

Unit III : The Social Structure

A. The Sustaining Forces of Codes and Custom

≠Code

The definition of code is a set of rules or a system of communication, often with randomly assigned numbers and letters given specific meaning. An example of code is a made up language that two children use to speak to each other.

Code in general sense, is the language which is understood by the computer. Computer doesn't understand natural language. As such human language has to be converted into a set of 'words' that are understood by the computer. The word that initiate a standard action when used in program are called Keywords.

The code places an obligation on all to take responsibility for their own conduct and ethical and to work/interact with information technology and associated platforms to achieve environment where people are able to work safely and productively.

Social codes are the accepted rules of the behavior, the manner in which we present ourselves and how we communicate our way through life. We show respect for others and for ourselves by knowing and abiding by social codes. A person without a fundamental knowledge of social codes is in a real disadvantage. This lack of knowledge can hold you back in your career, your social life and may be even in your relationship.

There are all manners of codes, codes of conduct, dress codes, codes of honor and if we get out of line; criminal codes. Social codes can be broadly accepted rules of behavior, or they may pertain specifically to certain groups; such as culture, regions, religions, ethnicities, genders, etc. Even in our digital world, writing codes instructs the computer to act; essentially, what behavior is expected.

Social codes of various forms have been with us since the very beginning. It is interesting to learn how some codes decline, some completely disappear, while others endure for centuries.

Other social codes such as handshakes have been around approximately 19th century B.C. ago. Throughout the history, hand shaking has been depicted as a pledge, displaying trust and forming a bond. The basic social codes, shaking hands, is still widely used today. In most of the western world, shaking hands is common greeting between friends and colleagues.

Social codes include unwritten codes such as bodily codes and behavioral codes, while all semiotic codes are in broad sense social codes (being based on social conventions). Social code also be seen forming a major group of codes, alongside textual codes and interpretive code.

≠ Custom

Custom is a social phenomenon. Custom refers primarily to practices that have been often repeated by a multitude of generation, practices that trend to be followed simply because they have been followed in the past. Custom is a broad term embracing all the folkways and mores. Custom are social habits which through repetition become the basis of an order of social behavior. Custom, in fact is not merely a prevailing habit, but also a rule or norm of action. The rule is supported on the emotional side by two sets of forces. Firstly, a sentiment or group of emotional dispositions attaching to custom as such, and condemning its breach. Secondly, in this sentiment there is a rational element, the recognition, however vague, of the importance of order and the necessity of knowing what to expect and what is expected in given situation. Round these, there cluster the

social feelings; and the obedience of customary rules is one of the most elementary ways in which the individual responds to the call of social life and realizes his dependence upon the group.

Customs are long established habits and usages of the people. Wherever there is widespread habit, there is a corresponding custom as well. They are those “folkways” that persist over relatively long periods of time so as to attain a degree of formal recognition and so as to be passed down from one generation to another.

Customs regulate social life. Custom is an important means of controlling social behavior. The importance of custom in society cannot be minimized. They are so powerful that no one can escape their range. They regulate social life especially among illiterate people to a great extent and are essential to the life of a society. Custom is obeyed more spontaneously because it grows slowly. People follow similar behavior patterns. Custom preserves our culture and transmits it to the succeeding generations, bring people together and develop social relationship among them. Customs play an important part in personality building. Customs are found in all societies of the world. So it is universal. It plays major role in regulating our social behavior.

Definitions

Maciver and Page

“The socially accredited ways of acting are the customs.”

Kingsley Davis

“Customs refers primarily to practices that have been repeated by a multitude of generation, practices that tend to be followed simply because they have been followed in the past.

From the above definition we can say that customs are the long established habits and usages of the people.

Nature/ Characteristics of Custom

1. Custom is a social phenomenon.
2. Customs are followed by people mostly unconsciously.
3. Customs differ from society to society.
4. The origin of custom is obscure.
5. Customs are relatively durable.
6. Customs regulate our social life.
7. Customs preserve our culture and transmit it to the succeeding generation.
8. Customs are basic to our social life.
9. Customs also provide the solid ground for the formulation and establishment of law

Custom as Social control

Custom represents a kind of informal social control. The socially accredited ways of acting are the custom of society. Many of our daily activities are regulated by customs. Our ways of dressing, speaking, eating, working, worshipping, celebrating festivals, etc. are all controlled by custom. They are accepted rules of social life. Individual can hardly escape their hold. All normal people prefer to live according to the custom. Custom give guidance for people in every activity. Customs are conformed mostly unconsciously. Man learns them from his very childhood and goes on obeying them. Customs are basic to our collective life. They are found everywhere. They are more influential and dominant in the primitive society. In the modern complex society, custom is slowly losing its hold over and giving place to law.

≠ The Mores

The mores represent yet another category of norms. Mores is a term used to denote behavior patterns which are not only accepted but are prescribed. All the folkways are not equally important. Some of them become more compulsive and regulative in character. These folkways which become regulators of behavior are normally referred to as 'mores'. Sumner applied the term 'mores' (singular more) to those folkways which are considered by the group to be essential for its welfare and existence. When the elements of truth and right are developed into doctrines of welfare, the folkways are raised to another plane to the plane of mores.

Definitions

Maciver and Page

"When the folkways have added to them conceptions of group welfare, standards of right and wrong, they are converted into mores."

Gillin and Gillin

"Mores are those customs and group routines which are thought by the members of the society to be necessary to the group's continued existence."

From the above definitions, we can say that the folkways clearly represent the group standards, the group sense of what is fitting, right and conducive to well-being then they become mores.

Nature / Characteristics of Mores

1. Mores are the regulators of our social life.
2. Mores are relatively more persistent.
3. Mores vary from group to group.
4. Mores are backed by values and religion.
5. Mores determine much of our individual behavior.

