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1. Zygmunt Bauman:

In Zygmunt Bauman's view "Identity", Bauman argues that the idea of identity stemmed from the need for a sense of belonging and security, and that the existence of identity is only applicable to the modern society that is 'liquid' – constantly changing and transforming. Identity may be a new way of defining one as an individual, but according to Bauman, identity is not absolute and can possibly just be a by-product of the advancement of mankind. Bauman argues that "It is indeed a puzzle and a challenge to sociology - if you recall that only a few decades ago 'identity' was nowhere near the center of our thoughts, remaining but an object of philosophical meditation. Today, though, 'identity' is 'the loudest talk in town', the burning issue on everybody's mind and tongue. It would be this sudden fascination with identity, rather than identity itself, that would draw the attention of the classics of sociology were they to have lived long enough to confront it. Bauman felt that the terms 'modernity' or 'postmodernity' are no longer fit to describe the constant changes in sociology. He therefore moved on to introduce the term 'liquid modernity' – which describes the impermanent state of the current society, which he thinks is mobile, ever-changing and highly adaptable. In liquid modernity one is not tied to one's birthplace, past or societal conventions because these rules cannot be applied to the current state of the society. This includes the ability to be constantly ready and the willingness to change and adapt to transforming environments rapidly. In contrast with liquid modernity, 'solid modernity' – the old form of relationships and identities was in a more stable and predictable state. Bauman believes that "we seek and construct and keep together the communal references of our identities while on the move - struggling to match the similarly mobile, fast moving groups we seek and construct and try to keep alive for a moment, but not much longer." Liquid modernity has adapted the somewhat inhumane qualities of the digital age, and the multi-faceted qualities as a result of globalization. This change to Bauman, however, has radically changed the meaning of identity from when it was first introduced. The 'liquid modern' state has not only grown to the extent where one no longer needs to be connected to the environment one was brought up in; it has also evolved to a phase where one can be completely disconnected with one's immediate surroundings.