

Socialization



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3.1 Socialization

Man is a social animal. He cannot live alone. He exists as a part of the society. It is the process of socialization that ensures this convergence. Socialization plays a vital role in the development of a human being. For a progressive and mature society, its organization, growth and development of individuals; the process of socialization is crucial. For an individual to function as a part of society, he/she must be well versed with the dynamics of the social environment around. This connection must get initiated at early stage of life, i.e. childhood. Socialization facilitates this connect.

3.1.1 Concept of Socialization

Process of socialization is interdependent i.e. it takes place between an individual and the society. It is an interaction through which the growing individual learns the habits, attitudes, values and beliefs of the social group in which he is born and he accepts them. Because of socialization, we learn to understand and appreciate the societal norms and behave accordingly. For proper development of children's personality, it is essential that we imbibe moral norms and values in them. The social, psychological process related to this, is called socialization. Children observe discipline, an ambition to

secure a prestigious position in society evolves in them, they acquire skills necessary to obtain that position; then they attain a sense of responsibility are some of the many important things that are involved in the process of socialization. An individual adjusts oneself first with familiar environment, then with the educational environment and finally with social environment before he/she is accepted by the society. This is the complete process of socialization.

According to **Watson**, "Socialization is a social and psychological process."

According to **Harry Johnson**, "Socialization is the education that empowers a learner to fulfill his/her role in the society."



Lets tell

What is the comprehensive definition of socialization ?

3.1.2 Role of Education in Socialization

According to **Brown**, Education ensures transformation of a child in a controlled environment in schools and with formal methods, socialization of the children occurs in proper manner. School and teachers hold a great responsibility in this process.

- (1) Education is an effective medium for socialization. Language is a primary medium of communication and interaction between individuals. This interaction drives and affects socialization. Abilities which are crucial for socialization such as understanding others, expressing self as well as empathizing with the others, learning a language, getting to know about people around us who have good character, tells us a lot about values and culture.
- (2) Education makes and ensures process of socialization to remain democratic.
- (3) Because of education, relation among all staff members of school and the students becomes friendly and cordial.
- (4) Because of education, moral values, rules are understood and social control is maintained. This leads to socialization.
- (5) During the process of socialization through education, maintaining social balance is a priority. Education nurtures the ability amongst the students to resist the destructive currents in the society.
- (6) Education offers knowledge, values, competencies, perspectives, social experiences necessary for socialization of the students.
- (7) Schools offer vocational education leading to entrepreneurship.

Education plays a vital role in the process of socialization. Through education the students are molded into responsible citizens. To achieve successful understanding of new ideas, education tries constructively through socialization. Proper motivation, reward and punishment should be used judiciously for a new learner's good education. In order to achieve proper socialization of the children, the school environment should be conducive for it.



Discuss it

What should be the role of education in the process of socialization in the modern world ?

3.2 Social Transformation

Change is innate nature of man. Society also changes continuously. Social transformation means to change the existing parameters of a societal system with purpose. Meaningful changes in the behaviours and beliefs of an individual and a group of individuals which last long, lead to social change. It leads to change in the social structures, interactivities and interactions, emerging trends and schools of thoughts. This is called as social transformation.

3.2.1 Concept of Social Transformation

Social transformation refers to the changes in social organization and interrelations. The consideration of modernization and futurology are also important in social transformation.

Not all changes in the society mean social transformation. The change that has an impact on the entire social structure, can be referred to as social transformation. Social transformation, at times, is slow or rapid. It is, at times, peaceful or violent.

• Definitions of Social Transformation

Thinkers have defined social transformation as follows :

- (1) **Dr. Harry Johnson** : "In its basic sense, social transformation means change in social structure."
- (2) **Spencer** : "Social transformation is social evolution."



Remember it

'Social system means a set of interrelated and interdependent entities.' e.g., – Family system, Education system, Governance system.

