sample size and sampling design. This section of research proposal should include information about what make up the study population?, Can each element of the study population be identified?, will a sample or the total population be studied? Etc. If the population is of large size, the researcher should select the sampling technique to select the sample units. Similarly the researcher should determine the sample size.

- *Techniques of data collection*: - In this section of research proposal, the researcher should determine and mention the methods or tools or instrument of data collection. Basically this section should provide information about how will the data be collected? The researcher should select should select some out of already constructed instrument of data collection or should construct new tools of data collection.

- *Methods of data analysis and presentation:* - This section of research proposal includes the method of data analysis and presentation. Researcher should specify whether the data will be analyzed manually or by computer. For computer, the researcher should identify the program, the statistical procedures, and variables for cross tabulation.

- *Preparation of work schedule*: - In this section of research proposal, the researcher should provide detail account of time period of research project and he or she allocate certain time period for each activities.

- **Budget plan**: - In this section of research proposal, researcher should estimate the total budget for the research project and allocate into different headings.

- *Bibliography*: - In this section of research proposal, the researcher should mention the list of books and other materials which are used in the preparation of research proposal. The research should follow the APA style to prepare the bibliography. Researcher should present information for all entries in the following order:

Author's name. date. Title. Publication information E.g. *Harrison, A. (2006). Business Studies. New York: prentice Hall*

Data Processing

The data after collection has to be processed. Data processing is the process of transforming raw data into the analyzable form. The processing of data includes all operations undertaken from when a set of data is collected until it is ready to be analyzed either manually or by a computer.

Steps of data processing

1. Editing data: - The first step in processing data is to ensure that the data are clean- that is, free from inconsistencies and incompleteness. This process of cleaning data is called editing. Editing implies checking and correcting the data collected from different tools of data collection. It is a process of examining the collected raw data to detect errors and to correct this when possible.

The purpose of data editing is to detect omissions, errors and inconsistencies in response. The researcher is a data editor should look at each collection from with respect to the completeness consistency and accuracy. In accurate and incomplete data must be corrected by gathering follow up information when possible.

2. Coding: Coding is the process of assigning numerals or other symbols to answers so that they can be enter into the computer or the manual data sheets. The coding requires the transformation of information into a set of numbers. Thus, coding is the assignment of numerical values to each response of every question on a survey, interview or other tools of data collection.

We need to go through developing codebook, pretesting codebook, coding the data and verifying the coded data in coding. For example,

- **Please indicate, Your religion.**
  - Hindu
  - Christianity
  - Islam
  - Buddhism
  - Other
- **Your Marital status**
  - Married
  - Living together
  - Divorced
  - Unmarried
  - Others / No response

S.N	Q.N	Variables	Response pattern	Code
1	1.	Religions	• Hindu	1
			• Christianity	2
			• Islam	3
			• Buddhism	4
			• Other	5
			• No response	6
2	2	Marital status	• Married	1
			• Living together	2
			• Divorced	3
			• Unmarried	4
			• Other	5
			• No response	6

3. Classification: Classification is the division of data into different categories, classes or groups. Most studies result in a large volume of raw data which must be reduced into homogeneous groups, if we have to get meaningful relationship. Thus, we should arrange data in groups or classes on the basis of common characteristics.

▸ **Classification according to attribute:** Data can be classified on the basis of common characteristics which can either be qualitative such as literacy, sex, religion, etc or quantitative such as weight, height etc.

▸ **Classification according to class interval:** Qualitative data can be classified on the basis of class interval. Information relating to income, age etc come under this category. For example, age can be classified as:-
Age

▪ 0 – 10
▪ 10 – 20
▪ 30 – 40
▪ 40 – 50

4. Tabulation: Tabulation is the process of arranging data in an orderly manner into rows and columns. Rows are horizontal arrangements and columns are vertical arrangements. It is the final stage of data processing. It is essential because it facilitates the process of comparison and provides a basis for various statistical computation.

Tabulation can be done by hand or a computer. The choice depends on the size and type of study. Caused and time pressure. But different parts should be included in a table. Generally, table number, title of the table, body of the table, head notes, sources etc are main parts of a table. Generally there are various types of table which are classifies as follows:

1. Simple table: A simple table is one in which data are presented according to only one character. It is also known as one way or uni-variate table.

2. Complex table**:** A table in which the data are presented according to two or more interrelated characteristic is known as complex table. If two characteristics are presented in table, it is said to be bi-variate or two way table. Similarly, the table which shows three or more characteristics is known as three way complex table or multivariate table.

Generally, accepted principles of tabulation are as follows:

▸ Table should be a clear, concise and adequate.
▸ Each table should be given a different number.
▸ The column headings (captions) and the row headings (stubs) of the table should be clear and brief.
▸ Source from where the data in the table have been obtained must be indicating just below the table etc.

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Research Report

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What is Research Report?

Research report is concise clear communicative document of the important findings of research work.

It communicates information compiled ns which has been compiled as a result of research and analysis of data.

This report informs the society what we have done, what we have discover and what conclusion we have drawn form our study.