Types of Mores

1. Positive mores

Positive mores always prescribe behavior patterns. They represent to 'do's'. They give instructions and provide guidance for the people to behave in particular way. Example- respecting elders, protecting children, giving service to society, speaking truth etc.

2. Negative mores

Negative mores 'prescribe' behavior patterns. They represent the 'don't'. They are often called 'taboos'. Taboos forbid or prohibit certain behavior patterns. Example- Don't appear before the people without dress, don't be cruel to the wife and children, don't tell lies, don't steal, etc.

The more and social control

Mores represents another category of norms. When 'folkways' act as regulation of behavior then they become mores. The positive mores prescribe behavior patterns while the negative mores or taboos prescribe or prohibit behavior patterns.

Mores represent the living character of the groups. They are always considered as right by the people who share them. Every group has its own mores. There are mores for each sex, for all ages, for all classes, for all families and so on. So, social codes is the informal means of social controls which regulates the behavior of people in the society. The survival and smooth functioning of the society is possible only when there exist in it social harmony, social solidarity and social order. Social codes can be found in society as a following major forms.

1. Folkways

Folkways refers to the ways of the people. They are repetitive petty acts of the people. Folkways are the norms to which people conform because it is expected of them. Folkways are not as compulsive and obligatory as laws and morals. Those who violate folkways are not punished by formal means. But the violators are put to gossip, slander and ridicule. One can ignore a few of the following but no one can neglect or violate all of them. They constitute an important part of the social structure. They contribute to the order and stability of social relation. For example we take bath, brush, give respect to elders etc.

2. Mores

3. Taboo

Taboo is a social or religious custom prohibiting or restricting a particular practice or forbidding association with a particular person or thing. Taboo is something prohibited or restricted. A taboo is defined as a restriction or something not allowed by a cultural. A taboo is an implicit prohibition on something based on the cultural sense that is excessively repulsive or perhaps, too sacred for ordinary people. Such prohibitions are present in all societies. Taboos are grounded in morality and can also be linked to a culture or religion. An act may be in one culture and not in another. Example, menstrual blood is considered to be impure and girls are not supposed to enter in kitchen; do not take picture of people bathing open, don't be loud, smoke or eat at religious places,

Social codes and Individual life

Social codes are the unwritten rules of beliefs, attitude and behaviors that are considered acceptable in a particular social group, society and culture. Social codes provide us with an expected idea of how to behave and function to provide order and predictability in society. Social codes define appropriate behavior to provide order and predictability in social relationship and to make sense and understanding of each other's action. Social codes refer to values, beliefs, attitude and behavior shared by a group of people. They are often based on what people believe to be normal, typical or appropriate. Social codes can function as unspoken rules or guidelines for how people are expected to behave. People generally follow social codes because they want to fit in with the people around them. Social codes can affect nearly any aspects of our lives. They contribute to our clothing choice, how we speak, our music preferences and our beliefs about certain social issues. They can also affect our attitudes, beliefs and behaviors related to violence. The way we react to violence may be based on what we see other people do, or how we think other people would act. In other words, our reaction are based on what we believe is normal or appropriate.

Social codes determine the behaviors that, among all those that are possible in a given situation, "others (as a group, as a community, as a society) think are the correct for one reason or other." By defining the socially accepted ways of acting in certain context and situation, social codes are central part of social regulation, the process through which "other stakeholders regulate our activity." By doing this, they mark our membership and place in a group, how we perceive social situation, how we relate and interact with others and how we respond to cultural products.

From the above discussion we can say that social codes directly influence to individual life. If the individual follow according to their society's social codes, he/she can know rules and guidelines how to behave in proper manner and also know people are expected to behave. So, in conclusion we can say social codes are much important in individual's life.

B. The Major forms of Social Structure

#. Meaning and definition of group

In the history of human society group plays an important role. From the beginning of human civilization people were living in group. According to some authors the group has created for security while according to others it is created to fulfill needs while still other thinkers that human have gregarious instinct. Anyway in human life group system is most important.

Social group is that group of people who are related to each other. Two or more than two people living together to fulfill certain aims and objectives interacting each other such group is known as social group. For ex. Club, neighbor, family etc.

Definitions

Ginsberg-

"A social group is a collection of individuals interacting an each other under a recognizable structure".

Maciver-

"A social group is a collection of people who are share some common characteristics, interact with one another and have some feeling of unity".

All the definitions mentioned above shows that social group is a collection of individuals, who have some common objectives and participate in similar activities.

Characteristics of group

1. Collection of individuals-

Without individuals there can be no group so, we can say that collection of individuals is physical characteristics of group.

2. Interacting among members-

Social interaction is that very basis of group life. A social group in fact a system of social interaction. Interaction means both way and meaningful communication.

3. We feeling-

In every group we found we feeling. We feeling creates sympathy in and fosters (to encourage) co-operation among members. Due to the we feeling they are bounded each other.

4. Common interests-

The interests of group are common. Groups are mostly formed or established for the fulfillment of certain interest.

5. Group norms-

Every group has rules and regulation called group norms. Which rules or norms are follow by each and every members of group.

6. Group are dynamic-

Social group are not stable but it is dynamic. Dynamic means changeable. Sometimes it is change rapidly some time slowly which is dependent on time and situation.

#. Types of group

1. Primary group-

The group which has face to face relation and intimate relationship is known as primary group. Ex. Family, club, peer groups.

2. Secondary group-

The group which has indirect relationship and face to face contact is not possible that is known as secondary social group. Ex. Political party, army, police, etc.

#. Meaning and definition of family

The word 'family' has been taken from Latin word "famulus" which means a servant. Family is a primary social institution. It is universally recognized to be a basis of all human endeavor and activities. The family is the most important primary group/ institution in society. It is the simplest and most elementary form of society.

