

unit 2social change:

Social change is the change which take place in human interactions and interrelations. Society is web of social relationship and hence "Social change" obviously means of change in the system of social relationship. Social relationships are understood in term of social process, social interactions, social organization, social patterns and way of social life & so on. It also include alteration in the structure and function of the society.

As Social change is a universal phenomenon. Generally social change takes place from simplex to complex uniformity to non uniformity, informal to formal in every aspect of society. It may be positive and negative both.

According to T.B Bottmore, 'Social change refer to change occurring in social structure or in institutions' in the relationship between the institutions'

Characteristic / feature of social change

1) Social change in social in nature:

It means if most of the people follow that alteration or change that is called social change.

2. Social change is universal: It happens everywhere in the world because it is the part of natural phenomenon which is changeable. The speed of social is uniform and comparative.
3. Social change is continuous process: The patterns, forms or the speed may be different according to time and time situation but it is continuous.
4. Social change is a complex phenomenon: To understand the patterns and process of social change is very difficult because every component are interrelated and interconnected with each other and the social component are abstract too.
5. Social change is unpredictable: Definite prediction of social change is not possible because the force of social change may not remain uniformly on the scene for all time.
6. Social change is multi causal: Social change is not due to single factor because at multiple factor are responsible for change to occur. It is the interaction of various factor that

result of social change because the social phenomena are inter-related and inter-dependent.

7. Structural or functional: Any change in the structure or its function is social change.

Type of Social change:

The four types of social change propounded by David T. Aberle explained below:

- i. Alternative change: Alternative social change operates at the individual level and advocate a minor change in the behaviour of an individual.
- ii) Redemptive Change: Redemptive social change operates at the individual level but advocate a dramatic change within the individual.
- iii) Reformative change: Reformative social change operates on a broad scale and that seeks to reforms in the present condition or aspect of life.
- iv. Revolutionary change : Revolutionary social change operate large scale and that seek dramatic changes which fundamentally restructure the society.

Process of Social change

- i) Modernization
- ii) Westernization
- iii) Sanskritization
- iv) Urbanization
- v) Industrialization
- vi) Diffusion

- Modernization: Modernization refers to transformation from traditional, rural, agrarian society to modern society where there are large formal organizations with division of labour and improved quality of life.
- + Westernization: The adoption or influence of western culture among societies across the globe in area such as life-style, education, value, economics, politics, entertainment is called westernization.
- + Sanskritization: Sanskritization refers to a process whereby people of lower castes collectively try to adopt upper caste practices & belief as a preliminary step to acquire higher status.

Urbanization: The societal trend where the proportion of people living in cities increases due to population shift from rural to urban residency and also the gradual increase in the population

of citizen through other form of migration.

- Industrialization: Industrialization is the process of moving from an agrarian based economy in which the primary product is food, to an industrial economy in which the primary product is good services and information.

v. Diffusion: The process of spread of ideas/concept material or practices from one society or group to another called diffusion.

Cultural change

Culture is the group's shared beliefs practices and values, for a living the cultural change would mean change in beliefs, practices and values of people in society.

According to Horton and Hunt, "Change in the culture of society are called cultural change".

Process of cultural change:

Cultural change take place by important mechanism and process as follows:

- 1) Innovation such as Discovery and Invention
- 2) Diffusion
- 3) Westernization

4. Modernization

5. Acculturation

6. Hinduization

7. Sanskritization

8. Globalization

1. Innovation such as Discovery and Invention: Innovation refers to the initial appearance of new object or idea in the society. There are two ways to come across an innovative object or idea. Discovery refers to making known previously unknown but existing aspect of reality. Invention is the creation of new device or concept. It generates pressure for change in different part of social life.

2. Diffusion: The process of spread of idea/concept, material or practices from one society/group to another is called diffusion. Diffusion of culture have been facilitated by various source such as travel, internet, twitter feeds, social sites etc.

3. Westernization: The adoption or influence of western culture among societies across the globe in area such as life style, education, values, economics, politics and entertainment is called westernization.

4. Modernization: Modernization refer to transformation from traditional rural, agrarian society to modern, urban and industrial society where there are large formal organization with

division of labour and improved quality of life.

5. Acculturation: The process when two cultures come in contact but the markers like language, tradition, customs & food from the minority culture are maintained for the member to be able to recognize themselves as a distinct culture is called acculturation.

6. Hinduization: The terms 'Hinduization' refer to the process in which Hindu faith, value, practices influence that faith and practices of the non-Hindu population or cultural group.

7. Sanskritization: Sanskritization refer to a process where people of lower caste collectively try to adopt upper caste practices and beliefs as a preliminary step to acquire higher status.

8. Globalization: The increased communication and air travel have opened door for international business relations and facilitating the flow goods services as well as information and people across the globe.

factor or causes of Social and cultural change:

1. Biological factor or Demographic factors:

Biological factor influence social change. Among the biological factor the hereditary characters of the population play main role. The biological process of natural selection and struggle for survival are constantly producing alteration in society.

The demographic factor such as the population size composition and density that are determined by reproduction, migration and social mobility play crucial role in causing social change.

2. Physical or Environment factors:

The change in the physical environment brings about important change in society. Changes in the physical environment are not rapid, but the occasional change in the environment bring total change in human social lives.