Typing Research Report

- Paper should be 8.6 by 11inches (one side is to be used)
- 1 Inch margin all around the paper
- Double spaced (quotation and foot note single spaced)
- Page number: top right hand corner

Components of Research Report

Research report has three section which are as follows:

- Preliminary section
- Main section
- Supplementary section

1. Preliminary section

- Title page (Title of study, name of researcher, name of institution to which report is submitted, the place and year of report submission)
- Recommendation letter if necessary
- Approval letter
- Acknowledgement
- Table of contents
- List of table
- List of figure

2. Main section

I. Introduction

- General Introduction
- Statement of problem
- Objectives of study
- Limitation of study
- Organization of study
- Organization of study

II. Literature review

- General review
- Theoretical framework

III. Research methodology

- Research design
- Population and sample size
- Sampling procedure

- Tools of data collection
- Nature of data
- Data processing procedure
- Data analysis procedure

IV. Data analysis and presentation

V. Summary and conclusion

- Summary
- Conclusion
- Recommendation

3. Supplementary Section

- References and
- Appendix

UNIT 10

SOCIOLOGY OF MANAGEMENT AND BUSINESS ADMINISTRATION

Organizations and Networks

People frequently bound together to pursue activities that they could otherwise not readily accomplish by themselves. A principal means for accomplishing such cooperative actions is the organization, a group with an identifiable membership that engages in collective actions to achieve a common purpose.

An organization can be a small group of people who know each other face to face, but it is more likely to be a larger, impersonal one: universities, religious bodies and business corporations, are all examples of organizations. Such organizations are a central feature of all societies and all organizations are based on networks.

Organizations tend to be highly formal in modern industrial and post-industrial Organizations and Networks societies.

A formal organization is one that is rationally designed to achieve its objectives, often by means of explicit rules, regulations and procedures. The modern bureaucratic organization is a prime example of a formal organization.

Organizations play a much more important part in our everyday lives than was previously the case. Besides delivering us into this world, they also mark our progress through it and see us out of it when we die.

Every child born today is registered by a government organization, which collects information on us from birth to death.

Social groups are an important source for acquiring networks; but not all networks are social groups. Many networks lack the shared expectations and common sense of identity that are the hallmark of social groups. For example, you are not likely to share a sense of identity with the subscribers to an online mailing list, nor will you probably even know the neighbor's of most of your co-workers at the office, even though they would form part of your social network.

All the direct and indirect connections that link a person or a group with other people or groups is called Network.

There is the close link between networks and organizations.

Organization can also be networked - for example, all the alumni of a particular university – belonging to such groups can greatly extend your reach and influence.

Organizations are based on the networks in society.

In *The Rise of the Network Society (1996),* Castells argues that the 'network enterprise' is the organizational form best suited to a global, information economy. By this, he means that it is increasingly impossible for organizations - be they large corporations or small businesses - to survive if they are not part of a network.

Organizations can be treated as the networks. The entire operation of an organization is totally based on a network principle.

Network approach sees social system is a system comprising of people, groups, and organizations joined to one another through various interconnections which are direct or indirect, single or multiple.

Organization and Network in the context of Management

Organizations have to be analyzed as 'systems', containing a series of integrated parts, such as different departments and groups of people.

However, theoretical perspectives are also treated with some suspicion as management practices are seen as more-or less rational responses to the changing economic, political and social context that organizations find themselves in.

Management is a neutral activity undertaken in the interests of organizations and understanding management practices is a commonsense activity requiring no special theoretical perspectives. The recourse to 'common sense' tends to rely on *overly general 'explanations'* that are often found wanting when faced with empirical research findings.

This is why, as sociologists, we need theories that connect organizations and management practices to the wider society of which they are part.

Networks serve us in many ways. The American sociologist Mark Granovetter Organizations and Networks (1973) demonstrated that there can be enormous strength in *weak ties, particularly* among higher socio -economic groups.

Granovetter showed that upper-level professional and managerial employees are likely to hear about new jobs through connections such as distant relatives or remote acquaintances. Such weak ties can be of great benefit because relatives or acquaintances tend to have very different sets of connections from those of closer friends, whose social contacts are likely to be similar to one's own.

Among lower socio-economic groups, Granovetter argued, weak ties are not necessarily bridges to other networks and so do not really widen opportunities.

Suppose, After graduation from college, you may rely on a good degree and a strong CV to find a job. But it may prove more beneficial if it happens that your friend at college went to school with the interviewer in the organization where you are seeking work.

Most people rely on their personal networks in order to gain advantages, but not everyone has equal access to powerful networks. Some sociologists argue, for example, that women's business and political networks are weaker than men's, so that women's power in these spheres is reduced.

Sociology of Organizations

What is sociology of Organizations?

Organizational sociology is a branch of sociology that focuses on the organization.

Sociology is much concerned with understanding social structures and organizational sociology gives much attention to the internal structure of the organizations, such as the managerial hierarchy, as well as to the external structures that connect organizations, such as strategic alliances.

Organizational sociology tends to focus on work organizations, although it is equally concerned in principle with non-profit and other types of organization, and hence has particular links with other sociological approaches which also study work situations.

Sociology of organizations is that branch of sociology which studies about the relationship between individuals and organizations.

