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# Society and Culture

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OTHM



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## Statement of Originality of Submitted Work

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I hereby confirm that the work presented here  
in this report and in all other associated material; is wholly my own work.

And I agree to assessment for plagiarism

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Date: 24/06/2024

## Acknowledgement

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## Abstract

This abstract indicates that culture and society are inextricably linked, with culture created by society and conduct impacted by cultural norms. This abstract investigates the diverse ways and impacts of socialization in society. I will also investigate the concept of cultural transmission, emphasizing the role of social groupings in determining individual behaviour. This investigation will show how cultural norms and societal expectations influence individual experiences and identities. Overall, this assignment will teach a comprehensive perspective of culture and society, emphasizing the varied ways in which they influence human behaviours and attitudes.

## Introduction

Two essential ideas that are interdependent and closely related are society and culture. A society is a group of people who interact and reside in a particular region; on the other hand, culture is a society's common values, beliefs, customs, behaviours, and artefacts that help its members get by in life and with each other. Language rituals, and social practices are the ways in which culture is taught and passed down from generation to generation. It influences how individuals view the world, understand what happens, and relate to one another. Culture is made of many different things, including language, literature, art, music, food, and fashion. These components are dynamic rather than static, changing over time in response to both internal and external influences.

Furthermore, gaining knowledge of society and culture fosters the growth of empathy, respect, and understanding for the various civilizations and cultures that exist throughout the world. With this understanding, we can navigate our ever-changing world with more awareness of the subtleties of interpersonal relationships and cultural diversity. To better understand the forces that shape society and culture, let's investigate their nuances.

Examining the dynamic relationship between society and culture, as well as how they both impact and evolve simultaneously, is the goal of this introduction.

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## 2.1 Poster

# WE HUMANS ARE SOCIAL BEINGS

## Macro

Macro level refers to a broad perspective or analysis that examines large-scale phenomena such as economies, societies, or systems, focusing on overall trends, structures, and interrelationships rather than individual details or specific events.



## Meso

Meso level is an analytical scale that lies between macro and micro, focusing on groups, communities, and organizations. To comprehend collective behaviors and dynamics, it investigates interactions, norms, and structures within these entities.

## Micro

Micro level refers to a thorough examination of how people behave, interact, and make decisions in particular settings, like small groups, families, or individuals, with a focus on the individual's experiences and immediate social environments.



## 1. Case study section containing:

### 2.2 The impact of modernization on social and cultural change

#### 2.2.1 Modernization

Modernization is the process of converting a society, economy, or institution from its conventional or outmoded state to one that is more contemporary, progressive, and efficient. It entails a variety of changes, including technical, economic, social, cultural, and political revolutions, all aimed at improving general quality of life, productivity, and competitiveness. Modernization can provide several benefits, including economic development, higher living standards, increased creativity, and increased global competitiveness. However, it also raises concerns about cultural uniformity, income disparity, environmental damage, and social marginalization. Effective modernization necessitates thorough planning, administration, and consideration of the potential effects on various individuals and communities. It entails incorporating new technology, institutions, and behaviours while maintaining cultural legacy and social cohesion (Bhuyan, 2020).

#### 2.2.2 The impact of Modernization on social change.

Now let's examine how Modernization has affected society:

- **Individual Importance:** The individual gains importance as cultures modernizes, gradually displacing the family, community, or professional group as the fundamental social unit. Individual rights, liberty, and aspirations become more important as society becomes more contemporary. In traditional societies, behaviour is frequently governed by group norms and practices.
- **Challenges and Inequalities:** Modernization advances things, but it also presents difficulties. Social divides would deepen, and disadvantaged populations might find it difficult to adjust. Social justice and economic growth must be balanced.
- **Urbanization:** Modernization has resulted in growing urbanization, as people migrate from rural areas to cities in quest of better employment prospects, education, and healthcare. This has led to the expansion of cities, changes in lifestyle, and the formation of new social classes.



