Birla Institute of Technology and Science
GSF 311
Introduction to Conflict Management

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1. Discuss the 4 dimensions of Karl Marx's alienation. What is commodity fetishism? (8+2=10 marks).

Answer: The four dimensions of Karl Marx's alienation are alienation from product, production, self and others.

Alienation from the product refers to the very product made by the worker and how his role in designing or creating marketing strategies are minimum. These individuals don't have the idea of the use of the product or where the product will be sold. They are just assigned to do a one segment of the creation of the product. It may be fitting just one part of the product just similar to what a machine does. Brain power doesn't play a role here and it is just the labor force that is required from the individual. The capitalist class usually controls the working class but due to the lack of knowledge of the product or the lack of brain power used usually leads towards alienation from the product as a whole

Alienation from the production is where the same work of creation of the product makes it inevitable to the workers to think critically about the product manufacturing. Their role is to simply set up parts of a machine an assigned number of times in a day. This is explained well by the concepts of Ford's Factory Line, Mcdonaldization of work and even in the Maquilapolis documentary

alienation from the production is clearly visible when the factory workers are moving their hands in the air, as a machine due to the acquaintance of the same work everyday which doesn't require much brain work and thereby leads towards alienation towards the production work

Alienation from Self is a part where one loses control over their feelings, emotions and the purpose of living. These are generally caused because of the inhumane treatment towards the workers and being acquainted with such a treatment makes an individual to think how insignificant their life is and also how their contribution towards the society doesn't matter. This is clear by the example of factory workers who commit suicides as symbolized by the Voxvon Net. Continuously working in a factory for long hours also causes one to lose interest in relationships and towards taking care of their family members.

Alienation from Others is yet another form of alienation where an individual loses interest with other members of the society. A competitive labor market creates a sense of pressure to be better than others and how they are so insignificant in one's life. Working in closed cabinets, high CCTV surveillance and restriction to talk and socialize during working our and breaks often creates a sense of alienation from other where one doesn't know his team members and even don't gather an interest to know them and interact with them in future. This could be seen commonly where in a workplace people often don't know even of the crewmates and team members.

Commodity fetishism is the concept that every product has a story and sweat and hard work of the person involved in creating the product. This factor is unknown by the person who purchases the product and such an assignment of value and lives of people it costed to create such a product leads up to the concept of commodity fetishism. It is also expressed as the hidden cost or value of the product that couldn't be expressed in a price tag.

2. Analyze the micro and macro level of gender socialization? What is the social construction of gender? (8+2= 10 marks).

Answer:

Gender socialization is the process by which we learn what attitudes, behaviors, and appearances are appropriate for a person of a gender. Gender Socialization reduces the similarities between genders and amplifies the differences.

Early gender socialization starts at birth and it is a process of learning cultural roles according to one's sex. Right from the beginning, boys and girls are treated differently by the members of their own environment, and learn the differences between boys and girls, women and men. Parental and societal expectations from boys and girls, their selection of gender-specific toys, and/or giving gender- based assignments, children learn prescribed behaviours, internalize gender stereotypes- these all seem to define a differentiating socialization process that can be termed as micro level of gender socialization. for example- boys playing with cars and planes and girls with barbie dolls, this is an example of microlevels of gender socialization. Even schools, peer groups textbooks and media acts as a micro level of gender socialization.

Because of this micro level gender socialization, young kids start facing norms that define "masculine" and "feminine" from an early age. Boys are told not to cry, not to fear, not to be forgiving and instead to be assertive, and strong. Girls on the other hand are asked not to be demanding, to be forgiving and "ladylike". These gender roles and expectations have large scale ramifications. In many parts of the world, girls face discrimination in the care they receive in terms of their access to nutritious foods and health care, leading them to believe that they deserve to be treated differently than boys.

The fact that a male pursuing a career in nursing still seems laughable shows how ingrained some gender roles still are, such cases are as a result of macro level of gender socialization. Macro level is socialization at big organisational level or in

society as whole. Gendered Division of Labour, is also part of this, i.e. assignment of different tasks to women & men. For example- In case of Maquila women (from the documentary Maquila polis) are just like objects- objects of labour for global factory owners. And those owners envisioned their ideal work force: docile females, with no organizing experience, and with small, agile hands. On the other hand, more men have been hired to more heavy industries. But women workforce in light assembly industries. Even a patriarchal society contributes towards a macro form of gender socialization where a male is treated higher than a female individual.

Social construction of gender is the concept that how society themselves creates gender differences rather that gender being present before birth. Different treatment from family members, peers, schools and media to different forms of gender is the major reason to create distinction between the two major forms of gender. This is why Gender is being called as a Social Construct and it is quite likely for a girl to like dolls more because she is told to like it or the society favors her if she likes it or even if a guy is praised to like a Hot wheels car, he starts to create a liking as what we call a 'masculine character' .

3. Analyze 5 agents of socialization. (10 marks).

Answer:

The five agents of socialization are Family, School, Mass Media, Peer groups and Society. Let us explain all of them briefly:

Family is the primary agent of socialization for every individual since it is the most closest and are present since birth. The taught language by their family member expresses as what we call mother tongue of a individual. Other that teaching the daily chores like how to behave, walk, eat, poopy training and many more; it also shapes the overall character of one individual. The behavioral patterns learnt come in handy throughout his lifetime.

School is the second home for one individual where a person learns how to be acceptable in society and how to mix up with other individuals of similar mentality. It even teaches how to socialize with the students of different perspective and to bring out the points that one feel to be correct. School thereby sets an important planform in the development of a child so that he could be acceptable in the adult society where an individual is expected to follow the preconceived notions of society.