Family is a small social group consisting ordinarily of a father, mother and one or more children and sometime near and distance relatives. In the family child develops his or her basic attitude and behaviour. It is the most important of all societies. All societies both large and small, primitive and modern societies some form of family. So it is universal. The family continues to be control and position in a society.

M.F. Nimkoff-

"Family is a more or less durable association of husband and wife with or without children"

Merrill-

"Family is the Biological social unit composed of husband, wife and children".

From the above definition we can say that family is a that structure which have husband, wife and their children.

Characteristics of Family

1. Universal

Family is found all over the world and in all stages of society so, it is universal.

2. Limitation of family

The family is specially Limited in size. The nuclear family of modern days, it's is becoming more limited in form and function.

3. Blood relation

The family is the existence of Blood relation among the members. This blood relation can be real as we or imaginary.

4. Permanent sexual relationship

Permanent sexual relation or permanent marital relation exist in family. One main objective of it is the establishment of permanent sexual relationship between wife and husband.

5. Central position in the social structure

The family is the central position in the social structure. The whole social structure are built up of family units.

#. Function of Family

1. Satisfaction of sexual needs

Family regulates the sexual behaviour of man by its agent marriage. Sexual satisfaction is one of the main aims and function of family.

2. Reproduction

The result of sexual satisfaction is reproduction. The process of reproduction is institutionalized in the family. Without family, reproduction is not approved by society.

3. Socialization

The family imparts learning to the individual in all these subjects where he becomes an ideal member of society. It carries out the socialization of the individual. Family is the first agent of socialization.

4. cultural transmission /function

The family serves as an instrument of culture transmission. The family continues the culture of society from one generation to another generation. The family creates such an environment for them that they learn to live and to behave in accordance with their culture.

5. religious, economic and psychological function

In the family we find the performance of religious activities. The family fulfills the economic needs of its members. The family makes arrangement for an income in an effort. The individual receives affection, sympathy, love and psychological satisfaction in the family.

#. Types of family

Types or forms of the family have been described on the basis of different points of view in sociology.

1. on the basis of size and structure

a. Nuclear family

A nuclear family is that family which consists of husband, wife and their children. After the marriage the children leave their parental home and establish a new family.

b. Joint family

The joint family normally consists of members who at least belong to three generations. Husband, and wife, their married and unmarried children and their married as well as unmarried child.

2. On the basis of residence

a. Patrilocal family

In this kind of family the wife goes and lives in the home of her husband.

b. Matrilocal family

In this kind of family the husband goes and lives in the home of his wife. Ex. Khasa, Toda and Nayar tribes in India.

2. on the basis of Authority

a. Patriarchal family

The patriarchal family is also known as father focus family. Here, the father or the oldest man is the head of the family and he exercise authority.

b. Matriarchal family

The matriarchal family is also known as the mother focus family, here, the mother or the oldest women is the head of the family and she exercise authority.

3. On the basis of succession

a. Partilateral family

In this kind of family, a son succeeds his father and takes all responsibilities on the shoulder. The eldest son is the chief one.

b. Matrilateral family

In this kind of family, a daughter succeeds her mother and takes all responsibilities on the shoulder. The eldest daughter is the chief one.

4. On the basis of marriage

a. Monogamous family

In this type of family, one man marry only one woman and established a family.

b. Polygynous family

In this type of family, one man marry many women and lives in a family with all of them.

c. Polyandrous family

In this type of family, one women marry many men and lives in family with all of them.

#. Meaning and definition of community

The word community is derived from two Latin words com which means together and munis means serving. That means serving together or living together with helping each other. Community means that group of people who lives in certain geographical territorial who's language, religion, citizenship, dress are generally same. For example, Nepal is a community.

Within the larger community there is also the group of people living in a specific place having same language, religion and dress etc. such group of people known as community for example village, town.

Definitions

Mazer-

"A society that inhabits a definite geographic area is known as a community"

E.B. Bogardus-

"A community is a social group with some degree of we feeling and living in a given area".

From the above definitions we can say that community is the total organization of social life with limited space.

Characteristics/Elements of community.

1. Locality-

Community always occupies some geographic area. Locality is the physical basis of community. A group of people forms a community only which it begin to stay permanently in a definite locality.

2. Community sentiment

Community sentiments means a feeling of belonging together. The memberes develop a sense of we feeling. In modern time this sentiment very much lack among the people occupying a specific local area.

3. A particular name-

Every community has particular name. Ex. People living in Nepal are called Nepali. While those who are living in Dharan called Dharane.

4. Stability -

Community has stability. It is not a temporary group like crowd. It is relatively stable. It includes a permanent group of life in a definite place.

5. Natural -

Community normality became established in a natural way. They are not made or created by an act of will or by planned efforts.

6. Regulation of relation

Every community develops a bundle of rules and regulation to regulate the relation of its members.

≠City, country, and region

City

A place where many people live, with many houses, stores, businesses etc and which is bigger than a town is called city. A city is relatively large, dense, permanent heterogenous and politically autonomous settlement whose population engages in a range of non-agricultural occupations. Definitions of cities and their associated phenomena vary by time, place, population size, area and function. The city is often defined in terms of administrative area, which may be larger than, smaller than or equal to the area of relatively dense settlement that comprises what is otherwise known as city proper.

Cities reflect other areas which they are linked and the civilization of which they are a part. Cities are centers of markets, government, religion and culture. A community is a population sharing a physical environment and leading a common and interdependent life. The size, density and heterogeneity of the city community have been described as leading to "Urbanism as a way of life." Which includes organizational, attitudinal and ecological components different from those of rural areas.

A city is a place where a large number of people are gathered together to live and work. The word city is also used to refer to all the people who live in this kind of place or to something that is related to such a place.