- **Increased Globalization:** People, products, and services can now move more freely across national borders as a result of modernization. As a result, the world has become more interconnected, and conventional concepts of national identity and sovereignty have waned.
- **Changes in Family Structure:** Modernization has resulted in changes in family structure, with traditional extended families declining and nuclear families gaining popularity. This has caused changes in family roles, relationships, and beliefs.
- **Social Mobility:** Modernization can help to increase social mobility by offering possibilities for education, career progression, and social integration. However, it can worsen disparities because access to resources and opportunities is not evenly dispersed among different socioeconomic groups.
- **Education and Knowledge:** Modernization emphasizes education and knowledge development as critical components in social and economic advancement. Education investments help to develop human capital, drive technical innovation, and propel society forward.

### 2.2.3 The impact of modernization on cultural Change

Modernization has a significant impact on cultural transformation, resulting in a complicated web of beneficial and bad implications. On the one hand, modernization promotes cultural interaction and diversity, improves education and awareness, and preserves cultural legacy. It encourages tolerance and acceptance by making it easier for diverse cultures to communicate ideas, values, and customs. Furthermore, technology improves access to education, allowing individuals to learn about and appreciate many cultures. (Inglehart & Welzel, 2005).

Modernization, on the other side, causes cultural uniformity, the loss of traditional skills and knowledge, and a separation from one's cultural roots. The adoption of modern technologies and practices may result in the decline of old skills and knowledge, such as craftsmanship and storytelling. Furthermore, modernization can lead to cultural appropriation, which occurs when traditional behaviours and symbols are adopted without sufficient understanding or respect, resulting in cultural insensitivity and exploitation. Modernization can eventually lead to social disintegration by breaking down traditional social institutions and communal relationships, causing feelings of alienation and isolation.

All things considered, modernization presents chances for technological development and economic expansion, but its effects on cultural transformation highlight the intricate relationship between globalization and the preservation of various cultural identities.

## 2.3 Apply theories of social change in evaluating change and associated paradigms.

### 2.3.1 What is the Social Change?

Cultural behavioural, institutional, and structural changes that occur over time are collectively referred to as social change. Many variables, such as population growth, environmental shifts, social movements, and technology breakthroughs, can influence it. People and communities can be greatly impacted by social change, which can be both good and bad.

Better living conditions, more access to healthcare and education, and increased social equality can all result from positive social change. Conversely, unfavourable social change can exacerbate conflict, discrimination, and social inequality. Technological developments that have revolutionized communication and information access, like the internet and social media, can also be the driving force behind social change. Although there are many advantages to these technologies, they have also brought forth new difficulties, like the dissemination of false information and the degradation of privacy. Individuals and societies can contribute to the creation of a more just, equitable, and sustainable world by identifying and addressing social change (Villegas, et al., 2007).

### 2.3.2 Theories of social change

All cultures will inevitably experience certain changes, but it's unclear why those changes occur. Sociologists have struggled with various theories and models throughout history. The following are important theories of social change:

- **Conflict Theory-** According to the conflict hypothesis, societies are inherently competitive and unequal. This notion was developed by Karl Marx. Through preying on weaker segments of society, the wealthy and powerful typically exert control over the rest of society. People become agitated as a result, creating conflict. This results in social change.