3. Technological factors:

The technological factors also play important role in causing social change. Technology means systematic application of scientific knowledge to solve specific problem of life. Technology is fast growing. Modern age is the "Age of Technology". Technology change society by changing our environments to which we in turn adopt.

4. The Economic factors:

With the change in the economic system, the entire society changes in its structure and functioning. Economic condition in countries do affect the health, mortality, divorce rate, crime & emigration. It can also bring social unrest & revolution & war.

5. The cultural factor:

All cultural involves social change. There is no denial that there is an intimate connection between our beliefs and social institution. It is clear that any change in the culture brings a corresponding change in whole social order.

6. Political factors:

State is the most powerful organization with power to formulate new laws, cancel old one to bring social change in the society. The type of political leadership and individuals in power also influence the rate and direction of social changes. It is the political organization that stimulate economic growth and welfare to his people.

7. legal factors:

With changing time and situation, these law had to be amended and this change in law were instrumental in setting new social norms and values.

8. Psychological factor :

Man is by nature a lover of change and therefore, they are always engaged in trying to discover new things in life and is always anxious to experience things in life.

9. Ideological factor :

The development in science and technology as well as the change in idea and opinions has contributed innovative and critical outlook in us. Ideas and ideologies are powerful motivational factor for social change. It is true that no material can produce change unless there is also a change in ideas within society.

10 Planning: Social change may result from goal-directed large-scale social planning. The possibilities for planning by government, bureaucracies and other large organizations have increased in modern societies.

* factor of social change & cultural change in Nepal:

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| i. Environmental or Geographic factor | Process of social & cultural change in Nepal |
| ii. Technological and scientific factor | (vi) Hinduization |
| iii. Political factors legislation (law) | (vii) Modernization |
| iv. Education. | (viii) Diffusion |
| v. Plan population. | (ix) Westernization |
| | (x) Sanskritization |
| | (xi) Urbanization |
| | (xii) Industrialization |

Theories / Approaches to social change:

- functionalist or Equilibrium Theory:
 functionalist sociologists emphasize what maintain society, not what changes it. They focus on the cohesion, order and stability of social system. They are of the opinion that change disrupts the orderly functioning of the system. The society naturally moves toward a state of homeostasis. To Parsons, significant social problems, such as union strikes, represent nothing but temporary rifts in the social order. According to equilibrium theory, change in one aspect of society requires other aspect. When these equilibrium do not occurs, equilibrium disappears, threatening social order.

Criticism of functionalist theory:

- i Critic argues that functionalists minimize the effects of change.
- ii It also assume that sudden social change is highly undesirable, when such change may in fact be needed to correct inequalities and other deficiencies in the status.

2. Conflict Approach to social change.

The conflict theory was developed by Karl Marx, see social change as normal and essential phenomena. The conflict theorist believe that it is the conflict between the individuals, classes, group institutions etc. that bring change in the society. They mention that every society has conflicting group wherein there is exploitation of one group by another. The new arrangement give rise to conflicting group / classes that again come into conflict and this process continues on.

Criticism of conflict Approach.

i) Critics say that it exaggerate the extent of social inequality and overemphasize conflict rooted in economic inequality while neglecting conflict rooted in religion, ethnicity.

ii) The capitalist societies turned into classless communist society as predicted by Marxists.

iii) Critics blames that conflict theorist do not realize that social upheaval does not inevitably lead to positive.

3. Cyclical Theory:

Cyclical theories of social change focus on the rises and fall of civilizations attempting to discover and account for these patterns of growth and decays. Each civilization is like a biological organism and has a similar life cycle. After making a study of eight major civilization including the west he said that the modern western society is in the last stage.

4. Linear Theory

This theory states that change takes place in a linear manner. The direction of social change is from worse to better, simple to complex and Social change is evolutionary which means that it is always towards the better result until perfection is achieved.

5. Modernization Theory:

This theory of social change can be understood as an extension of linear theory. It states that the change that is being experienced by most third world societies is by imitating, copying the values, experiences, and model of already used by modern societies.

Connection of Management and Business administration to social and cultural change.

Management and Business administration contribute to change society and its culture:

As we know that the socio-cultural factor & business are closely interrelated and independent with other. Business is medium through which people transfer, learn and adopt new culture, idea, belief, technology, etc. New idea, New knowledge, technology, product and production system etc contribute to change the value system of people, their socio-cultural behaviour, system generated by structure, new cultural practices etc. Sociology and anthropologically every cultural element has its own symbolic meaning and that influence to cultural areas.

As we know, culture always diffuse from cultural centre to culture to cultural areas with its certain meaning. It means this process has been contributing to social and cultural changes. It is to extent because of management and business administration. Among different medium trade and commerce are most important and reliable medium for cultural diffusion. Cultural diffusion is major factors of socio-cultural changes that are possible because of management of business administration.

Social and cultural change. Influences to Management and Business administration:

As we known, management, business, administration, trade, commerce, production, technologies every things are the smallest part of society. So, these things are always influenced by social structure, social system, belief and value system of people, culture and their way of life etc. According to change in social structure and system, value system of people, level of understanding and economic condition. The manager, producer, administrator and supplier should make their policies & program for their success. According to change in socio-cultural situation, consumer behaviour can be changed, that is most important to producer and business administrator.

In this ways, there is close relation and connection of management and business administration to social and cultural changes.