Cities are typically much larger than places referred to as towns and are known for having homes and apartments placed more closely than in other places. Different countries have specific definitions of what actually qualifies as a city.

In Nepal, according to local Self Governance Act 1999, criteria for Mahanagarpalika (Metropolitan City) population size 30,000, 400 million annual revenue, urban environment, high education facilities, criteria for Upamahanagarpalika (Sub-metropolitan city) population size 10,000, 100 million annual revenue, urban environment, already received "Municipality" status for Nagarpalika (Municipality) population size 20,000 in Terai and 10,000 in hill area, 5 million annual revenue in Terai and 5,00,000 in hill area and minimum urban facilities. (At present in Nepal, 293 municipalities, 11 sub metropolis and 6 metropolis.)

Country

A country is a distinct territorial body or political entity (i.e. nation). Country can refer both to sovereign states and to other political entities. A country is a group of people, normally living in a particular territory, wish to form their own state; if they already have it, then they wish to keep it as the most important social bond that express their sentiment of belonging together and sharing a common destiny. Although a common language, a common religion or a common "racial" origin undoubtedly helps to produce and cement the sentiment of nationhood, these things, individually or together, are not sufficient or necessary. Many a group whose national sentiment is strong is diverse in language and race.

Country is the territory of a nation, especially an independent nation state or formerly independent nation, a political entity asserting ultimate authority over a geographical area.

From the sociological point of view, a country is a community of people formed on the basis of a common language, history ethnicity or a common culture and in many cases, a shared territory.

Characteristics of Country

1. Population

There can be no country without population. In fact, country is the result of man's fundamental need, the need of living together. It is affected both by the quality and quantity of the population. No absolute standard can be laid down regarding the number of people in a country.

2. Territory

Without fixed territory no country can exist. Territory gives the country some specification. It makes it off from the other country and decides its area of authority.

3. Government

Government is the machinery through which the country function. It is the political organization of country. A country without government is inconceivable. It carries out the regulation.

4. Sovereignty

Sovereignty means ultimate authority. The authority of the country is supreme. It is internally supreme and externally independent. In internal matters the country enjoys supremacy and freedom from the control of external government.

Region

Region is an administrative area, division or district especially: the basic administrative unit for local government, an indefinite area of the world or universe, a broad geographic area of distinguished by similar features.

A region is a large area of land that is different from other areas of land, for example because it is one of the different parts of a country with its own custom and characteristics or because it has a particular geographic features, for example Himalayan region, Hilly region, and Terai region.

Region in the social sciences, a cohesive area that is homogeneous in selected defining criteria and is distinguished from neighboring areas or region by these criteria.

Region may be defined in terms of single or multiple features, that approach the total content of human occupancy of an area. The most common features in social science are ethnic, cultural or linguistic (province), climate or topography (The valley) industrial or urban, Economic specialization, administrative units (Standard Government Region) and International Political (the Middle East).

The concept of region is currently used in analysis, planning and administration of many national and international public programs. Regionalism or regional consciousness, the ideological correlate of the concept that develops from a sense of identity within the region.

Nepal is topographically divided into three regions: the Himalaya region to the north, the middle Hill region consisting of the Mahabharat and Churia hill and the Terai region to the South. The Himalaya region up to northern boarder of the country represents 16 % of the total land area and less than 8% of the population living there. The hilly region covers about 65% of the total land and situated in middle of Nepal and around 45% of the population of the country. The Terai is the Southern part of Nepal and it covers 17% of the total land area and about 48% of the population occupies this region.

#. Meaning and definition of class

In western country social stratification is based on class where as in Nepal and India it is based on caste. In the sociology group of the people have wealth, prestige and power etc. in the same level is called class.

Class is the social position which determines for its possessor the degree of respect and prestige. People are usually associated with the members of their own class. They have their own distinctive ways of life. In a sense each social class is a society within a society.

Definitions

Ellis

"A social is stratum of people who are similar in power, wealth and prestige"

Lapiere

"A social class is a culturally defined groups that is accorded a particular position or status within the population as a whole".

All the definitions mention above shows that social class is a segment of society in which all the members of different ages share the same general status.

Characteristics of class

1. Classification of social classes

Sociologists have given three fold classification of classes which consist of upper class, Middle class and lower class. Some sociologists have divided each of the classes into three sub-classes. Ex. Upper-upper class, middle upper class, lower upper class.

2. Universal

Class is almost universal phenomenon. The class system appears in all the modern complex societies of the world.

3. Achieved status

Status in the case of class system is achieved. Achievements of an individual mostly decide his status.

4. Class consciousness

Class system is associated with class consciousness. Class consciousness is the sentiment that characterizes the relation of men towards the members of their own classes.

5. An open group

Social classes are open groups. They represent an open social system. An open class system in which social mobility is possible.

6. Modes of feeling

In a class system we may find three modes of feelings

- i. There is feeling of equality in relation to the members of own class.
- ii. People of lower level feel inferiority complex in the society.
- iii. People of higher level feel superiority complex in the society.

#. Meaning and definition of caste

Caste is a very ancient concept. It determines the social status and role immediately after the birth of an individual. It is the element that brings variation among the people regarding their social relationship, marriage, food habits etc. This is a concept that provides superior position to some people right at their birth. Whereas it keeps other people at the inferior position even though they work hard throughout their life. It is a social structuring based on a particular religious belief.

The word 'caste' has been derived from Spanish word "casta" which has multiple meanings such as 'breed', 'race' lineage, a complicity of hereditary equalities etc. The Portuguese for the first used the word in India and from there it probably came to Nepal. Caste system is that kind of stratification based on genetic characteristics. Custom is on going in Nepal and India from the Vedic period. In western country, social stratification is based on class whereas in Nepal and India it is based on caste.