• Process of Social Transformation

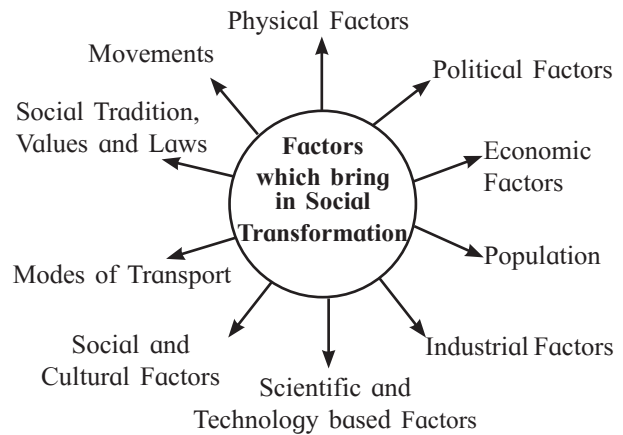
Social transformation reflects desirable changes in the social functions, framework and relationships. It also reflects the changes in attitude, various interrelationships, thinking as well as socio-cultural organization.

e.g., In olden days, husband and wife had different kind of relations. Husband was chief of the family and used to earn to run the family. Women did not have access to education and social life. She was confined to only house hold duties. However, we see women taking leading positions in the society today in all fields like industry, education, politics, social work etc. She is not confined to household chores. This fundamental change in relation between husband and wife is 'social transformation'.

3.2.2 Characteristics of Social Transformation

- (1) Social transformation is dynamic.
- (2) Social transformation is inevitable for the development.
- (3) Social transformation is dependent on changing needs of the society. It is driven by the changing aspirations of individuals, the new ecosystem that evolves to address the changing needs, new technology, new economy and new work culture.
- (4) It is certain that transformation occurs with support of rational thoughts. However, its nature is uncertain.
- (5) For conceptualizing social transformation, a comparative approach is required to be adopted. We cannot make a statement about social transformation without comparison. e.g., two communities, two societies, two time-spans etc.
- (6) Social transformation is a directional concept. It has a direction. It may lead to progress or regress.

3.2.3 Factors which bring in Social Transformation



- (1) **Physical Factors** - These include physical calamities such as earthquakes, eruption of volcanoes, fires and other geographical aspects.
- (2) **Political Factors** - e.g., World war, changes occurring due to freedom obtained by a country.
- (3) **Economic Factors** - Effect of Economic condition of an individual and that of the country, poverty, inflation on human life.
- (4) **Industrial Factors** - Industrialization brought in significant social transformation. e.g., Industrialization caused urbanization and effects of urbanization.
- (5) **Scientific and Technology based Factors** - Advances and researches in science and technology have led to rapid social transformation. e.g., Robotics, Computers, Internet, Communication technologies.
- (6) **Social and Cultural Factors** - In today's computer age, we can see rapid rise of new social, moral and political values. These cultural changes cause social transformations. Great personalities also bring about social transformation. e.g., Dr. Babasaheb Ambedkar, Mahatma Phule, Mahatma Gandhi, Dr. Panjabrao Deshmukh.

- (7) **Modes of Transport** - Fast modes of transport and commutation have brought major transformation in the pace of living.
- (8) **Social Traditions, Values and Law** - Examples of social transformation due to these factors are – French, Russian and Chinese revolution. Law and Judiciary can also enforce social transformation.
- (9) **Movements** - Various movements drive social transformation. e.g., Quit India movement, Dalit movement, Women liberation movement. Leaders like Gopal Ganesh Agarkar, Maharshi Karve, Mahatma Phule led mass movements for social reforms and gave direction to society.
- (10) **Population** - Population is not a stable factor. It is dynamic in nature and varies. Hence it has a significant impact on social transformation. e.g., change in male-female ratio affects social customs and traditions.



Internet my friend

- ★ Search on internet for other factors affecting social transformation.
- ★ Collect information about two great personalities and social reformers through search on internet. Understand and study how they brought about social transformation.

3.2.4 Role of Teacher in Social Transformation

In the social transformation that happens through school, role of a teacher is very important. Teachers role in social transformation is as explained below :

- (1) Students should get in touch with different strata of society, understand

people. Their own viewpoint of social transformation should get developed. Teacher's role is very important in nurturing the habit of thinking. By doing so, they can make the students do away with unacceptable social customs and traditions and on the other hand, they (teachers) can imbibe new thoughts and customs into students' minds.

