

Social process

Socialization:

The processing of learning and internalizing the social values and norms by an individual is called as socialization. Socialization is a long process because the status of person keep changing from time to time and hence their roles.

According to W.F Ogburn, "Socialization is the process by which an individual learn to conform to the norms of the group."

Characteristic:

- a. Socialization is a universal process, it happens everywhere.
- b. Socialization is the process of learning social norms and values.
- c. It is a life long process.
- d. Socialization is related to time & space.
- e. It is a process of cultural transmission.

Agents of socialization

a Primary or Informal Agent:

The family is the first social institution that a learner comes into contact with immediately after birth. They learn that they are member of a group where each member is important for survival. They learn loyalty to the family and nation. They learn gender

role and religion.

b) Peer Group: In peer group, children learn group loyalty. The peer form strong bond of friendship. The bond can be so strong that it can lead to disregard to authority. They also learn to identify with the various gender role. This is because peer group usually very free single sex oriented.

c) Neighborhood: A community is a group of people with a common culture living together for a common purpose.

- It gives guidance on role and social responsibilities to the young people. It help young people to learn how to interact with other in community.

d) Kin Group: The group of individual with socially accepted ties or bond based on fictitious cultural origin is called kin group. They learn to respect the elder and love junior through kin group relations. They realise that they have a wider connection and learn importance of unity.

v. Marriage:

Marriage is a socially approved union that unites two or more individual as spouses. The spouse learn the economic role as parent. Marriage help people know the importance of inheritance. Marriage also make people aware of sexual behaviour as not just fun but for fulfilling biological & psychological needs.

2. Formal Agent of Socialization

i Education Institution: The education institution socialize children to behave in an acceptable manner through class rules which is important in society. Learner learn how to play their role and carry out their duties in the school. Learner with leadership skill are identified and nurtured in schools. Learners learn and practice social value such as sharing completing & co-operation.

ii The mass media:

The mass media socializes individuals through current fashion and entertainment. People identify themselves with actor and other celebrities through mass media. They copy the way of dressing talking celebrities they see in mass media.

through mass media, the foreign influence has effect on Nepali culture.

iii Political Institution such as political party: The state is an authoritarian agency. It makes law for the people and lay down the modes of conduct expected of them. Both Political parties compete to gain political power and maintain it. The political parties socialise the citizen for stability and change of political system.

iv Religious Institution: Many families identify themselves with a religious group. They have moral code which guide people in their relationship. Children learn social relation responsibilities. Children learn how to love one another through religious organization.

v. Work place: Workplace is another agent of socialization. Just as children spend a significant part of day at their school, the adult spend much of their day at their workplace.

Stage of socialization:

- The oral stage : This is begins with the birth of the child and continues up to the completion of one year. It also needs to be protected from cold, damp and other discomfort. During this stage, the child cries for everything as this is the only way it can communicate what it needs. The child is only concerned with its oral need.
- The Anal stage : During this stage, the child learns that one can't totally depend on the mother for everything. The child realizes that there are some things that it must do by itself. The child undergoes toilet training and acquires other skills. It is taught to distinguish between wrong and right actions through a system of reward and punishment.
- The Oedipal stage : It is at this stage that the child becomes a member of family as a whole. The child learns to identify itself with social role ascribed to it on basis of its sex. In this stage there is a lot of pressure on

the child to identify with right sex.

4. The stage of Adolescence :

This stage starts with the onset of puberty and continues through the teenage years. The adolescent undergoes a number of physiological changes. The individual is more attracted to members of opposite sex but parental restriction on sexual activity. They are expected to accept greater responsibilities.

5. The adult hood stage (24-59)

6. The old age. (60 & above)

Adaptation:

The way in which social system of any kind manage or respond to their environment is called adaptation. It means adjustment of man within a particular group, organization & community is called adaptation.

According to Talcott Parsons, "Adaptation is one of four functional prerequisites which all social systems must satisfy if they are to survive".

Type of Adaptation:

- 1 Environmental adaptation: In order to adjust with changing environmental conditions, the individual or group must undergo to fit in environmental situation.
- 2 Socio-Cultural Adaptation: To any change in social process the individuals have to adjust to it by bringing change in behavior and way of thinking, preferences & taste of customs.
- 3 Political Adaptation: To any new change in political sphere the individual have to adapt to it.
- Economic Adaptation: Sometime, the state bring new economic policies and practices such to uplift the country's economy. In such a cases the people have to adjust to it by adopting the policies, their may not be met & survival become impossible.

Features

- It involves the provision of borrowing culture.
- It is universal & dynamic process
- It is mediated through climatic condition & sociocultural force.

- Adaptation and resistance go hand by hand.

Cooperation

Cooperation is a social process whereby two or more individual group work together jointly to achieve common goals. It is one of most important and fundamental social process through which people fulfill their needs. It is very basis of social existence.

Characteristic of cooperation:

- It is an associative process
- It is a conscious process
- It is a personal process
- It is a continuous process
- It is a universal process.

Type of cooperation:

According to MacIver & Page cooperation are divided into

- Direct cooperation
- Indirect cooperation

According to A.W. Green

- Primary, Secondary, Tertiary cooperation.

Ogburn and Nimikoff

- General, friendly, cooperation, Helping cooperation.

- Direct cooperation & Indirect cooperation: Doing the physical work ~~man with member~~ is called direct cooperation. In case of indirect cooperation people work individually for the attainment of a common end. In this type of cooperation people work differently but their common end is same.
- 2. Primary co-operation: In this form of cooperation there is similarity of interests between the individuals.
- 3. Secondary cooperation: In this form of cooperation there is disparity of interests between the individuals.
- 4. Tertiary cooperation: It is found in the interaction between the various big and small group to meet a particular situation. It is often called accommodation in sociology. Whenever two or more large group of people feel their goal is same.