Generally it explains the organizational life of individuals in industrial and nonindustrial societies. In industrial society there is the high division of labor and less in the non-industrial society. The specialization and differentiation manifests itself in variety and number of organizations.

Each aspect of individual life is influenced by a specialize organizations be it respect to education, health, recreation, the creative arts or livelihood.

All infrastructural support that allows the citizen to cope with his or her daily lives such as food, water, transport, energy, health, shelter come through the organizations.

Similarly, for a member of non-industrial society the organizations that affects his/her life are the family, tribe, and local indigenous organizations.

Most of his or her needs are fulfilled within the family and other needs are taken care of through the tribal or village or indigenous organizations.

Thus, the sociology of organizations is that branch of sociology which studies the organizations, its influence on individual life and relationship between organizations and individual's activities in society.

What is social organization?

Early sociologist or philosophers used th term social organization to refer to the societies.

Auguste Comte defined social organization as general agreement or social consensus.

Herbert Spencer used the term social organization to refer to the interrelationship of the economic, political, and other division of society.

The term social organization is now used in sociological studies to stress to importance of arrangement of parts and interdependency in groups and in societies.

In a specific sense social organization refer to bureaucracy like that of business cooperation, government or industry.

▶ **Merriam Webster Dictionary**, "*Organization is the system of relationships between persons and among groups with regard to the division of activity and functional arrangement of mutual obligations within society.*"

▶ **Katz** and **Kahn**, "*Organizations consist of the patterned activities of a number of individuals that are complementary or interdependent with respect to some output or outcome, they are repeated relatively enduring and bounded in space and time.*"

▶ **Daft**, "*Organizations are social entities (organizations are made up of people) that are goal directed(they exist for a specified purpose), are designed as deliberately structured and coordinated activity system(activity systems clusters of work activities performed by designated units or department within an organization) and are linked to the external environment(an organization is in constant interaction with other system in the social environment, including individuals, groups, other organizations and communities*).

Thus, organizations are the collectivities of individuals who are interacting with each others to achieve the certain goals.

Nature or characteristics of organization

▶ **A definite purpose**: - the members of an organization have their definite purpose for which they come together and establish a system of interaction among themselves.
▶ **Consensus among the members**: - There is mutual understanding , cooperation and consciousness among the members of an organizations.
▶ **Hierarchy of status and role**: - The organization assigns statuses and role to its members where these status and roles are conditioned by many factors such as seniority, qualifications, mental ability etc. the organization can function well if its members accept their statuses and perform their roles appropriately.
▶ **Control of the organization on the behavior of the individuals**: Organization uses certain formal and informal means of social control to maintain its control over behavior of its members and regulate their activities so that it can achieve its goal.

Group Dynamics and Intergroup Relation

Group Dynamics refers to the influential actions, processes, and changes that occurs within and between groups over time. Group dynamic is the processes involved in interaction within social groups. Group dynamics studies the interaction within groups and the process of problem solving and decision making to gain understanding and to solve organizational problems.

Forsyth, "Groups dynamics is the scientific disciplined developed to studying group and group processes."

Backstrom et. all define *"Group dynamics is a system of behaviours and psychological process occurring within a social group (intra-group dynamics) or between social groups(Intergroup dynamics)."*

Bales Developed a method of studying the problems within the groups which method has three stages which are as follows:

- ▶ Orientation stage:- It is stage of finding actual problems and gathering information regarding to the problems. In this stage members ask questions and give information.
- ▶ Evaluation stage: - It is the second stage in which analysis of information is done. In this stage members asses information and share opinions.
- ▶ Control stage: - In this stage members suggest solutions and reach to the conclusion. In this stage problems are controlled. It focuses on shifting patterns of tension, conflict, adjustment, and cohesion within groups as well as on the styles of leadership in an organization. Groups are formed within the specific purpose and they exist for sometimes until the purpose is achieved.

Thus group dynamics is the study of the relationship and interaction among group members united by common purpose of achieving certain goals of the group or of the organization. It concerned with the following aspects of organization or group:

- ★ Why and how groups are formed?
- ★ What forces are operative in the structure of groups?
- ★ How groups are grow, decline and disorganize?
- ★ How they achieve unity and handle conflict?
- ★ How they change and adapt themselves?
- ★ How groups make decision and solve the problems?

Intergroup relation refers to the relations between two or more groups. Intergroup relation is also important to solve the organizational problems which are barriers to achievement of organizational goals. It also refers to intergroup relation within an organization or inter-organizational relations.

Intergroup relation also helps to the group dynamics. Group dynamics, in turn, also helps to the intergroup relations. There are some factors which affect group relations which are as follows:

- ★ Composition: - Similarity and dissimilarity of composition such as ethnicity, religion, occupation, age, sex, etc.
- ★ Size of group: - Small or large, horizontal or vertical, etc.
- ★ Norms: -
- ★ Cohesiveness

Dynamics of Social Capital

Social capital

Social capital is the resources, trust and networks that are constitutive of social capacity and empowerment of the officials in an organization.

Social capital is the social knowledge and connections that enable people to accomplish their goals and extend their influence.

Social capital is defined as "networks together with shared norms, values and understandings that facilitate co-operation within or among groups".