- (2) Teacher should focus on nurturance of thinking skills and creativity of a child, as it would empower him/her to bring about desirable and appropriate change in the society.
- (3) Empowering a child by nurturance of transformational attitude, approach, out of the box thinking abilities, should be the primary objective of the teacher.
- (4) Teacher should encourage students to be lifelong learners by attaining learning skills.
- (5) Teacher should ensure nurturance of social and moral values and scientific attitude as per new social system.
- (6) Teacher should ensure development and attainment of skills by the student relevant to economic growth.
- (7) Teacher should design innovative experiments, projects and syllabus to develop various skills in the students.
- (8) Teacher plays an important role for imbibing democratic culture and nurture leadership qualities in students.

3.3 Mass Communication Media

3.3.1 Concept of Mass Communication Media

In today's world of science and technology, individuals learn, attain knowledge and get experiences through formal and non formal education modes. Mass communication media are not just for entertainment but they offer

lots of information on various subjects. Using mobiles and internet, one can reach out to many people at once. News spreads from all over the world through mass media instantly. Mass communication media are extremely important in social education. Literate as well as illiterate get access to knowledge and entertainment. Children, youth, women, men, farmers, artists, industrialists – everyone gets useful knowledge and information through mass media. Happenings and events across the world, including natural disasters, discoveries and researches, entertainment including drama, films, serials etc. can be accessed through mass media. Things relevant for a better life including health and yoga are also spread through mass media. In short, mass media encompasses every aspect of our lives. Mass communication media saves time and money while making information, knowledge, entertainment available to us.

'Media that effectively connect to a group of people simultaneously, is called 'mass communication media.'

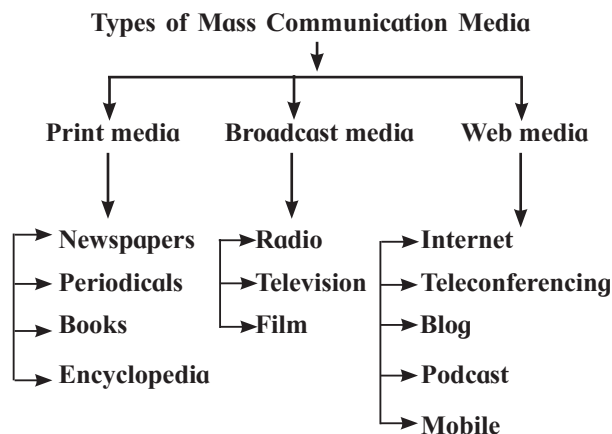
'Media that communicates ideas, expressions, attitudes, opinions etc. to more and more number of people simultaneously is called as mass communication media.'



Do you know?

During the later half of 15th century, invention of printing press gave us exposure to mass media, leading to publication of newspapers and books on a large scale. In 1920, the word 'media' was coined. Concept of mass media was earlier limited to print media. Later, during post second world war, television and radio media got introduced and became popular. Today, internet is the most popular mass communication media.

3.3.2 Types of Mass Communication Media



(1) Print Media

(1) **Newspapers** - Newspapers reflect our daily life. It is an important mass education media. It is also a very good media for advertising. It is an informal media of education.

• Benefits of Newspapers

- (1) Newspapers contribute to formation of public opinion.
 - (2) Newspapers publish the opinions of social, political leaders, industrialists for public at large.
 - (3) Newspapers play a major role in social transformation.
 - (4) They provide information about nation's economic status, production and national income.
 - (5) Newspapers spread knowledge for children.
 - (6) Newspapers improve the general knowledge of public.
 - (7) Secondary education examination related information also gets published in newspapers.
- (2) **Periodicals** - Currently importance of periodicals among the print media is certainly notable. Periodicals function similar to the newspapers. They follow a certain periodicity in publishing. Based on this periodicity, they are classified as

weekly, fortnightly, monthly, bi-monthly, quarterly, half yearly, yearly etc. Although there are many similarities between newspapers and periodicals, the periodicals do not cover daily news.

