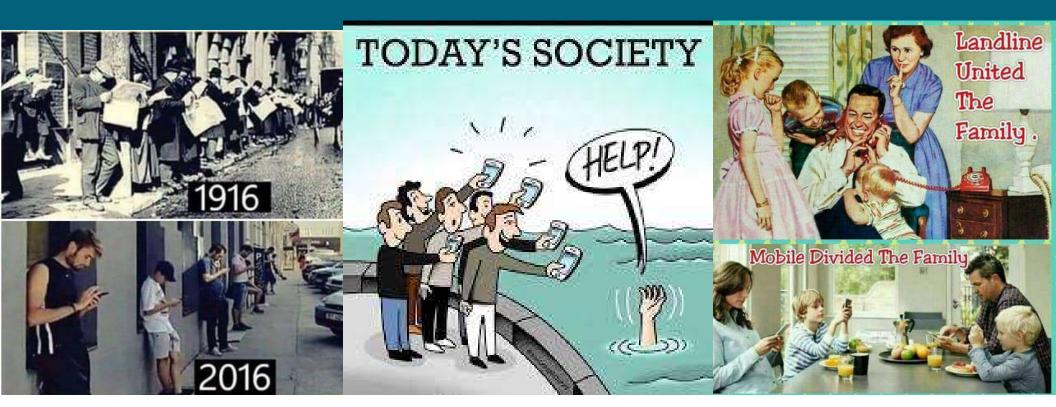
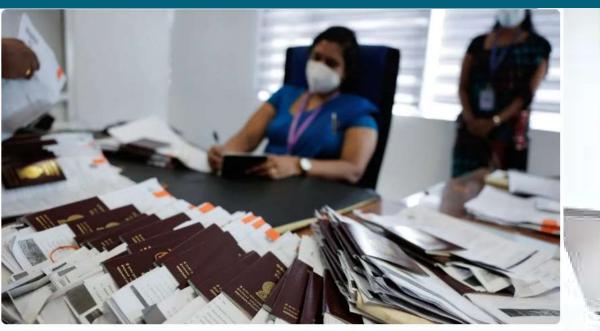
PUB 1270: Socio-Political Environment Session 06

Social Change

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How does the contemporary society look like?



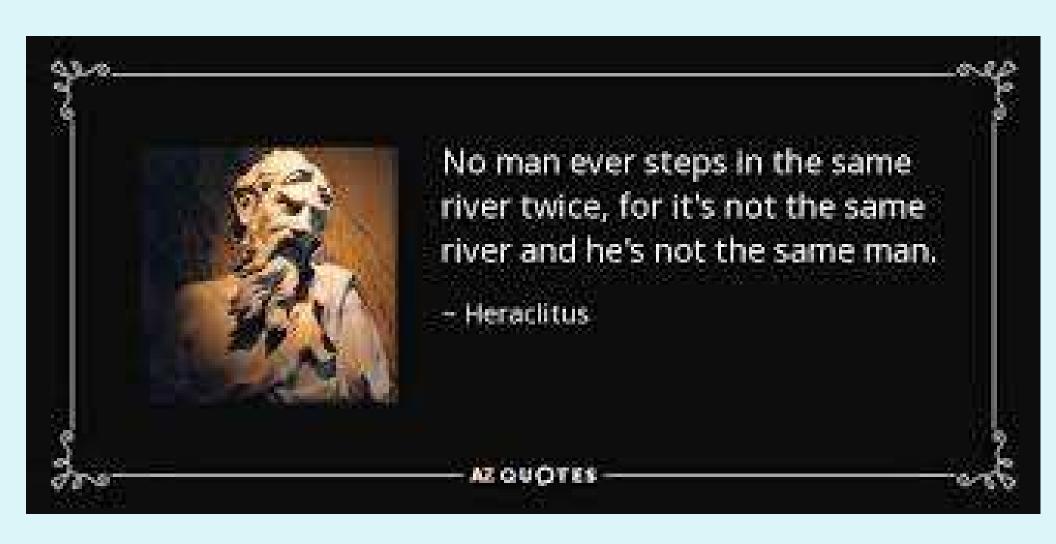






Learning Outcomes

- Define the term social change
- Elaborate the theories of social change
- Identify main causes of social change
- Explain the reasons for resistance to social change
- Assess how 'social change' influences the business environment



'Social Change' in Greek Philosophy

Meaning of Social Change

Social change refers to 'a process' responsive to many types of changes;

- 1. Changes in the <u>man-made conditions</u> of life
- 2. Changes in the attitudes and beliefs of human
- 3. Changes that go <u>beyond the human control</u> to the biological and the physical nature of things

 (Maclver and Page ,1950)

Meaning of Social Change cont'd.