Social capital provides the glue which facilitates co-operation, exchange and innovation in an organization.

- ▸ One of the principal reasons people join organizations is to gain connections (network) increase their influence, trust and have access on resources that may be financial or social.

- ▸ The time and energy invested in an organization can bring welcome returns.

For example, Parents who belong to a Parent- Teacher Association, for example, are more likely to be able to influence school policy than those who do not belong. The members know who to call, what to say and how to create pressure on school officials.

Social capital includes useful social networks, a sense of mutual obligation and trustworthiness, an understanding of the norms that govern effective behavior and, in general, other social resources that enable people to act effectively in an organization.

Robert Putnam, "Social capital is the expected collective or economic benefits derived from the preferential treatment and cooperation between individuals and group."

According to the World Bank (2001), countries with high levels of social capital, where business people can effectively develop the 'networks of trust' that foster healthy economies, are more likely to experience economic growth.

According to Bourdieu, the amount of social capital held by an individual depends on the extent s/he is able to mobilize a social network and from the capital held by the members of that network.

People who actively belong to organizations are more likely to feel 'connected'; they feel engaged, able to 'make a difference'. From the standpoint of the larger society, social capital, the bridging form in particular, provides people with a feeling that they are part of a wider community, and one that includes people who are different from themselves.

Robert Putnam completed an extensive study of social capital in the United States and distinguished two types of social capital which are as follows:

a. **Bridging social capital**: - It is a type of social capital which is outward-looking and inclusive. Bridging social capital unifies people across social cleavages. The capacity to unify people can be seen in such examples as the civil rights movement, which brought blacks and whites together in the struggle for racial equality, and interfaith religious organizations.
b. **Bonding social capital**: It is second type of social capital which is inward-looking and exclusive. Bonding social capital rein-forces exclusive identities and homogeneous groups; it can be found in ethnic fraternal organizations, and fashionable country clubs.

Sociologists develop a theory of social capital dynamics that explains how performance feedback and its impact on self-efficacy can result in an individual re-evaluating their social capital, and with it decisions regarding whether to increase reliance on certain existing ties, decrease utilization of others, or create new ties.

- ★ First interest is in the role of individual agency and how an individual makes network changes in response to external events. This focus on agency is consistent with recent theorizing on network dynamics.
- ★ Second work might appear to spring from a long tradition of social capital research relating networks to performance. However, most work in that tradition sees performance as an outcome of network ties or position.
- ★ Third, while the network dynamics literature tends to focus exclusively on the formation and dissolution of ties, we add another dimension. Our subject is social capital, a concept that emphasizes the benefits that an actor might wring from their ties. As such, the network dynamics we study include changes in the utilization of existing ties, in addition to the formation of new ties.

Dimension of social Capital

- ▸ Group characteristics: - It includes number of membership, Contribution of money, Frequency of participation, Participation in decision making source of group funding etc.
- ▸ Generalized norms: - It includes helpfulness of people, Trustworthiness of people, Fairness of people.
- ▸ Voluntarism: - It includes expectation of volunteering, fair contribution.
- ▸ Trust: trust of family, trust of people in neighborhood, trust of people from other tribes, trust of business owner, trust of government officials, trust of local government etc.

Interdependence of social and technical skills

Social and technical skills should combine together for the business, development and personality development. The implication of scientific knowledge alone unable to solve the problems; the technical skills provides direction either through the lens of "technocratic" and "bureaucratic" mechanism—which may not give the final solution. Modern development practices mainly post 1980 the implication of social knowledge also important. Sociologist, Anthropologist and Conservationists realize the significance of social and technical knowledge. Man live in society, their necessity is fulfilled by "social system". The interaction, collective concise and collective representation process fulfill the need of the people through different kinds of social mechanism—which build social cohesion. Social interaction within the people provides the direction to solve the problems. The social complexities and systems are simply unable to understand by technical skills and so-called process of specialization. Technical skills often employ through the bureaucratic and technocratic mechanism—which merely address the social values, ethos and morals that they have been followed through the generation. Social skills based on association, network, connection, and kinship, thus, it is very cheap, and accessible—which address the identity of the people. Social skills directly and indirectly deploy the local level man-power who can handle the problems like conflicts, dispute, hurdle and tension which arises over a time. Social engineering model encompasses the people's skills, knowledge and experiences to solve the problems embedded with their day-to-day life. The implication of people's skills also depends on learning by doing or depends on the principle of "prevention is better than cure". This model depends on "holism" rather than reduction. The social skills employ to initiate and implemented "within", "gender sensitive" and "innovative". Society simply could not be run through the implication of "social Development". There need to be transformation to meet the demands of people of the globalized society. The need of the modern society is unlimited which is not possible through the implication social skills and practices followed by the local people, therefore the implication modern science and technologies is necessary for the high mass consumption and to perform activities effectively. The combination of social skills and modern technologies is necessary, these days FUG, WUG and micro-credit projects combine social and technical skills for sustainable use of resources and management of the organizations. People-centric project design its plans and policies through the combination of people's and technical skills together.

Political culture and Market

Political culture is a political norms, values and beliefs within a political system. Political culture is determined by the awareness of governments, expectations of government and political participation. It is usually assumed that a particular political culture is built as the result of long historical development.