Definitions

Manjundar and Madan

"A caste is a closed class"

C.H. looley-

"When class is somewhat strictly hereditary, we may call it a caste".

From the above definitions we can say that caste above definitions we can say that caste is a closed social stratum based on heredity that determined its member prestige, occupation, place of residence and social relationship.

Characteristics of caste

1. Caste as a hierarchal division of society.

Hindu society is divided into several small groups called caste and sub-caste. The Brahmins are placed at the hierarchy and regarded as pure, supreme or superior. So called untouchables have occupied the others end of the hierarchy.

2. Caste as a segmental division of society.

The Hindu society is divided into a number of segments called caste. The status of an individual is determined by his birth. Each caste in a way, has its own way of life.

3. Posses by the birth

Caste hierarchy is determined on the basis of birth. Those children who are born in Braman, get the status of Brahman and who are born in Sudrea, get title of Sudra.

4. Restriction on marriage

The caste system impose restriction on marriage an individual has to marry within his or her group.

5. Restriction of food habits and occupational choice

The caste system has imposed certain restriction on the foods habits of the members hey differ from caste to caste. In the castism society there is a restriction of occupational choice also.

Differences between caste and class

Caste	Class
1. Caste is not universal it is not found all kinds of society.	1. Class is universal and it is found all kind of society.
2. It is ascribed status	2. It is achieved status
3. it has close system.	3. it has open system.
4. Generally it is based on religion	4. It is based on economic
5. Caste system is static.	5. Class system is dynamic
6. Sense of touchability and untouchability	6. Sense of similarity superiority and inferiority.

#. Meaning and definition of ethnicity / ethnic group

Some authors say the group of people who have separate culture, religion, dresses, language and customs etc. is called ethnic group. Likewise according to some authors ethnic groups are those groups up to are disappearing gradually from the country. That group of people who are living in a country from the ancient period is called ethnic group from sociological and anthropological point of view. Ex. Rai, Limbu, Gurung etc.

Ethnic group are conscious with their group, pure feeling for group, the feeling of own groups is better than others, conscious with language, dresses and customs, we feeling and they think their culture is different from others so they want to promote their culture through the especial behaviour and organization which is known as ethnicity. Ex. Nepal Tamang Ghedung Sangh, Manka Khala etc.

Definitions

William P. Scott-

"An ethnic group is a group with common cultural tradition and a sense of identify".

Caplove-

"Ethnic group is an unorganized group of related people distinctive identity in a national population"

All the definitions mentioned above shows that ethnic group which have common language religion and culture.

Characteristics of ethnicity

1. We feeling

In ethnicity they have, we feeling. So, they want to show them self different from other.

2. Common language

Ethnicity have common language they are positive in their language. Through this language there is interaction and interrelation.

3. Big area coverage

Ethnic group are living not only in limited area but may live in other area also. So, they cover big area.

4. Save from other culture

They want to save their culture from other cultural group. They don't want to influence in their culture by others. and also they want to show their culture which is different from others.

5. Endogamous marriage

Most of the ethnic group marry within their own group. But these days it is changing.

≠Racial groups

A race is a grouping of humans based on shared physical or social qualities into categories generally viewed as distinct by society. The race was first time used to speaker of aa common language and then to denote national affiliations. By the 17th century the term began to refer to physical (phenotypical) traits.

Race refers to a category of people who share certain inherited physical characteristics, such as skin color, facial features and stature. A key question about race is whether it is more of a biological category or a social category. The most noticeable difference is skin: some groups of people have very dark skin, while others have very light skin, other differences also exist. Some people have very curly hair, while other have very straight hair. Some have thin lips, while others have thick lips. Some groups of people tend to be relatively tall, while others tens to be relatively short.

Although people certainly differ in many physical features that led to the development of such racial categories. Anthropologists, Sociologists and Biologists question the value of these categories and the value of biological concept of race.

The reason for doubting the biological basis for racial categories suggest that race is more of a social category than a biological one. Another way to say this is that race is a social construction, a concept that has no objective reality but rather what people decide it is.

In 19th and 20th century, many scientists divided human beings into three races. White people were called “Caucasaid race”, black people were called “Negroid race”, and the people of East Asia and Southeast Asia were called “Mongloid race”.

Caucasian races (Aryan, Hamites, Semites)

Mongolian races (China, Japan, Korean, American Indian, Eskimos)

Negroid races (African, Dravidians, Australian, Aborogins)

≠ Herd, Crowd and Mass Communication

Herd is a group of people usually having a common bond. An example of a herd is a group of people who act in a similar way. The behavior exhibited by individual in group who act together without planned direction. Herding can be defined as the phenomena of individuals deciding to follow others and imitating group behaviors rather than deciding independently and automatically on the basis of their own, private information.

Herd behavior in human is a social behavior that is caused when individuals subjugate their individual will, thoughts and behavior to the majority. Herding does not require a leader, it just requires individuals coming together at the same time to act. Herding behavior can be influenced by social and economic factors.

To understand human herding behaviors, it is important to understand the mechanism of transmission, how the call to herding is communicated and the pattern of interactions, which is who is interacting with whom to instigate herd behavior. Communication can be verbal, written, non-verbal or body language. Communication can also be intentional or unintentional.

Herd behavior is the behavior of individuals in a group acting collectively without centralized direction. Demonstration, general strike, sporting events, religious gathering etc. are all forms of human based herd behavior.

≠ Crowd

Temporary collection of people in close proximity to each other, that interact and influence each other while sharing an immediate common interest or goal. Crowd is a large number of people gathered in a disorganized way. A crowd is a large number of people who gather with a common short-term or long-term purpose. Sociologist Herbert Blumer developed a popular typology of crowds based on their purpose and dynamics. The four types that he distinguished are casual crowds, conventional crowds, expressive crowds and acting crowds. A fifth type, protest crowd has also been distinguished by other scholars.