● **Benefits of Periodicals**

- (1) Printed information is accessible for a specific subject throughout.
 - (2) Just like newspapers, periodicals also contribute to people's education.
 - (3) Many periodicals have historical background and prestige.
 - (4) Most of the periodicals are dedicated to specific subjects.
 - (5) Although not as large as newspapers, some space of periodicals is dedicated to advertisements.
 - (6) Reviews about theatre, films, television as well as books are published in periodicals and hence they have gained importance.
 - (7) Special periodicals dedicated to education, medicine, science and technology publish key researches and knowledge and are of specific importance to experts from the respective fields.
- (3) **Books** - Books are the source of knowledge. Since centuries, books are companions of human beings as a knowledge resource. Considering this, it is said that books are our teachers.

● **Benefits of Books :**

- (1) Books are the gateway to knowledge.
- (2) Books store information related to life as well.
- (3) Public communication is effectively done through the books.
- (4) Books spread thoughts to many readers.
- (5) Books are also useful to communicate government public schemes.
- (6) People's education can be effectively done through books.

(7) Telephone directories, railway timetable, ST time table, government gazette are useful books for public communication.

(4) **Encyclopedia** - Encyclopedia are for references. Libraries have special section for encyclopedia. Different types of encyclopedia related to different faculty or discipline of knowledge are available. Encyclopedia are written by many experts in collaboration. Some encyclopedia are about general knowledge and some are about a specific subject. Some encyclopedia run through many volumes. Wikipedia available on the internet is an encyclopedia. Encyclopedia store and make the detailed information of an event, a person and a concept available to the researchers and common people.

● **Benefits of Encyclopedia**

- (1) Important information can be retrieved quickly with the help of encyclopedia.
- (2) Detailed information is available in the encyclopedia.
- (3) Encyclopedia are easily available.
- (4) Information in the encyclopedia is organized in alphabetical order, so it is easy to find required information.

(2) **Broadcast Media**

(1) **Radio** - Radio takes knowledge even to rural areas. It is considered as an effective medium for informal education. Many programs for social education are broadcast on radio. Those who are not able to complete their education are



benefitted from these programs. Continual education services are offered for people who want to learn while they earn. Since it is a mass media, many people can listen to the audio programs simultaneously, i.e. at the same time. Skillful audio lessons by experienced school teachers, educators are broadcast through radio. Language learning programs are broadcast. News broadcast brings world news to the listeners. Listening to the programs on radio reduces mental stress, provides entertainment.

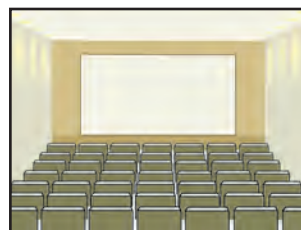
- (2) **Television** - In addition to entertainment, television is also a mode for non-formal and informal education. Different types



of programs on television are designed to impart meaningful and useful information for the students. Students gain from knowledge and experience at once. e.g., programs related to rarely found animals, wild life, healthcare, etc. It is observed that if the programs are based on the educational content being studied by the students, intense content is imparted in a short time period and also they are entertained. Television, being an audio-visual media, helps the audience to experience activities which cannot be seen physically. Different types of programs add to educational value of television, such as literacy campaign, eradicating superstitions, health education, national integration etc. Open universities also use television as a prominent medium for telecast of educational programs. e.g., Indira

Gandhi National Open University (IGNOU) runs such programs. Through television, many programs for different sectors and disciplines such as science, technology, agriculture, health and yoga are broadcast even in regional languages.

- (3) **Films** - Films contribute to establishing national integration, social integration and global harmony. Films have a great impact on society and minds of many people as a group. Different types of films create varied impact on the audience.



e.g., religious or historic or social movies influence the students very much. This media can be used effectively to spread the importance of ethical values and presenting idols. Documentary films can be explored as a good media for educational communication. Because of movies, children get opportunities to display their acting talents. Through movies, information about science, social science, medical sciences can be given to people.