Types of Political Culture

Almond makes distinction of three type of political culture which are as follows:

I. Parochial culture:

- In this type of political culture people have no cognitive orientations towards the political system.
- In this culture people have low awareness, expectations and political participation.
- Societies characterized by this type of political culture do not expect anything positive of government, nor do they expect to participate in politics because it is seen as the elite domain.
- The government is seen as the enforcer of its own rules and consequently, the realm of politics is seen as one to be avoided whenever possible.

II. Subject political Culture

- In this type of political culture there is the high level of awareness and expectations but low participation in political system.
- In this type of political culture people have cognitive orientations towards only out aspect of political system.
- People expects positive actions from government but that does not tend to be politically active themselves.
- People see politics as an political domain only to be engaged in by those with power and influence.

III. *Participatory Political culture*

- In this type of political culture there is the high level of political awareness, expectations and political participation.
- In this type of political culture, people have cognitive orientations towards both out-put and in-put aspects of the political system.
- Societies posses this type of political culture tend to have people with high expectations of government and of participating in the political system.
- This type of political culture is central principle of democratic society.

Market

- Market refers to situation or place in which goods and services are sold to customers.
- Market as an institution has shared rules, procedures and collective understanding.
- Market and political culture are interrelated and interdependent concepts.
- Market expects the good political culture.
- The stable production, distribution and exchange of goods and services are possible through the appropriate political culture.

- Market reflects two types of political projects: the internal form of power struggle and the power struggle across the firms to control the market.
- The internal power struggle is about who will control the organization, how it will be organized and how situations will be analyzed and responded to.
- In the context of market political culture is necessary or it is the central to the smooth functioning of the market.
- Political system of any society is the key determinants of the operation of market and participation in such political system make easy operation of market in society.

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Work and Leisure

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What is work?

Everyone knows what work is, yet it is difficult concept to define.

It is easy to understand work as paid labor but question regarding to work is what type of activities are included in the definition of work? Is a plumber work at home? Do housewives work? These are major questions regarding to the problem of definitions of the concept of work.

We can define work, whether paid or unpaid, as being the carrying out of tasks requiring the expenditure of mental and physical effort, which has as its objective the production of goods and services that cater to human needs.

An occupation, or job, is work that is done in exchange for a regular wage or salary.

In all cultures, work is the basis of the economy.

Usually work is considered to be paid employed. But significant change is seen that work not only includes paid work but also includes unpaid domestic nurturing and caring activities, and some voluntary activity.

Aristotle viewed work as a means to obtain leisure, that is, time for contemplation and citizen duties later in life.

Work is any painful exertion of mind or body undergone partly or wholly with a view to future good.

Work is defined as such activities of production of goods and services or social activities which usually receive rewards or salary or psychological satisfaction or fulfills the needs of individuals and groups.

Karl Marx, " Work holds key to human happiness and the fulfillment and is most important primary human activity that provides the means."

There are two models regarding to the management and organization of work which are:

- ▶ **Principle of scientific Management**
- ▶ **The human relations Model**.

1. The principle of scientific Management is developed by the F.W. Taylor. This principle is also known as the Taylorism. He believed that management should organize the production process to make it efficient and that workers should given the incentive of wages paid in relation to the level of their productive output.

The adoption of the ideas from the principles of scientific Management led to new methods of work organization which were eventually to spread across the world.

According to this principle, we should maximize the worker output and efficiency and overcoming the phenomenon of goldbricking or soldiering where workers conspire to slow down the rate of production in order to keep their rates pay high.

According to Taylor, Firstly, we should remove control from the workers and transfer it instead to a management layer. This could be achieved by greater division of labor where by each work task would be reduced to its simplest form. This would remove any notion of skill from the task of the worker would be required to do and allow individual work task s to carried out more quickly.

Secondly, Managers would control the pace of production and control the production process.

Thirdly, the time and motion studies would allow cost accounting and individual target to be set. For this Taylor took a monetary view of worker motivation, believing that they will trade interest and satisfaction in their work for the higher economic rewards that would result from greater productivity not only for higher but also possibly from the profit sharing.

2. Human relation Model: This model also attempts to increase productivity. This was the developed by American sociologist George Elton Mayo. He argued that workers needed more than economic incentives to make them work hard. It is the task of management to apply sociological principle to the study of work to understand how to overcome the alienation of worker from the cooperative work process.

It assumes that there are different dimension to worker motivation, particularly the productivity is as much affected by the amount of interest shown in the work done as by other factor, and the informal interaction between workers are important to production norms. We must consider psychological needs in understanding worker motivation.

Leisure

Leisure is a condition in which individuals have free time which spent away from business, work, domestic activities and others.

Parker defines *leisure as the opposite of work that is, leisure as detachment, passivity and general absence of efforts.*

When we speak about leisure time, it simply means a period which we spend doing thing other than our work.

Leisure activities are important to bring about a positive flow of energy in individuals which leads to effective work in an organization. This activities helps to refresh mind which leads to positive output. Leisure is crucial to creativity. The design of work in a business organization must provide the leisure time which helps to greater productivity or income.