'Social Change' is a term used to describe variations in, or modifications of, any aspect of social processes, social patterns, social interactions or social organization.

(M.E. Jones, 1962)

Therefore, social change means;

- Changes of social interactions and relationships
- Changes of social processes
- Changes of social functions
- Changes of social organizations

Meaning of Social Change cont'd.

- Change is the law of nature.
- Similarly, society is not a static, it is a dynamic entity.
- Social change may be intentional or random, man-made or natural.
- Society is influenced by many forces and factors that cause changes.

E.g. Demographic Factors,
Environmental Factors,
Government Rules,
Foreign Invasions,
Populist Groups,
Natural Disasters

Why do we need theories?

- To explain situations
- To understand complex things
- To predict the future

Theories of social change

- Evolutionary Theory
- Cyclical Theory
- Conflict Theory
- Structural Functionalist Theory
- Modernization Theory

Theories of Social Change

Evolutionary Theory

- Social change is evolutionary; it is gradual yet progressive
- Society moves from simple beginning to more complex forms
- This takes through a linear path

Cyclical Theory

- Social change takes a cyclic form
- Societies may grow, reach peak stage of development, may stagnate and finally collapse, with the potential for rising again.

Theories of Social Change cont'd.

Conflict Theory

- Social changes are the results of class conflicts in the social system for the better or worse.
- Ex: Karl Marx described class conflict based on unequal distribution of material resources.

Structural Functionalist Theory

- Change disrupts the orderly functioning of the system.
- It affects the order and equilibrium of the social system and thus the system has to bring itself back to the equilibrium, to smooth functioning of the system.

Theories of Social Change cont'd.

Modernization Theory

- Modernization is the process that increases the amount of specialization and differentiation of structures in societies
- This explains the change that is being experienced by most societies by imitating or copying the values, experiences, and models of already modernized societies.

Causes of Social Change

- Conflicts and revolutions
 - (French revolution, Russian revolution, Ethnic conflicts)
- Unsolved social problems
 - (Poverty, Inequality etc.)
- Cultural changes
 - (Changes of values, norms, beliefs etc.)
- Social movements
 - (Feminist movement, Green movement, LGBT movement)
- Impact of non-social environment
 - (Climate Changes, Technology, Influence of international environment)

Resistance to Social Change

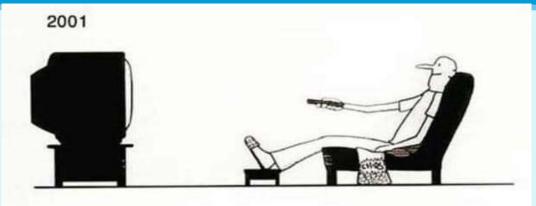
- Though social change is universal, societies and cultures are relatively permanent.
- The social and cultural functions do not rapidly change.
- Resistance to change is inevitable.
- In no society, all the changes are welcomed by the people without questioning and resistance.

Why do people resist to social change?

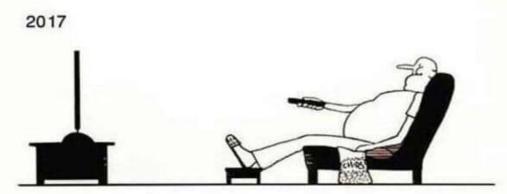
- Behavior of people towards new inventions
 - Lack of interest
 - ✓ Non-acceptance
 - ✓ Fear
 - Intellectual laziness
- Traditional attitudes and habits
- Ignorance of people
- Economic disparity and difficulty
- When self-interests are challenged

How does 'social change' influence the business environment?

- Social change creates new business opportunities (new products and services, new business units, new markets)
- Social change poses threats to the business environment (increased cost, high risks, unpredictability in operations)
- Social change provides signals on future business trends and prospects for managers
- Managers can develop new business strategies (restructuring of organizations, promotional strategies)
- Social change leads to innovations in the business environment.



The End!



Generation Gap! 😂