- **Functionalist Theory-** According to the functionalist view of social change, society functions similarly to a human body. Parts are similar to organs. Parts cannot exist independently of one another. Emile Durkheim, a renowned social scientist, believed that harmony is essential in all aspects of a society.
- **Evolutionary Theory-** In the 19<sup>th</sup> century, the evolutionary hypothesis of societal change began to take off. Applying Darwin's theory of evolution to society, sociologists seized upon it. This idea holds that society constantly progresses to 'higher levels. Like creatures, societies also undergo evolution from simple to more complex forms (RAMNIKLAL, 2018).
- **Dependency Theory-** According to dependency theory, the world economy keeps rich and developing nations' disparities alive. It asserts that historical exploitation and unequal exchange connections have kept developing nations dependent on developed ones.
- **World- system Theory-** Immanuel Wallenstein's theory sees the world as a complex system with three regions: the core, semi- periphery, and periphery. Within this global system, economic forces such as capitalist expansion, enslavement, and resistance are what propel social change.
- **Institutional Theory-** According to this theory, social change comes about as a result of institutions like the state, the economy, and civil society, all of which are shaped by social dynamics and power relationship.
- **Linear Theory-** According to this theory, social development proceeds linearly, with societies progressing in a predictable and unchangeable order from one stage of development to the next.
- **Social Movement Theory-** With social movements growing out of troubles and injustices in society, this theory highlights the importance of collaborative action and social movements in bringing about social change.
- **Postmodern Theory-** According to Jean-François Lyotard's postmodern theory, social change happens when the prevailing narratives and discourses that mold our perception of the world change. These represent only a small selection of the numerous theories of social change that have been created over time. Every theory presents a different angle on the intricate and varied process of social change.

### 3. Understand the interaction between popular culture, society and the individuals.

#### 3.1 Explain the nature of popular culture by examining distinguishing characteristics.

##### 3.1.1 Popular Culture

The customs and material culture of a specific society are generally referred to as popular culture or 'pop culture'. Pop culture, as used in the modern West, describes cultural products that are consumed by the majority of a society's member's including music, art, literature, fashion, dance, film, cyber culture, television, and radio. Media that appeals to a wide audience and is widely accessible is considered popular culture (Pereira & Cachola, 2015).

Furthermore, popular reflects the global and difficulties of modern life while acting as a mirror to society norms and ideologies. It not only amuses but also shapes identities, alters preconceptions, and ignites discussions about culture. Its commercial endeavours, which support everything from consumer goods and advertising to fashion and entertainment, demonstrate its enormous economic significance. Even in the face of critiques regarding commercialization and homogenization, popular culture continues to be a vital and essential component of contemporary communities, contently redefining and reshaping global cultural landscapes.

##### 3.1.2 Characteristics of Popular culture

Popular culture can be distinguished from other forms of cultural expression by a few fundamental Characteristics:

1. **Accessibility:** social media, the internet, music streaming services, radio, film, television, and other media platforms make popular culture easily accessible to the general public. Road appeal and entertainment value are frequently given priority in its design, which makes it easy for a diverse range of audiences to consume and enjoy (Moscovis , 2020).
2. **Transience:** The ever- evolving tastes, fashions, and societal interests are reflected in the constant change and evolution of popular culture. The public's attention is drawn to new fads that may make popular today something that is forgotten tomorrow. Globalization of cultures and the quick development of technology are the main causes of this transience.
3. **Commercialization:** The goal of commercialization is to make the product marketable and profitable. Commercialization frequently depends on marketing and advertising to be

successful. Demand, which is able to be acquired through trade. One way to look at popular culture is as the commercialization of culture.

**Ex-** Merchandise is a huge part of marketing to supplement any popular movie or book, but in this case, it also kept fans occupied and excited while waiting for the next instalment.

4. **Globalization:** Popular culture has changed as a result of globalization, resulting in a globalized cultural environment. Cultural uniformity has resulted from the global spread of western norms and values. Hollywood movies, worldwide brands, and international music have all become commonplace. Cultural content can now be shared globally thanks to social media.
5. **Ubiquity:** Pop culture, sometimes known as popular culture, is a pervasive and powerful force in contemporary society. Pop culture impacts societal norms and values as well as how people interact with the world around them through music, movies, fashion, and social media.
6. **Interactive:** Popular culture is increasingly interactive, with audiences participating in the creation and distribution of cultural content through social media and other digital platforms.
7. **Mass Appeal:** Resonates with a wide range of people. At a given time, it represents the interests, tastes, and preferences of a sizable segment of the populace. Certain films, musical genres, TV series, celebrities, or trends are frequently a good indicator of this mass appeal.