Mass Media is another important aspect in developing and socializing with other. It involves Print mediums like books, magazines, newspapers, television news and it also involves Social Media Platforms like WhatsApp, Instagram, Facebook. These Print mediums and Social media platforms plays an important role in Socialization with the society. These methods provide a speedy tool for communication and is usually preferred to save time and efforts. This makes it a more common way of socialization and it usually shapes and defines the nature and behavior of every individual

Peer Group are our friends and colleagues and the ones which a child spend most of his time with. He spends most of this time with friends playing in ground, studying together and lots of other activities. From peer groups child understand and learns how mutual understanding and trust is built and how a fear of being not acceptable often serves as a driving force towards acceptance in society.

Society also plays an important role as an agent of socialization as it acts as a "Looking Glass Self" as explained in CH Cooley. Though it may not be directly an agent of socialization but every individual that we interact with has an impact of shaping, customizing and altering our own self based on their decoded response towards our actions. This form of analysis is what makes society a very distinctive form where one tries to socialize with a unknown or just an acquaintance. Since the person is unknown, judgement plays an important role in understanding the behavior of self.

4. Compare and contrast 5 attributes between distributive and integrative negotiation strategy. (10 marks).

Answer: Distributive negotiation is a negotiation wherein the individual parties gain and tries to achieve the maximum benefit for themselves without taking the general public's benefit under consideration. Whereas Integrative Negotiation Strategy could be described as a strategy which settles the dispute with a solution that is mutually accepted and appreciated by everyone involved. The party's principle and motives are kept under utmost importance in distributive negotiation where they try to think irrationally and tries to gain most out of the negotiation.

Distributive Negotiation has a more competitive stand as opposed to integrative negotiation which has a more of a collaborative approach. Distributive negotiation is more strong towards the opposition as they run for their maximum benefit from the negotiation. This makes the negotiation more competitive and struggling in nature. Since Integrative negotiation thinks more of the mutual benefit; it becomes more of a hospitable environment suitable for creating a collaborative attempt the benefit the most people involved. The environment is more selective in distributive whereas integrative has a more open and constructive environment.

Distributive negotiation has a win-lose orientation as opposed to the integrative negotiation having a win-win orientation. Involved members of the distributive negotiation are acknowledged with the fact that they want the maximum benefit out of it and the only way possible is to suppress the opposition's wealth or holdings. It generally ends with one party gaining more than the other or by suppressing the other. Whereas in Integrative negotiation, the common agenda is to provide benefit for each member present in the discussion room. Everyone's voice; be it subjugated, is heard to get an outcome bearable and acknowledged by all. So it usually ends up being a win-win situation for all.

Distributive negotiation is more preferred when the resources are limited and it is insufficient to benefit everyone involved in the negotiation. Whereas, Integrative negotiation is preferred when the resources are not an issue, but the general benefit of the public is the major concern. For example, a company usually tries to negotiate for achieving the maximum benefit out of the negotiation whereas a government or political institution usually conducts integrative negotiation as they consider the general public benefit more than the resources involved.

In distributive negotiation, discussions are usually conducted one at a time whereas in integrative negotiation, multiple issues are addressed and sets as an agenda of the negotiation. Multiple issues can be addressed because more open and constructive environment usually prefers everyone to give this viewpoints and interests they want from the negotiation.

In a more loose sense, a clear distinction between the Mirzapur and Suits can vividly express the notions of distributive and integrative negotiation respectively as they meet up with all the five attributes expressed above.

5. Analyze the Stanford Prison Experiment and the Milgram's experiment with reference to Mead's understanding of "self". (10 marks).

Answer: Stanford Prison Experiment was carried out to analyze the role one person acquires in society based on the assigned roles from them. People divided in two groups- the prisoners and the prison officers and they were assigned with such roles for a few days. The results clearly expressed how people preferred to be prison officers more than prisoners and also when the same person was assigned both roles in two different settings, his overpowering, dominative role was prevalent while being a prison officer and submissive role was dominant within every prisoners.

This experiment has a vivid understanding with the 'self' as it explains how we iterate and adjust ourselves based on the roles assigned to us in the society. We look

out at the society, express our behavior, the decode the outcome and readjust ourselves to get the best possible outcome in society. It explains how our self emerges and evolves throughout our livelihood. This experiment also expresses the important role played by society in creation of 'self'. The role switching also changed the behavior of the person, indicating that our self is not static and keeps developing overtime. Other than 'self' this experiment also analyzes the role played when a person is assigned power. It clearly matches with the Mead's theory of self where he stated that self was created through social interaction and the process started in childhood.

Miligram's experiment was conducted by sociologists in Yale University, who passed on fake electric shocks on themselves for every incorrect answer and analyzed the behavior of the other individual when he was assigned the role of electrocution for every wrong answer. People from all backgrounds were involved and the outcome of the experiment was that most people did not stop electrocuting even though the hesitated. This explains how obedience and conformity plays a role in defining 'self'.

A person who is assigned a power does activities without the complete critical analysis and follows what others say. These individuals know that they are doing something wrong but they prefer to be carried away with the happenings rather that rational and critically thinking and bringing a change in the society. A person who does what is mostly common and expected comes under his obedience and conformity towards the society and this experiment clearly opens an understanding towards that aspect of an individual's psychological behaviors. This experiment also determines the distinction between the Mead's 'Me' as a object and 'I' as a subject; as clearly expressed when the hesitating people could hear the pain of the person being electrocuted.