- (3) **Web Media**

- (1) **Internet** - Internet is an important facility which we have got due to computers. Innovations in information technology has led us to a most effective mass media in today's world – internet. This is a revolutionary, trend setting, technology that has enabled mass media



of 21st century. It has opened up gateways of infinite knowledge and information to the world. It empowers global connect.

The use of e-mail is the most popular use of internet. F.T.P. and Telnet FTP have also become usual things. FTP means File Transfer Protocol. This enables the transfer of files using computers. Using Telnet, we can get connected to other computers.

● **Benefits of Internet**

- (1) Internet facility enables us to search any information that we need.
- (2) The facility of Net news enables us to upload information or articles on any subject.
- (3) Internet is very useful in commercial transactions, buying-selling, service provisions, supply etc.
- (4) Through internet, online application for examination can be sent.
- (5) Examination results can be declared through internet.
- (6) Internet enables us to appear for any examination anywhere through online mode.
- (7) Various games and books are made available on internet.
- (8) In the field of education and especially in research; internet is very important for finding the references.
- (9) Because of internet, various websites are available to get information.
- (2) **Teleconferencing** - Teleconferencing is an electronically enabled medium for communication. There are different types of such conferencing.
 - (1) Video conferencing
 - (2) Audio conferencing
 - (3) Audio-graphic conferencing
 - (4) Computer conferencing

Through teleconferencing mode, two or more people from two or more distant locations can be connected through electronic media and internet. It is also called as telecommunication system.



Using this media, archived documents, records and instructions received through computer can be sent/received to/from other people. For such communication, we need a computer connected to internet, a video camera, microphone, a speaker, a projector and a television or a monitor.

Now-a-days this advanced technology is frequently used in corporate company set up, for education, for training of employees and even by the judiciary system. In accordance with the modern education system, telecommunication is used in universities. Indian government officials confer with officials from different countries and also carry out many international functions using this medium.

● **Benefits of Teleconferencing**

- (1) The mode of teleconferencing can be especially useful in distance education.
- (2) Students and teachers can get instant feedback from each other.
- (3) It helps in easily communicating with teachers and experts.
- (4) It is useful for spread-out population.
- (5) Teleconferencing can help to motivate small as well as large groups for work.
- (6) It helps in time management.
- (7) Teleconferencing is a good means of

- exchanging information and experience, writing reports, conducting surveys, joint researches etc.
- (8) They help in achieving new suggestions and experiences in various fields.
 - (9) Teleconferences are useful for time saving as well as cost saving.
 - (3) **Blog** - Earlier the term used was web log. John Berger, an American blogger coined this term. Blog is known by the name of its writer.



Writing on a blog is known as blogging. Blog is a special kind of website. Anyone who thinks and wishes to tell one's own thoughts to others, can create own blog and easily publish his/her own thoughts. Almost all blogs are in the form of online diary. This is, in fact, a contradiction. Diary, by its own nature, is very private. As against this, blogs are open to the world and anybody can read them. Every new entry made on the blog appears at the top and therefore anybody who opens the blog can first read those new entries. Blog is an audio-visual medium. It is a kind of website or part of a website. Own thoughts, information about a program, sketches, videoclips, music and sounds can be made available to all.

• Benefits of Blogs

- (1) Our knowledge and experience can be shared with others.
- (2) Our opinions regarding points of interest can be shared.
- (3) We can be connected with like minded people.
- (4) We can publish our writing for the world at no cost.

- (5) We can write in any language.
- (6) Blog writing does not need anyone's permission.
- (7) In one blog, any number of articles can be written.
- (8) Blogs never get deleted automatically.
- (9) It enables to publish family album of tour or film review etc. by using different audio visual media in an attractive way.
- (10) It helps in contributing to our day-to-day work.
- (4) **Media Store (Podcast)** - Only writing or reading does not add to our knowledge. To get information in various fields, we use 'You Tube'. But now we are slowly



shifting to only listening. Many means/equipments are used for listening. One of them is podcast. Podcast means 'Media Store'. Audio file of stored data can be listened using 'I Pod' or 'Media Player'. There are many websites that upload podcast communication media, files (documents) besides the articles and videos. These files can be downloaded by user website and listened using own computer or other audio players. This process is known as podcasting. The person who produces this audio file is called podcaster.