1. Casual crowd

A casual crowd is a collection of people who happens to be in the same place at the same time. It has no common identity or long term purpose. The gathering of people waiting to cross the street is an example of casual crowd.

2. Conventional crowd

A conventional crowd is a collection of people who gather for specific purpose. They might be attending a movie, a play, a concert, etc.

3. Expressive crowd

An expressive crowd is a collection of people who gather primarily to be excited and to express one or more emotions. Examples include a religious revival, a political rally for a candidate etc.

4. Acting crowd

An acting crowd goes one important step beyond an expressive crowd by behaving in violent or other destructive behavior. Acting crowd are intensely emotional crowd that commits or is ready to commit violence. Example of this crowd are loot and war etc.

5. Protest crowd

A protest crowd is a collection of people who gather to protest political, social, cultural or economic issue. The gathering of people who participate in a sit-in, demonstration and rally are all examples of protest crowd.

≠ Mass communication

Mass communication is the process of imparting and exchanging information through mass media to large segments of the population. It is usually understood for relating to various form of media, as these technologies are used for the dissemination of information of which journalism and advertising are part.

Mass communication can be defined as the process of creating, sending, receiving and analyzing message to large audience via verbal and written media. It is an expansion field that considers not only how and why a message is created, but medium through which it is sent. These mediums are wide-ranging and include print, digital media and the internet, social media, radio and television. Mass communication is multi-disciplinary in nature, incorporating elements of related fields such as strategic communication, health communication, political communication, integrated marketing communication, journalism and more.

The four functions of mass communication are: surveillance, correlation, cultural transmission and entertainment. In many ways the four functions of mass communication are still relevant and transferable to contemporary media.

- i. Surveillance of the Environment

Mass communication exists to observe and inform. Mass media keeps citizen informed of news and event. In times of crisis, mass media announcement offer warnings and instructions. Media is also used as tools of government authorities to protect citizens with important updates.

ii. The correlation function

Today, social media platforms such as Twitter and Facebook may indicate that often, no middlemen exist, who can correlate events in an objective, interpretative way. Users can be fed farfetched stories that look like “real news” when, in fact they are anything but Facebook has been the site of fake news stories that has caused the platform more than a few headaches. Although the company is an important part of mass media, it is not a news site.

Traditional news outlets once were the only arbiter of what was selected as newsworthy and of how broadcasters and journalists interpreted information. Alternative newspaper tapped experts in the field.

iii. Cultural Transmission and Influencing Societal Norms

Although the first two functions are to provide and interpret news and information, the third allows media to reflect and influence societal norms. The media serve as transmitter of cultural message, letting understand what are considered acceptance form of behavior. Cultural transmission, however, evolves what once was taboo can become the norm when enough people embrace it and when the media report on it.

iv. Education and Entertainment

Media also serves as cultural transmitters that educates and entertains. Long before the advent of mass media, people forced to entertain themselves. They may have participant in activities or attached live events. The advent of mass communication enabled viewers and listeners to see and hear in real time from wherever they are. Social media platforms take that entertainment factor even further. Nowadays computer and internet is one of the main means for education.

≠Association and interests

An association is a group of people organized for a particular purpose or a limited number of purposes. To constitute an association there must be, firstly, a group of people, secondly, these must be organized one, i.e. there must be certain rules for their conduct in the groups and thirdly, they must have a common purpose of a specific trade union, music club all are the instances of association.

Association may be formal on several basis, for example on the basis of duration, i.e. temporary or permanent like Flood relief Association which is temporary and state which is permanent. On the basis of power i.e. Sovereign like state, semi-sovereign, like university and non-sovereign like club. On the basis of function, i.e. biological like family, vocational like Trade union or Teacher association, recreational like Tennis club or Music club, Philanthropic like charitable societies.

Definitions

Maciver

“An organization deliberately formed for the collective pursuit of some interest or set of interest, which the members of it share, is termed as association.”

Ginsberg

“An association is a group of social beings related to one another by the fact they purpose or have instituted in common and organized with view to securing specific end or specific ends.”

From the above definitions, we can say that association is a group of persons pursuing a common purpose by a cause of corporative action upon certain methods of procedure.

Essential Elements/ Characteristics of Association

1. It is a concrete form of Association

Association is a group of persons collected together with some particular aim. It is concrete group which can be seen. Thus, association is a concrete form of organization of human beings.

2. It is established.

It has no natural growth. They are created by men to satisfy motive or cause rules and regulation are formed to run a particular kind of association and the member of the association run it on the basis of these rules and regulations.

3. Its aim is determined.

No association is formed without any aim. First, there is the problem and the solution of which becomes the aim of the association formed to solve such problem. No association can maintain its identity without any distinct aim and object.

4. Followers of rules and regulations are only the members.

Every association floats on the ground of certain rules and regulations. It also contains code of conduct for the members. Those who follow the rules and regulation provided for and participate in the pursuit of the aim of the association are only called as the member of it.

5. An association exists for its aims and objects

The life of an association is up to the achievement of the aim for which it has been created. The existence of association after his achievement of the aims become immaterial and irrelevant. It becomes nominal and lifeless body of formalities. “The aim is the soul of the association.”

≠ Interest

Interest group are called special interest group, advocacy group or pressure group, any association of individuals or organized organization, usually formally organized that, on the basis of one or more concerns, attempts to influence public policy in its favor. An interest group is an organization of people who share a common interest and work together to protect and promote that interest by influencing the government.

Types of interest group

1. Economic group

Economic groups which seek some sort of economic advantage for their members, are most common type of interest group.