Competition:

Competition is the most fundamental form of social struggle. It is a natural result of the universal struggle for existence. It is

based on the fact that all people can never satisfy all their desire. Competition take place whenever there is an insufficient supply of thing that human being commonly desire. So competition is the type of interaction among the people through which everyone want to achieve their needs.

According to Hartogos & Hunts "Competition is the struggle for possession of rewards which are limited in supply, goods, power".

Characteristic of Competition:

- Competition is impersonal struggle.
- Competition is unconscious activity.
- Competition is universal.
- Competition is dynamic.
- Competition is continuous process.
- Scarcity is basic fundamental cause of competition.
- Competition may be constructive & destructive.
- Competition is always governed by certain norms.

- form or type of Competition:

- | | |
|-------------------------|-----------------------|
| - Social competition | Political competition |
| - Cultural competition. | Racial competition. |
| - Economic competition | |

Importances of competition in social life:

Positive impact:

- Appointment of right person at right place.
- Source of motivation.
- Contributors Socio-economic progress.
- Means of Social mobility.

Negative impact:

- Competition may breed frustration and negativity.
- Competition may lead to monopoly.
- Competition may bring conflict.

Conflict:

The word 'conflict' refers to that situation where two or more than two people or group come into interaction with adverse interact and both of them try to hamper the interest of others. Conflict is an ever present process in human relation. It is one of the forms of struggle between individual. Conflict is a universal phenomenon.

According A.W. Gilpin Green, "Conflict is the deliberate attempt to oppose, the will of another or others."

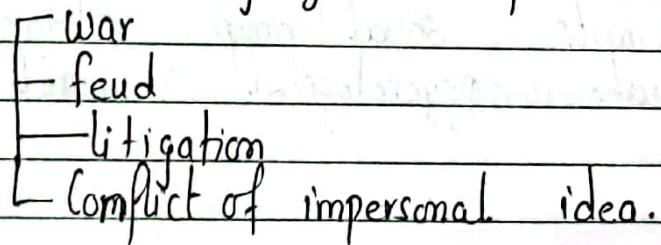
Characteristic of conflict.

- Conflict is conscious action.
- Conflict is continuous action.
- Conflict is universal process.
- Conflict is a personal activity but may be it personal or impersonal both.
- Conflict is conditioned by culture.
- Goal oriented.

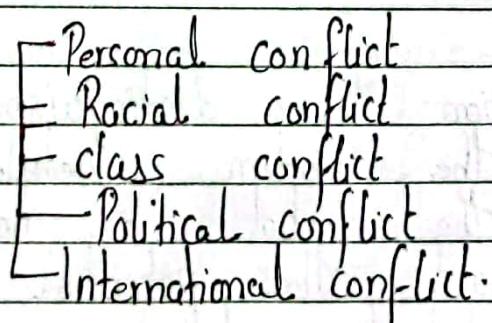
Type of conflict

Many sociologists categorized conflict among them.

George Simme



Gillin and Gillin



Maclever & Pag Direct & indirect conflict.

Role of conflict :

Positive function

- It strengthens solidarity and fellow feeling.
- It enlarge the victorious group.
- It lead to re definition of value system.
- It lead to establishment of intimate relation.
- It change the relative status of conflicting parties.
- It bring social change.

Negative function are:

- It result social disorder, fear and uncertainty.
- It disrupts social / group solidarity.
- It causes psychological & moral damage.

Globalization:

Globalization is a distinguishing trend and feature of the modern society. Its core element are beyond the control of national government. Globalization hold the potential to offer some opportunities. Globalization bear scope for raising the living standards of people. Globalization is that global social process through which world community comes into global village. Through this process culture, language, ideas, transfer from

one society to another.

Characteristic of Globalization:

- It has made the world narrow.
- Globalization is that global social process through which world community come into global village.
- Development of science & technology is another means of Globalization.
- It refers to free flow of culture, philosophy, goods and services etc.
- Implication of Social process in management & Business administration:

- Implication of socialization in management & Business administration: Socialization influences the personality of an individual. The beliefs, value and behaviors are shaped by process of socialization. The organization socialization develop organizational commitment, less turnover due to organizational support.
- ii Implication of adaptation in management & business administration: Change is inevitable not only in life but in business too. The people and the

Technology are changing so should the business around them. The business administrator should know the importance of adapting to change in business. Business that do not adapt to their environment tend to slow down and ultimately die or shutdown.

iii Implication of cooperation in management & business administration:

Cooperation means to work together to achieve a common goal. The main reason to cooperate in a work place is to achieve synergy. In order to achieve this, management encourage employee who cooperate with other & strive for mutual accomplishment.

iv Implication of competition in management and business administration:

In positive note, the competition is prime mover for a company's growth. The managers need to encourage competitive atmosphere in order to excel and in the market. The customer get better goods and services at lower price. As result the company thrives well.

v. Implication of conflict in management and business administration:

Conflict can - and should be managed and resolved. The managers and administrators develop a workplace culture, designed to prevent conflict among employee in the workplace. Culture must ensure that not only manager but also employee are responsible for resolving conflict.

vi. Implication of globalization in management & business administration:

Globalization is the process of free movement of goods, services and people across the world. These day some or many organization are global and employee are driven diverse. This is good in one way as the best employee can be hired from around globe.