• Benefits of Podcast

- (1) Using podcast, you can motivate people for doing good work.
- (2) If you are a good writer or singer, you can make use of podcast.
- (3) In travelling we can listen to various programs through podcast.
- (4) We can talk in various languages and search any information.

- (5) **Mobile Phone** - Mobile phones were used in 1969 in Japan for the first time. But from 1998 they evolved as mass communication medium. Mobile phone is a medium that creates interaction. Its basic feature is that we can take it anywhere and always remain connected to others.



• **Benefits of Mobile Phone**

- (1) Immediate contact can be done.
- (2) Easy to handle.
- (3) Anytime available.
- (4) Multipurpose use like recording, sending messages and invitations.

3.3.3 Benefits of Mass Communication Media

- (1) **Visual Experience** - Visual experience is long lasting as well as easy to comprehend as compared to just audio information.
- (2) **Benefit of Knowledge of Experts** - Lakhs of students can benefit from the knowledge of an expert teacher and not just few.
- (3) **Mass Education** - Mass communication media plays an important role in mass education. Society gets new values, new thought processes through this.
- (4) **Cultural Ethos** - Television can showcase the cultural ethos of the society. e.g., – tribal culture, their traditions, customs, food etc.
- (5) **Exhibit of different Special Places** - World is full of amazing places. Each place has its own special culture and characteristics. It is always good to visit the place, however it may not always be possible.

- (6) **Culture Transition, Propagation** - It is useful in propagating religious and cultural programs with factual information.

- (7) **Distance Education** - Distance education is delivered through mass media, thereby offering opportunities of education to masses. Those who for any reason are deprived of education – school or college can complete the education in distance mode. Doordarshan telecasts special programs for distance education.

- (8) **Messages from National Leaders** - on special occasions such as 15th August, 26th January or in some emergency situation, national leaders, especially the President, the Governor, the Prime Minister, the Chief Minister address the nation or state. The message gets broadcast to people through these media.

- (9) **News** - Through news, people get the information about the key events in the State, the Nation instantly. The visuals communicate the authenticity of the news. e.g., situation during the strike, people present at a public meet. The address is available in their own words. Even the proceedings of the parliament are telecast through news channels giving information about the functioning of the Government.

- (10) **Entertainment** - Communication through mass media was basically created for entertainment. Entertainment media can contribute to mass education by spreading a message as in a sugar coated pill. Value education for topics, such as, importance of cleanliness, threats of addiction, etc., if given through speeches, may not be effective. However, if the same message is delivered in form of a story, the impact is much better.

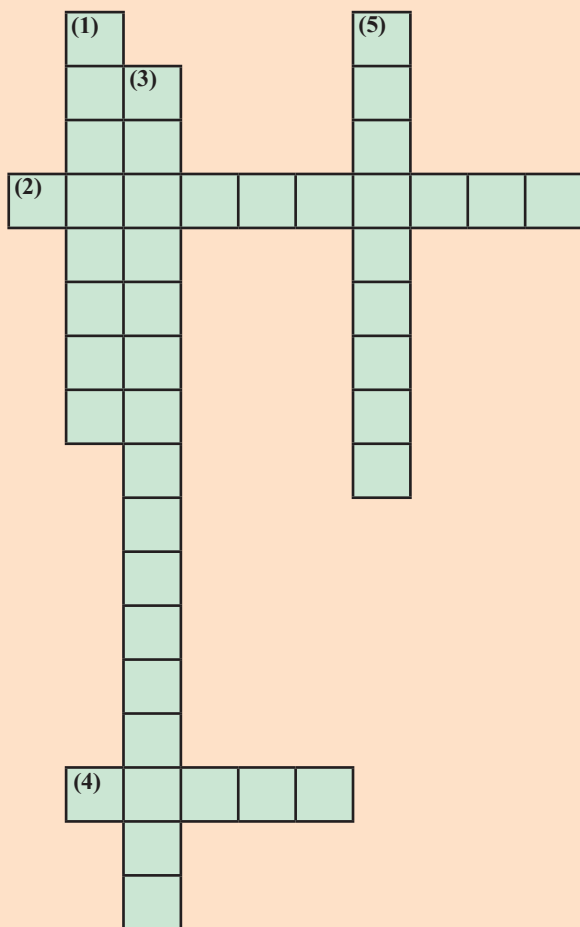
3.3.4 Limitations of Mass Communication Media