2. Business group

Business groups are the most common type of interest groups. Business also form association with companies from the same industry to promote all of their interest.

3. Labor group

Labor group represent unions which work to increase wages and improving working conditions for both skilled and unskilled workers.

4. Cause group

Cause group are those group that represents a segment of society but whose primary purpose is non-economic and usually focus on promoting a particular cause or value, for example, churches and religious association.

5. Public group

Public interest groups are more common nowadays. Public interest group issue of general public concern. (e.g. Environmental protection, human rights and consumer rights)

6. Professional group

Professional interest groups are related with profession, advocates for people in a particular profession such as doctors, lawyers and teachers.

7. Ideological group

Ideological interest groups are those groups which are related with same ideology interest. Promotes policies based on a set of core political or religious belief.

8. Government groups

Government interest groups include the National League of cities, the National conference of mayors and the National Governors Association.

≠ The Great Association: Political and Economic; functional systems.

≠ The Political Association

The political association is an association that involves itself in the political process, including political parties, non-government organization, advocacy groups and special interest group. Political association are those engaged in political activities (e.g, lobbying, community organizing, campaign etc) aimed at achieving clearly defined political goals, which typically benefit the interests of their members.

While parties are one type of political institution that may engage that may engage in some or all of those activities they are distinct in that they typically focus on supporting candidates for public office, winning election and controlling government. The most well-known type of political association is the political party. Political parties are directly involved in the political processes of countries with party systems.

In democratic multi-party systems such as Nepal, India and Pakistan etc. there is no restriction on the number of parties allowed to be in operation at any given time. Under these types of systems; people are free to participate in the political process through election and by forming their own political parties as they please.

≠ Functional System of Political Association

Functional system of political association has divided the seven functional requisites into two broad categories.

A. Inputs

B. Outputs

A. Inputs

1. Political socialization

Political socialization is the process of 'induction into the political culture.' Members of the system inculcate values, goals, norms and attitudes pertaining to the political system. The main agencies of socialization tend to prepare individual for appropriate roles. These role interact and make up the political system.

2. Interest Articulation

Interest articulation determines the boundary lines of a political system. It is the process of joining issues and problems or making of common interest among small scattered groups. What interest would enter the political system is conditioned by its socialization, which, again, is controlled and directed by the political culture.

3. Interest aggregation

A political system can cope with innumerable interest or diversities if they again are aggregated. Various interests, demands, pressures, wants etc., have to be combined and expressed in the form of broad policy decisions. Aggregation can be realized in two forms (a). by accommodating various interests into wider policies, (b). by recruiting persons belonging to various particular interests into the decision-making body.

4. Political communication

Communication is the medium through which all other functions are performed. It is sharing ideas, information and values by various means and expressions thereof. It performs the function of boundary maintenance by deciding on the issues as political or non-political.

B. Output

1. Rule making

Rule making too has two levels- higher and ordinary. At the higher or governing level, there is superior law or constitution. The lower house, which is directly elected by the people on the basis of adult franchise legislates ordinary laws.

2. Rule application

After making of rules or formal recognition of the will or interest of the people, the next category of functional requisites is rule application. Rule application's main body is executive body. With the increasing role of the political system, more and more functions are made over to it. It requires specialized and expanded structure to deal with the situation.

3. Rule adjudication

Rule application functions broadly apply rules or will of the people equally to all in equal situation. But there can be individual or specific situation wherein it is difficult to apply to apply. In this situation, it is necessary that rule adjudication structures- courts, popularly selected judicial body etc.

≠Economic Association

Economic Association is a community whose purpose is acquisition of profit or other direct economic benefit to its members or whose purpose or type of activity is otherwise mainly economic. The association act does not apply to the activities of these association but their activities are based on the operating principles agreed at the time of their establishment or on separate legislation.

An economic association (co-operation) is a type of business in which the members liability is limited to the capital invested in the association. An economic association can be started by at least three people, companies or associations. An association represented by a board of directors consisting of at least three members and at least one auditor. However, for very large association, the auditor must be an authorized public account. The annual general meeting of association elects the board and auditors. Economic association are required to maintain accounting records. They must also prepare an annual report every year and send to company registered office.

≠ Functional system of Economic Association

- 1.To bring about a balance between supply and effective demand for goods and services in an optimal manner as far as possible.
2. To determine what goods and services are to be produced and in what quantities (food-grains or defense goods, fertilizer or clothing)
3. To allocate scarce resources among the industries producing and services (i.e. allocation of scarce iron, ores for automobiles or among washing machines or steel utensils.)
- 4.To determine the best productive methods for the full utilization of the resources of the society (e.g. coal to be mined by human labor or by machinery, electricity from thermal power plant or hydro-electric power plant, labor-intensive or capital-intensive method for farming etc.)
5. To distribute the products of agriculture and industry among members of the community (i.e. distribution among the few rich or among poor.)

The above functions are performed by every economic system. But the exact manner in which they are performed varies from one economic system to another. In a free enterprise economy, these are left to the profit motive and the price mechanism. But in the socialist society, all these operations are planned and performed by the government agencies. India and Nepal operate a mixed system, dividing the economy into public and private sectors. But the functions of the planning system either directly or indirectly.

≠ Functional System of Economic Association

Some other defined the three most important functions of economic association as follows:

1.Production

The first vital function of an economy is production which must go on continuously. Production includes any activity and the provision of any service, which satisfies and is expected to satisfy wants. In this wider sense, production includes product produced on farms like wheat, vegetables, pulses etc. and those manufactured in the factories such as clothes, bicycles, television set, electric and electronic appliance and the like. It also includes the services of shopkeepers, traders, transporters, actors, doctors, civil servants, teachers, engineers and the like who help in satisfying the wants of the people in the economy through their services.

