

PUB 1270: Socio-Political Environment

Session 04



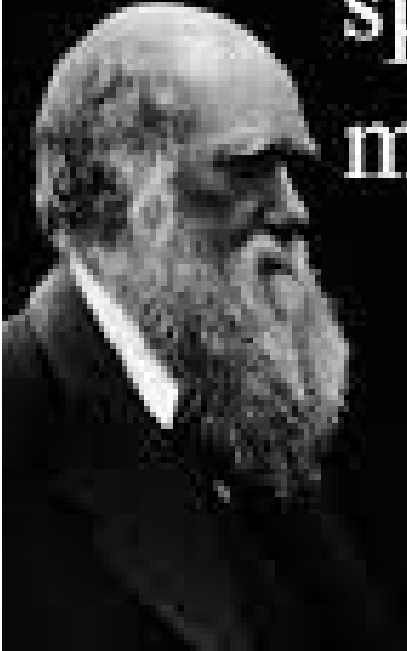
Socialization

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Learning Outcomes

- Define socialization
- Identify types and agents of socialization
- Discuss the implications of socialization for business organizations.

Survival of the fittest...



It is not the strongest of the
species that survives, nor the
most intelligent that survives.
It is the one that is the
most adaptable to change.

-Charles Darwin

Socialization – Meaning & Definitions

- The main responsibility of every society is to create a responsible member out of each child born into it.
- Socialization is the process by which a society provides social training to its members.
- It molds the personality of an individual and creates an adaptable person to the society.
- Socialization is the **lifelong process** through which people learn the values and norms of a given society.

Socialization – Meaning & Definitions

Cont'd.

Socialization is the process by which the *individual learns to conform to the norms of the group.*

William Ogburn

Socialization is the process of transmission of culture, the process whereby *men learn the rules and practices of the social groups.*

Peter Worsley

Types of Socialization

Primary Socialization



- This begins in the family in the earliest years of an infant's life
(eg: language skills, cognitive skills)
- Usually gain through an informal setting

Types of Socialization cont'd.

Secondary Socialization



- Refers to the social training received by a child in an institutional or formal setting.
- It occurs beyond and outside the family environment.
- This continues throughout the rest of his life.

Types of Socialization cont'd.

Anticipatory Socialization



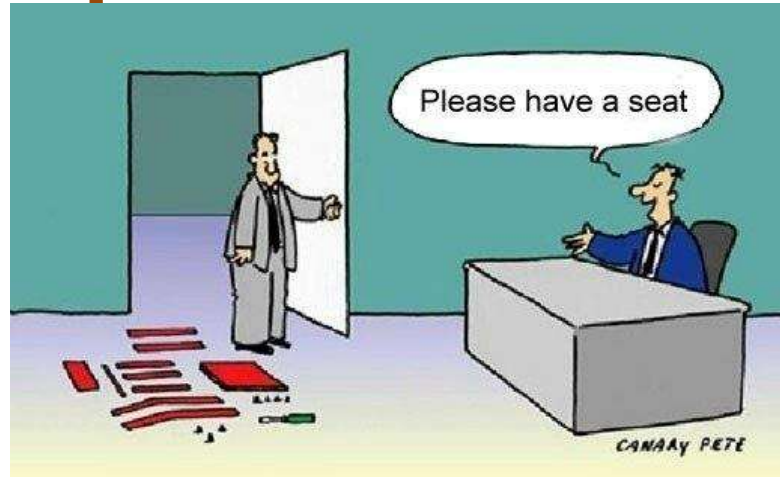
- Socialize into the culture of a group with the anticipation of joining that group later.
- It is the process of socialization in which a person "rehearses" for future positions, occupations, and social relationships.
- It is a voluntary commitment

Eg : A child anticipates parenthood as she/he observes parents' daily roles.

A young boy who aspires to join forces, is doing fitness exercises

Types of Socialization cont'd.

Developmental Socialization



- Acquiring of new knowledge and social skills to perform new roles.
- It continues when an individual undertakes new duties and responsibilities in his/her life.
- New learning is added to and blended with old

Eg : As an employee, As a parent

Types of Socialization cont'd.

Re-Socialization



- It is a journey of unlearn to relearn.
- Resocialization refers to the process of discarding former behavior patterns and accepting new ones as part of a transition in one's life.
- This happens through voluntarily or forced methods
 - Ex: A man who became a prisoner
 - A terrorist who is under rehabilitation
 - A layman who became a monk/ priest

Agents of Socialization

To facilitate socialization, various agents play important roles.

- Family (the first agent of socialization)
- Peer groups
- Educational institutions
- Mass media
- Religious Institutions
- Workplaces

Implications of Socialization for Business Organizations

- Designing of socialization within the organization (eg: assigning appropriate socialization agents, determining socialization methods, mechanisms)
- Preventing cultural shocks among new employees.
- Maintaining an adaptable work force in the organization.
- Possibilities of introducing changes to the organization. (less resistance to change)
- Facilitating work-life balance for employees.
- Feeling sense of membership to the organization.