## 3.2 Based on the above case study, Discuss current trends and probable future directions for the popular culture

### 3.2.1 Current trend of popular culture

Current trend of popular culture represents the prevailing means of power, consumption, and expression in a given society at a given time. These trends cover a broad spectrum of subjects, such as fashion, technologies, and social behaviour. A few of the factors that frequently affect them are media coverage, technological advancements, global events, and societal ideals. Popular culture trends impact how people interact, consume media, and express themselves. They also reflect the shifting interests, performances, and concerns of contemporary society. The emergence of social media influencers, nostalgia- driven reboots, the dominance of streaming platforms, and the rising need for sustainability and diversity are a few examples of these trends.

1. **Dominance of streaming platforms:** For years, Netflix, Amazon Prime Video, Disney+, and HBO Max have been the dominant players in the streaming market. Along with original productions and exclusive partnerships with well-known studios and producers, these platforms provide a vast content collection.
2. **Social Media Influencers:** Influencers on social media, especially with younger audiences, have a significant impact on popular culture. A new generation of superstars has emerged as a result of platforms like YouTube, Instagram, and Tok-tok. These celebrities set trends and have large fan bases. (Cheung, et al., 2022).
3. **Nostalgia:** driven reboots: Reviving cherished franchises from the past was fuelled by nostalgia, which persisted as a potent force in popular culture. A lot of films, TV series, and video games have reboots, remakes, and sequels that capitalized on ‘fans’ affection for the original works.

Ex- Harry Potter has gotten kids away from video games and the television, it has gotten adults reading again as well, but mostly it has made a huge cultural impact around the world.

4. **Digital Entertainment:** With the emergence of digital entertainment genres like series, online gaming, and podcasts, content creator now has new ways to connect with viewers directly without the need of traditional gatekeepers. Numerous voices and viewpoints have proliferated in popular culture as a result of the democratization of content creation.
5. **Fandom Culture:** The word ‘fandom’ refers to groups of people who get together to enjoy common interests in popular culture, including bands, movies, TV series, books, sports, and so on. Participatory cultures include, for example, fan cultures. Fans who participate in participatory cultures act as producers and creators of creative media in addition to being consumers.
6. **Virtual Entertainment:** The use augmented reality (AR) and virtual reality (VR) technologies to produce immersive entertainment experiences is growing. These technologies give audiences new ways to interact with content and with each- other from VR gaming to virtual concerts and events.
7. **Meme Culture:** Memes have become a prominent form of digital currency on the internet, proliferating quickly across social media platforms and influencing online conversation. Memes are a great way to express humour, make social commentary, and reflect on current affairs, pop culture, and daily life.

### 3.2.2 Probable future directions of popular culture

The potential shifts and innovations in cultural practices, expressions, and societal trends that are anticipated to emerge in the next years are thought to be likely future directions for popular culture. These routes are influenced by a wide range of variables, such as advancements in technology, cultural shifts, and socio-political contexts. Here are some potential future directions, along with illustrations:

1. **Virtual Reality Integration:** There could be a noticeable shift toward entertainment and cultural experiences created specifically for virtual reality platforms as VR technology advances and becomes more widely available. Events like concerts, art shows, immersive VR films, and social gatherings may fall under this category.
2. **NFTs and crypto currency:** Block chain technology underpins crypto currency, an encrypted digital currency that doesn't rely on banks to validate transactions. Non-fungible tokens (NFTs) are unique digital assets that are kept on a block chain and cannot be copied or reproduced.
3. **Nostalgia Revival:** Reboots and sequel fuelled by nostalgia have already become common in TV series, films, and music. As content creators update their work for contemporary audiences while capitalizing on the nostalgic memories of previous generations, this trend might persist. It's possible to experience nostalgia for periods other than the recent past.
4. **Globalization of Pop Culture:** Pop culture is becoming more worldwide as technology continues to connect the world. Global entertainment, memes, and trends can spread swiftly, creating a more diverse and international cultural environment. This may also result in increased intercultural cooperation and fusion in movies, music, and other entertainment industries (Hosseini, 2005).
5. **Emergence of New platforms and Formats:** Tradition's entertainment models have already been challenged by the emergence of streaming services, and this disruption may continue in the form of new developments in content creation and distribution. We may see the emergence of new platforms and formats that transform the way we consume culture, such as decentralized entertainment platforms driven by block chain technology or short-form mobile content.
6. **Sustainability and Conscious Consumption:** There might be a shift toward more sustainably and ethically produced cultural products as environmental issues gain more attention. This could range from environmentally conscious clothing and accessories to

environmental- aware movies and music. Additionally, audiences might support artists and creators who share their values by becoming more ethical consumers.

7. **Rise of Fan Culture:** The rise in popularity of social media and online forums has made fan culture more significant than before. These days, fans can interact with one another, exchange theories, make fan art, and even shape the course of their beloved franchises. As a result, there may be more interaction between fans and creators as the former consider the opinions of the latter when producing new material. (Hung & Gillett, 2022).

Ex: harry potter phenomenon spread outside the literary world and has had an amazing effect on popular culture as well, creating a Harry Potter phenomenon worldwide.

### 3.3 Assess the importance of the popular culture to society.

#### 3.3.1 The importance of the popular culture to society.

As a reflection and shaper of societal values, norms, and beliefs, popular culture is vital to society. People come together through it, creating a sense of identity and community by giving them a common language and shared experiences. Stereotypes are contested. Diversity and inclusivity are encouraged, and social attitudes are influenced by popular culture. Some notable aspects that outline its significance are as follows:

1. Reflects societal values and beliefs: Popular culture frequently replicates a society's dominant attitudes, values, and beliefs. It offers a glimpse into a culture's collective consciousness at a given period demonstrating what people find entertaining, interesting, or relevant (Vieyt, 2022).
2. Identity Exploration: Popular culture enables us to explore our identities by removing obstacles and fostering self- expression. Through movies, music, TV shows, and social media, we can be our authentic selves and interact with others who share our interests.
3. Economic Impact: The popular culture industry, which includes movies, music, television, gaming, has a huge global economic impact. It generates jobs, boosts consumer spending, and promotes tourism and cultural interchange.
4. Shared Language and Connection: Popular culture fosters a common vocabulary and allusions that allow individuals to connect across cultural and geographical borders. It brings together people from different backgrounds, promoting communication and community.



5. Preserves cultural heritage: Popular culture maintains and shares cultural heritage with next generations. It preserves traditions, folklore, and historical events via storytelling, music, painting, and other types of communication, preventing them from getting overlooked or lost over the years

The Harry Potter series in the case study is a reflection of social values, it tackles pertinent issues, it builds society, it ignites economic systems, it inspires creative thinking, it teaches, and it changes in tandem with technological advancements.

In conclusion, popular culture is an important aspect of society, reflecting and developing its norms, beliefs, and morality over time. Its effect can be observed in several facets of everyday life, including music, fashion, and behaviour. (Mohammed, 2021).

## Conclusion

In conclusion, in terms of their interaction, Culture and Society are two complementary components. Culture is embedded in both the physical environment and the societal structures of society, showing itself in socioeconomic systems that shape the organization of social connections. Culture shapes social dynamics and organizes material experiences. However, culture serves as the lens through which the social world, is observed, analysed, and comprehended. Culture is thus more essential than the ideological framework. Culture is formed within the framework of a specific society's socioeconomic system. A society's many groups and classes participate in a continual cultural process that has an impact on the social structure. This summarizes the entire link between Culture and Society.

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