INTRODUCTION

Social science especially sociology has remained in focus since nineteenth century. Previously it was considered with the same subject matter as of humanities and philosophy. Pioneers as Comte, Spencer and Marx made a conscious attempt to build a single science of society. They saw the study of society "as a unified enterprise (Encyclopaedia Britannica, 1982). However, by the end of 19th century, this unified conception of social sciences gradually yielded to specialisation of knowledge alternatively known by various terms such as "segmentation," "fragmentation," "sectorialisation" and "polarisation" (Inayatullah, 1986; Preiswerk, 1982; Wallerstein, 1984, Galtung, 1969).

Communication and information technology is considered pr-requisite for the development of any discipline. Several authors have emphasized the importance of communication technology in their research works (Garvey, 1979). Without communication no discipline can promote ((Lacy & Bush, 1983). Information and communication technologies have transformed our world in many ways. Information and communication technologies have transformed our world in many ways; yet, informal scholarly scientific communication forms a socio-technical interaction network in which communication is influenced by technology but defined by the social structures of scientists and their organizations (Kling, McKim, & King, 2003; Lamb, Sawyer, & Kling, 2000). Communication technology has eased the life and provided all basic facilities for the promotion and enhancement of education ((Fawcett, Francisco, & Schultz, 2000). It has also opened a new chapter in the community service ((Telenor, 2004).

The present world is the scientific one where technology is considered as an extra eye to see the world around .It is also observed that technology has eased the life itself .It has supported the society in general formally and informally in all spheres of life (Midgley, 1998) .Therefore, in the present area no one can deny from the importance of communication and information technology. It is also believed that the use of communication and information technology is generally used in medical and physical science subjects. It has ushered area in the field of medicine .Medical innovations with the help of modern technology the use of different serious diseases has been invented. As a result, the sphere of life is prolonged where diseases control has become possible. In Engineering and physical sciences the modern technology has also done and remarkable job. It has given extra wings to these subjects to take the world at possible advantageous level. The use of communication and information technology is also as important as for sociology as for any other subject. The reason is that the end users of any technology are human beings. Therefore, social science in humanities is also as important as for other physical science subjects’ .Therefore, Information and Communication Technology is as important for all other subjects. Sociology is considered as the youngest and the most functional of all the social science subjects (Horton, 1998). As a discipline it is also considered as coin of all subjects. The subject matter of sociology is the problems of society and humanity itself. Therefore, the use of Information and Communication Technology needs to be as important for sociology as for any discipline. However, it is generally believed that sociology is theoretical in its essence. This is the distorted notion, because sociology as a discipline touches all the aspects including physical, social, environmental, psychological, and economic life on the planet. In developing countries of the world due to the scarcity of resources Information and Communication Technology is yet to be included in subjects on equal footing. As result, in those countries all emphasis is emphasized on natural science subjects. As a result the use of Information and Communication Technology has been limited as per demand of subjects .Pakistan is also a developing country where economics conditions do not allow investing money on the use of Information and Communication Technology especially for social science subjects. In Pakistan Sociology has discipline yet to get a due recommendation in term of market value and jobs .Therefore ,the use of Information and Communication Technology is limited to certain stand.

THE ROLE OF INFORMATION AND COMMUNICATION TECHNOLOGY IN SOCIOLOGY

Information and Communication Technology & Sociology are well integrated and connected with each other. The scope and subject matter of sociology have reached new horizons due to the widely application of Information and Communication Technology (WAJCMAN, 1990).Digital networks are embedded in both the technical features and standards of the hardware and software, and in actual societal structures and power dynamics (Latour, 1991; Lovink and Riemens, 2002; MacKenzie and Wajcman, 1999).

The society and the world are shrinking into village because computer and internet has made life easy to access anything present at any corner of the world. Before the use of Information and Communication Technology sociology was limited into certain limited area. The cross-cultural and cross-global research studies were impossible to be conducted in such a manner. Due to the Information and Communication Technology sociological studies have became possible to be conducted anywhere in the world. The scope of sociology has remarkably expanded due to the use of Information and Communication Technology. The reason is that the books and printed material is easily accessible and can be used while sitting in any part of the world. The interaction between sociologists of East and West has made it possible to share their ideas and academic achievements. As a result, it has benefited the sociologists of less developing countries of 3rd world to get optimum benefit from the studies conducted in the developed part of the word. Due to the rapid changes taking place in the world new sociological concepts are in emerging. Spirituality it is considered necessary for smooth running of social order and social system of the society. The reason is that the religion is solely a powerful agent of informed social control within the society. The concept of social life also got a new shape. Education as social institution has also got a total new shape. The sociology of education in these days is totally depends on the use of Information and Communication Technology. Gone are those days when out-dated patterns and methods were used to be applied for educational purposes. The widely use of Information and Communication Technology has also open a new era with multi functions and dimensions. In the same way politics as a social institution is total reshaped and changed. Gone are those days when due to unawareness and illiteracy the sociology of people was different than in these days. Sociologically people now-a-days are wellaware and well-equipped about their social rights. Empty slogans and propaganda are not well heeded and responded by the masses. The reason is that people are aware the reality they are exposed with the help of Information and Communication Technology. ‘Folkways’ and ‘Mores’ in genre have also got a new definitions and dimensions with new functions and patterns. Family as key intuition in sociology got a new shape with new multi-faceted patterns and functions. Joint family is diminishing and nuclear family is emerging. The reason is that Information and Communication Technology has provided and supplemented the basic functions of joint family. The entertainment and sociological functioning of family has been almost stolen. People in general prefer to keep their day-to-day business with the keep of Information and Communication Technology. The economics as social institution has been set as per market demand and needs. Global economy has almost been replaced the local economy. The economy of the new banking system has been changed. Likewise religion is also getting a new shape. It has also got a setback due to scientific look and rationalization. The slogan of secularization is echoed everywhere and created a new chaos for sociologist to cope with emerging problems in general and community problems in particular. With the help of webcam people due to the face-to-face interaction sitting at any corer of the world avail at almost free of cast. The use of internet has also ushered a new era in the field of sociology. In olden

days people try to resolve all issues and problems at global level with holistic approach. There was nothing as such a powerful social interaction which is vital and has linked the world around. As a result, sociology achieved a new shape with new development and with new dimensions. In short sociology and Information and Communication Technology is closely linked and cannot be separated and segregated from each other.