There is correlation between work and leisure. It is analyzed from the different sociological perspectives:

  ▶ The functional perspective sees work and leisure as interlocking parts of social system. Leisure is necessary to help people adjust to their social situation and for maintenance of social order.

- According to this perspective, Leisure helps people to rest between work periods and those engage in leisure pursuits during work time are seen as deviant. The three main aspects of leisure are relaxation, entertainment and personal development.

- For Marxist, work in socialist society will not lead to alienation but will be fulfilling in itself. It also focuses in the leisure not lead to condition of alienation.

Bureaucratic/ Organizational goals and societal expectations

Organizational goal and societal expectations

- Organizations are by nature goal seeking collectivities or organizations are created to achieve certain goals.
- Organizational success is determined by the extent to which they achieve those goals.
- But there are some questions regarding to goal formations and determination of such goals which are:

- Whose goal does a organization serve?, Who determines to goals of an organization, Does the organization develop its own goal?, Are these mediated by environment, Does the organizational goals arise entirely from the society in which it exists ?

Katz and **Kahn** are of view that organizational goals are mediated by the environment, are determined by the organization itself and success represents the maximization of return to the organization by economic, technical and political means.

But Talcott Parsons presents a contrast view with that of Katz and Kahn. He is of view that since organizations are created to meet the societal needs, their success should be evaluated with reference to those needs as the base of reference.

He states that organizations are mechanisms by which goals that are important to society or to various subsystem of it are achieved.

He further goes a step and says that once they are created, however, these organizations tend to develop their own direction and ways of functioning. At the same time, they have to constantly operate in a social environment which puts conditions on the organizations.

Environment also provides meaning, legitimation or institutional support to the organizations, in the absence of which organizational goals are impossible to achieve.

Organizations necessarily have to meet societal needs. In this context Yuchman and Seashore are of view the for the goals of organizations is primarily: to benefit the society to which they belong, and that society is therefore, the appropriate frame of reference for the evaluation of organizational effectiveness.

Goals of an organizations are functionally significant in general for the social system but in the case of a conflict of interests between it and the organization, the conflict is always resolved in favour of the super-ordinate system that system is society which decides conflict in its own favour.

Max Weber opines that selection of goals is a rational activity and they are set by rational legal approach.

Organization can't operates it works in isolation from other social unit or social system.

The goals should be set in such a way that they do not conduct organizational activity without the values of society.

Max Weber argued that bureaucracy constitutes the most efficient and rational way in which one can organize human activity and that systematic processes and organized hierarchies are necessary to maintain order, maximize efficiency and eliminate favourism.

Thus, there is the close link between the organizational goals and societal expectations. Organizations are goal seeking collectivities and they are created to fulfill the societal expectations. Similarly they can't function properly without giving attention to the social demands or societal expectations. Organizational goals are shaped by environment which may be a social or physical.

Management of Non-governmental Development Organizations

What is Non-governmental Developmental Organizations?

Organizations which are non-profitable, non-governmental, non-political and related to socio- economic development activities of society are called non-governmental developmental organizations.

The term, "non-governmental organization" or NGO, came into use in 1945 because of the need for the UN to differentiate in its Charter between participation rights for intergovernmental specialized agencies and those for international private organizations.

At the UN, virtually all types of private bodies can be recognized as NGOs. They only have to be independent from government control, not seeking to challenge governments either as a political party or by a narrow focus on human rights, non-profit-making and non-criminal.

The structures of NGOs vary considerably With the improvement in communications, more locally-based groups, referred to as grass-roots organizations or community based organizations, have become active at the national or even the global level.

NGOs are usually understood to be the group of organizations engaged in development and poverty reduction work at local, national, and global levels around the world.

The profile of NGOs has increased steadily among development policy makers, activists and researchers in both the rich industrialized countries of the 'North' and among the low-income, aid recipient countries of the 'South'.

NGOs have come to be seen by many as part of an emerging 'civil society' in many countries which may serve as a counter-weight to the excesses of the state and the market.

NGOs now feature prominently in efforts to secure social and economic change in favour of marginalized populations by the agencies which make up the international 'aid industry', in the growing number of public interest groups seeking alternative approaches to poverty reduction through better service delivery and through advocacy and campaigning work, and in the self-help efforts of organized local communities to improve their conditions of life.

There is much discussion and debate about the various types of roles that NGOs play in development, but relatively little attention generally given to the ways in which these roles can be managed.

The analysis of management has tended to distinguish two main groups of approaches to the concept:

- The first is 'blueprint' or 'scientific' management which stresses control, hierarchy and instrumentality, and this approach is often stigmatized as being 'top down' by development people.

- The second is 'people-centered' or 'enabling' management, which by contrast emphasizes process, flexibility and participation, and which has found favor with writers on development management such as Chambers.

The 'command and control' side of management has tended to alienate some senior staff in NGOs, who may instead choose to see themselves as 'facilitators', 'organizers' or 'coordinators'.

There has been the emergence of a school of NGO management science' which is termed by Stewart.

It gave emphasis on 'alternative' management practices – such as empowerment, participation and other bottom-up approaches – while others were frustrated at the ways in which the idealism of NGOs, along with the growing expectations of funders and policy makers, often seemed to outstrip NGOs' own understanding and practice of basic management skills.