- (1) Possibility of incorrect or vague message can be spread.
- (2) Commercialization increases because of advertising.
- (3) Traditional forms of art and entertainment take a back seat.
- (4) Political parties may misuse broadcast media for their agenda.
- (5) Media, at times, promotes flamboyance or exaggerated exhibits.
- (6) Wrong policies and incorrect values may get spread quickly.
- (7) Poor class programs broadcast on television may damage cultural and social ethos.
- (8) Excessive impact of mass media may cause cultural harm and decline in socialization.
- (9) Over use of mass media may lead to loss of learnability.
- (10) Students may go away from earning real life education and living an ideal life.
- (11) Publicity earned through media is two-fold weapon. It can be earned quickly, but can malign the image quickly as well.

Mass communication media are proving to be effective for gaining knowledge as well as entertainment everywhere. Urban-rural, literate-illiterate, poor-rich, employees, entrepreneurs; every one's daily life has a continuous impact of mass media. Mass media is also important and useful for education.



Complete the Crossword



* Down *

- (1) Application for examination can be done through this media.
- (3) This technology is useful in training the employees in various industries.
- (5) This medium is useful in publishing the material related to examination at secondary level.

* Across *

- (2) Through this, many programs of open university are transmitted.
- (4) It is very useful for nurturing ethical values and ideals.

Exercise

Q.1 (A) Complete the statements by selecting the appropriate option from the given options.

- (1) Socialization is a process.
(a) Social (b) Psychological
(c) Cultural (d) Economic
- (2) Desirable transformations in social structure means
(a) Socialization (b) Social transformation
(c) Social control (d) Cultural transformation
- (3) is an effective medium for mass education.
(a) Television (b) Newspaper
(c) Books (d) Periodicals
- (4) Changing modern communication technology is an example of factor affecting social transformation.
(a) Movement
(b) Industrial
(c) Cultural
(d) Scientific and Technology based
- (5) Video conferencing is a type of mass communication media.
(a) One way visual
(b) One way audio
(c) Two way visual
(d) Two way audio-visual

(B) Identify the correct correlations between items in Column 'A' and Column 'B' and match the pairs.

Column 'A'	Column 'B'
1. Periodicals	(a) Web media
2 Radio	(b) Auditory media
3. Television	(c) Print media
4. Podcast	(d) Audio-visual media

(C) Write the answer in one or two words.

- (1) Name the factor causing socialization through interactions amongst two groups of same age.
- (2) Men and women get equal right of education by law. What does this example connote ?

(D) Write the answers in one sentence.

- (1) What is the meaning of socialization?
- (2) Write the definition of social transformation.
- (3) What are mass communication media?
- (4) Write two examples of print media.

Q.2 State your opinion about the following statements.

- (1) Social transformation is dynamic.
- (2) Internet has both advantages and disadvantages.
- (3) Publicity through mass media is two-fold weapon.

Q.3 Complete the concept designs.

(1)

Sr. No.	Media	Type of mass communication media	Benefits
(1)	Newspaper	(1) (2)
(2)	Television	(1) (2)
(3)	Mobile	(1) (2)

(2)

Sr. No.	Factors of social transformation	Examples
(1)	Physical factors	(1) (2)
(2)	Scientific and Technology based factors	(1) (2)
(3)	Movements	(1) (2)

Q.4 Write the short notes.

- (1) Importance of socialization
- (2) Nature of social transformation
- (3) Print media
- (4) Benefits of mass communication media

Q.5 Explain the following in about 50 to 80 words.

- (1) Various factors of social transformation
- (2) Any two web media in mass communication media

Q.6 Write the answers for the following in 100 to 150 words.

- (1) Explain the role of education in socialization.
- (2) Explain the meaning of mass communication media and describe their types.
- (3) Describe the role of a teacher in social transformation.