Thus, we include in production all consumer's goods, producers' goods the services of all kinds which are exchanged for money.

2. Consumption

The second vital function of economy is consumption. Consumption means the use of economic goods and services in the satisfaction of human wants. The consumption that goes on in the economy be of various types. Prof. Hicks classifies consumption goods into two categories: single use goods and durable use goods,

Single-use goods are those which are used up in a single act. Such goods are food stuffs, cigarettes, matches, fuel etc. They are the articles of direct consumption because they directly satisfy human wants.

Similarly, the services of doctors, bus drivers or waiters are included under single -use goods. Durable-use goods are those which can be used for a considerable period of time. It is immaterial whether the period is short or long. Such goods are pens, bicycles, clothes, fans, television sets, furniture etc.

3. Growth

Economic growth is the process or function where by the real per capita income of a country increase over a long period of time. We enumerate the factors which lead to the growth of an economy. Growth in the quantity of capital per head is another factor which tends to raise the growth rate of an economy. The supply saving is another factor that determines the growth rate of economy. Technical knowledge and progress are the twin factors in increasing output per head. It is technical knowledge which brings about new methods of production, leads to inventions, and development of new equipment. Similarly, changes in equipment require new technical knowledge for producing and training personnel in their manufacture and use.

Thus all economic whether they are capitalist, socialist or mixed perform these important functions of consumption, production and growth.

C. Information technology and social structure

Social structure is one of the basic concept of sociology. The word structure in its original meaning refers to "building construction or arrangement of parts."

The meaning of social structure can be easily understood if we take the example organic structure. An organic structure known as body is an arrangement of different parts like hand, legs, mouth, nose, ears etc. These parts are arranged in particular and systematic way so as to create a pattern. The body works through these parts which are interdependent and interrelated. Likewise the society has different parts like family, religion, culture, norms and values, economic, political, cultural institution etc. These parts are arranged in particular and systematic way. So as to create a structure and that is called social structure. All these parts which are interdependent and interrelated.

Major forms of social structure are: norms, values, role, status, group, interaction, social relationship, social institution, social network, organization, culture, social class etc.. All above forms of social structure are related with information technology. Some major relations are as follows:

1. IT and Culture

The relationship between technology and culture is cyclical. Logically a culture develops technologies based on the needs or desires of the people, because this is where the creative influences. As this technology spreads and is absorbed into the people's lives, it affects their culture and way of life.

2. IT and Norms and values

Media and internet have power to influence individual beliefs, attitudes and behavior. Media influences through two effects (1) The individual and direct effect (private), media information about new norms may persuade to accept them. (2). Social or indirect effect (public), the information create common knowledge of norms and enhances social coordination as individuals more readily accept the information.

The technology has given a wide range of topics to be discussed. People get known extensive knowledge about any subject and more information has been shared effectively. Whereas people invest more or less time in technology. Implementation of technology influences the values of society by changing expectation and realities.

3. IT and Institution

One of the long running hopes of technology supporters is that the internet and cell phones bring positive change to institution of all kinds. The imperative and expectation created by the internet will force change in institutions. There is simply too much pressure from the ground up for institutions to retain 20th century forms. Media companies are classic examples of organization that have to respond to the new digital realities. All institution will have to start listening more intently to their stakeholder. Institutions had adapt Net's cooperation- encouraging technologies and functions will succeed.

4. IT and Human interaction

The last century has seen an explosion in technology that has influenced subtle but crucial changes in how humans see the world and interact with others. Specifically, the internet and mobile devices have radically altered the way people interact with each other, since one of the major impact of technology is the optimization of communication system in the form of telecommunications and networking. Mobile devices brought ground breaking change to human interaction due to innate nature of always being connected to the digital world via an easy-to-carry device that one carries around.

5. IT and Human interrelation

The growth of technology improves the way people connect with each other. In which way the evolution of technology break the types of relationship that people make? It has both positive and negative effects on relationship. How technology has changed is good or bad. Wellits clear that technology has revolutionized the concept of communication and social to a considerable change in human relationship we have of course, there are beneficial changes as well as determined ones.

Relationship has become better, people are connected to each other all the time and there is little chance of misunderstanding due to communication gap. The internet helps spread our network by tracking down old friends, relatives and teachers etc. if you use face book and twitter, you know how to do this.

Information technology as one of the major forms of social change

Technology is the application of scientific knowledge to the making of tools to solve specific problems. Technological advances such as automobiles, airplanes, radio, television, mobile phones, computer and fax machines have brought major advance and changes to the world. Indeed 20th century technology has completely and irreversibly changed the way people meet, interact, learn, work, play, travel, worship and do business.

Improvements in technology lead to increase in knowledge and information and thus, to uncovering the means to create better technology. Consequently, sociologists are concerned with how technological societies will be forced to adapt to social changes that will continue to bring.

In the 1990s people witnessed an explosion of computer technology-around the globe, which has in turn led to a change in how and where people work. Rapid technological change; social barriers breaking and re-forming; large scale immigration leading to a multi-cultural society, globalization of

economy, question about the future democracy, and major changes in literacy practices. As we consider educational practices around the world, we cannot avoid the conclusion that we are in a time of great change. Furthermore, we find ourselves questioning the traditional ways of teaching and learning, which seem outmoded in an age defined by the worldwide web. The new technological context not only challenges the educational system, but offers new opportunities for this kind of learning.

The technological factors represent the conditions created by men that have a profound influence on his life. Technology is product of civilization. According to Karl Marx, even the formation of social relations and mental conceptions and attitudes are dependent upon technology. Jablenhas regarded technology as the sole explanation of social change. W.F. Ogburn says technology changes society by changing our environment to which we in turn adapt. This change is usually in the material environment and the adjustment that we make with these changes often modifies customs and social institution.