David Korten argues that a new management paradigm was emerging among development NGOs, which was being influenced by the work of Robert Chambers, which embodied a set of emerging '**alternative management approaches'** designed to address the problems which had become apparent within top down, professionalized development management approaches.

According to Korten "Rather than supporting central control, [these NGOs] … support self assessment and self-correction driven by a strong orientation to client service and a well-defined sense of mission. Highly developed management systems provide rich flows of information to facilitate these self management processes.

Dichter's counter-argument was that development NGOs needed to be able 'to walk before they can run'. Dichter argued therefore that thinking about NGO management needs to start 'plain' rather than 'fancy', and that in his cases the preoccupation with experimental, 'participatory' development management styles was frequently found to be at the expense of more basic management tasks.

Most NGOs need to be able to keep accounts, assign roles to their staff and make strategic decisions. Certain more innovative techniques from the private sector, such as 'management by objectives' and the social audit, are increasingly part of the world of development organizations.

For example, the development of 'participatory rural appraisal' (PRA) – despite its strong popular association with NGOs – actually has its roots in the more forward thinking sections of the public sector in certain parts of South Asia.

Indigenous Management and Management of Indigenous Knowledge

Definition of Indigenous People

"Indigenous communities, peoples and nations are those which having a historical continuity that developed on their territories, consider themselves distinct from other sectors of the societies now prevailing in those territories, or parts of them.

They form at present non-dominant sectors of society and are determined to preserve, develop and transmit to future generations their ancestral territories, and their ethnic identity, as the basis of their continued existence as peoples, in accordance with their own cultural patterns, social institutions and legal systems.

Indigenous peoples have, indeed, demonstrated an increasingly active involvement in advocating and lobbying for their rights to access their lands and preserve and transmit their knowledge and traditions as well as to have their voices heard at national and international levels.

It is under this optic of legitimization of "the indigenous" that has been conceived.

What is Indigenous Knowledge?

Indigenous, traditional or local knowledge refers to the knowledge and know-how unique to a given society or culture, which encompasses the cultural traditions, values, beliefs, and worldviews of local people including specific beliefs, rules and taboos that are part of the customary law of a specific group.

There are several terms that are often used to refer to indigenous knowledge which are local knowledge, indigenous technical knowledge, traditional knowledge, indigenous skill, people's knowledge, folk knowledge, rural people's knowledge, ethno-science, oral tradition, and —cultural science etc.

▸ UNESCO: Indigenous or local knowledge refers to a complete body of knowledge, know-how and practices maintained and developed by peoples, generally in rural areas, who have extended histories of interaction with the natural environment.

These sets of understandings, interpretations and meanings are part of a cultural complex that encompasses language, naming and classification systems, practices for using resources, ritual, spirituality and worldview.

It provides the basis for local-level decision-making about many fundamental aspects of day-to-day life: for example hunting, fishing, gathering, agriculture and husbandry; food production; water; health; and adaptation to environmental or social change. Non-formal knowledge – in contrast to formal knowledge – is handed over orally, from generation to generation, and is therefore seldom documented.

Indigenous and local knowledge system encompasses dynamic and culture specific knowledge, practice and belief. The system evolves through adaptive processes based on the location specific learning-by-doing behavior and intergenerational transmission.

Indigenous knowledge is therefore vital for the survival of the historical and cultural heritage of a particular group as it forms backbone of social, economic, scientific and technological identity.

People's knowledge is also transferred from one generation to another though some indigenous knowledge has been forgotten without bringing it in practice due to various interventions. Both individuals and groups have been practicing these indigenous knowledge system in their respective environments.

In every community, indigenous knowledge systems have been developed and practiced for the adaptation with the environment.

People in the traditional societies are directly dependent on the natural resources in their daily lives. Both men and women are directly involved in resource utilization, management and protection using their indigenous knowledge system. Both have their own level of knowledge and practices for managing their resources.

What is indigenous Management?

Indigenous Management is the management of natural resources by the local or indigenous community by using their local or indigenous knowledge and indigenous organizations.

Marsden, "Indigenous Management is utilization of Local, folk, or vernacular knowledge and organizational methods in the service of more appropriate development strategies."

Local people use their own traditional knowledge system in mobilizing resources, protection of resources, growth of resource and their uses.

Local people participate in natural resource management in organizational way by formulating user groups, in protection and conservation as well as supervision according to their Operational Plan based on their constitution. People are more protection-oriented than utilization oriented.

All villagers who use natural resources such as forest, medicinal herbs, water resources etc. become members in users' group. As a member, every user has to contribute to the group either financially or physically. All villagers who are organized in an organization adopt the controlling mechanism to protect the natural resource from the unnecessary use. All users becomes aware on the responsibilities of users in natural resource management.

Indigenous knowledge can be managed in ways that are respectful and useful to indigenous communities when the particular characteristics of indigenous knowledge and particular needs of communities are considered when making decisions about the protection of resources, growth of resources, and organizational structure.

Managers and corporation vis-à-vis power and politics

Power and politics

Managers who hold power and they exercise their political power in corporations through the political process or politics. Power and political process, that is the process of mobilizing power is inherent in corporations.

Power with reference to organizations or corporations generally defined as the ability or capacity to mobilize human as well other resources for the achievement of systematic goals.

Politics with reference to corporation refers to activities which are related to the leadership, power distribution, decision making process and implementation of plan which are related to goal.

Power relationship exists in corporations in which different individual are related with such power relationship.

According to Max Weber "power exists where one individual or group able to get their way is able to get their way over other group- to oblige them to act or behave in a certain way- whether the other resist or not."

Power in corporations are vested in the managers and they exercise power other to achieve the designated goal in corporations. The politics in an organization or incorporation starts with from the stage of goal formation which is related to the decision making process.

- Goal formation and the selection of appropriate goals is the continuing activity with strong political commitment.
- Another important aspect of political process with regard to corporations is that they are both power recipients and power generators in the larger system. The capacity to generate power depends on both internal network structure as well as its external linkage that is its support base in the environment to ensure the supply of resources.

- One of the important factors in deciding the power position of a corporation are: the size of group which is expected to support the organization; the degree of mobilization of the supporting group and their social rank.
- In short, the organizational power in network is linked to the coalitions and the interest group dynamics which exist in the larger society and positioning of the organization in these dynamics.
- Different groups or individuals within a corporations have different motive or ends. Faced with such condition of conflicts of priorities and expectations, large groups and corporation normally arrive at their goals through the process referred to as coalition formation.

Three dimensions of Power

Steven Lukes has argued that three views of power have been articulated. The difference between them is the number of dimensions to power which are as follows:

- The one dimensional view: - It focuses on the behaviour of decision makers , the decision they make, the central issues that are decided on and the form of conflict that are openly observable.
- The two dimensional view: - It looks at power in terms of decision that are not made- it looks at what are potential as well as actual issues. In other words, the two dimensional view questions who sets the agenda concerning the decision to be decided on and what other issues they are able to block from becoming area of public discussion.
- Three dimensional view: - It is similar to two dimensional view in questioning who sets the agenda for decision making, but goes further by arguing that some fundamental issues never emerge because, under the hold of propaganda or ideological control no other possible alternatives is imagined or considered.

Theories of Power

▶ Functional perspective: Talcott parsons sees power from the structural perspective. According to him, power originates from the collective needs of the whole society. The amount power in society can be measured by the degree to which collectives goals are being realized. There is the difference between what a society wants and its ability to attain the that goal.

▶ Power exists as a facility for the performance of functions in and on behalf of the society as a system. A society is at its most powerful and efficient when theses goals are being effectively realized. The powerful individual or groups will exercise power in behalf of the wider society.

▶ From the Marxist view power is the means of exploitation of proletariat. According to Marx economic power leads to political power and who holds the power make decision and other law on the basis or their interest. According to him state acts on the behalf of bourgeoisie to maintain their class control over the proletariat. The state is the political expression of ruling-class power.

Social movement politics and Organizations

What is Social Movements?

Social movements are collective attempts to further a common interest or secure a common goal through action outside the sphere of established institutions.

Social movements are any broad social alliance of people who are associated in seeking to effect or to block an aspect of social change within a society.

People, in social movements, are united by shared goals, aspirations and interests. Social movements come in all shapes and sizes, some are very small, numbering no more than a few dozen members; others may include thousands or even millions of people. Some social movements carry on their activities within the laws of the society in which they exist, others operate as illegal or underground groups.

Social movements often arise with the aim of bringing about change on a public issue, such as expanding civil rights or consumer rights for a segment of the population. In response to social movements, counter-movements sometimes arise in defense of the status quo.

Social movements and organizations are also related to each other directly or indirectly .Social movement itself is an organized activities but it may be highly organized or it may be informally organized and it effects on the organizational operation. Trade unions, pressure group etc are the organizations which are associated with the functioning of an organization.

Social movements are more or less organized collective activities which bargains with the organizations to balance the organizational goals and social needs and expectations. Social movements are among the most powerful forms of collective action, well organized, persistent campaigns can bring about dramatic results.

Social movements are as evident a feature of the contemporary world as are the formal, bureaucratic organizations they often oppose, and some scholars suggest that we may be moving towards a global 'social movement society', which provides fertile ground for this type of collective action.

In the context of organizations, Social movement is operated in society as labour movements and consumer movements concerned with defensive control of the workplace and with contesting and transforming the more general distribution of economic power.

 Social movements may be related with the quality of goods and services, labour relations, salary increment etc which may have link to guide organizations properly. The working class becomes conscious according to the interest of workers, situations and organized labour movements. Such social movements are associated with the issues of consumptions, power and personal identity in relation of production and gaining material achievements.

Social movements can also be taken as the hindrance to the successful operation of an organization because it creates unnecessary tension and conflict. Thus, Social movements involve collective attempts to further common interests through collaborative action outside the sphere of established political institutions.

Social movements are many and varied, from old labour and trades union movements to feminism, lesbian and gay movements and environmentalism. Social movements are created on how movements form as a result of periods of social unrest or frustrations associated with the social strain between expectations and reality.

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