

11.0 Gender and Socio- Cultural Transformation: A Sociological Study

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Abstract

Social transformation refers to the process of change in institutionalized relationships, norms, values, and hierarchies over time. It is the way during which society changes thanks to economic process, science, technological innovations, and war or political upheavals. Social transformation affects people's interactions and lifestyle. Gender inequality takes many different forms, depending on the economic structure and social organization of a particular society and on the culture of any particular group within that society. In every period of change, including those of revolutionary upheaval, men's interests, not women's, have prevailed, and lots of men, but few women, have benefited from progressive social policies. Equality and justice for all usually means for men only. Women haven't had their revolution because the structure of gender as a social institution has never been seriously challenged. Present study focuses on how gender and culture these variables playing vital role in social transformation process. It's gives brief review to process of social and culture transformation and factors which affecting Socio-Cultural Transformation.

Keywords: Gender, Culture, Social Transformation, Process of Social Transformation, Factors of Social Transformation

Introduction

Gender, race, ethnicity, and class are the foremost commonly used categories in sociology. They represent the major social statuses that determine the life chances of individuals in heterogeneous societies, and together they form a hierarchy of access to property, power, and prestige. Gender inequality takes many different forms, depending on the economic structure and social organization of a particular society and on the culture of any particular group within that society. In culture are often found, the origin and evolution of all the thoughts, customs, objectives and ethics of a specific country or society. It can rightly be said that culture is traditional yet dynamic because it keeps expanding and developing. It is the inspiration of the life-style of a nation and continuously supports the progress of the members of that society towards a civilized, liberal and enlightened way of life. The major social and cultural institutions support this technique of gender inequality. Religions legitimate the social arrangements that produce it, justifying them as right and proper. In every period of change, including those of revolutionary upheaval, men's interests, not women's, have prevailed, and lots of men, but few women, have benefited from progressive social policies. Equality and justice for all usually means for men only. Women haven't had their revolution because the structure of gender as a social institution has never been seriously challenged.

Objectives of Study

- i. To study role of gender and culture in social transformation process.
- ii. To analysis process social transformation according to sociological perspectives.
- iii. To examine factors which affecting social transformation process.
- iv. To study problems which obstacles social transformation process.

Methodology

This paper is prepared through analytical and descriptive research methods which makes the research more accurate. The present paper is based on secondary sources. Secondary data was collected from various published books, research papers, newspapers and magazines etc. on the relative topic.

Review of Literature

Swati, Sharma (2017) paper throws light on the role played by culture and traditions specifically of Hindu religion in legitimising the subordinate position of women in Indian society. Along with presenting a brief account on the status of women from ancient times to contemporary situation, the sex-gender binary has also been explored. How a child after his birth socialised to behave in a certain way on the basis of his/her sex has been noted. This process of socialisation is based on the age-old customs and traditions which are discriminatory in nature. The male child is taught to be strong, dominating and aggressive in nature and henceforth assigned laborious work to do for managing the finances of house. On the other hand, female child is taught to be sensitive, loving and caring and therefore assigned to manage household work, child nurturing and motherhood related responsibilities.

Agrawal, Archana and Shashi Amrita (2014) social change may be a gradual but inevitable process that happens when the prevailing social organization or network of social institutions come short of fulfilling the requirements of society. Education may be a major vector in society, but previously it had been largely allocated a conservative role; its main function being familiarization of latest generation with the ways of the world so on maintain and preserve social order. Social changes are a result of a mess of changes in social, national and international factors. Widespread education can initiate and channelize social changes by bringing a few changes within the very outlook and thought pattern of people. This paper discusses how education certainly can cause changes within the pattern of social relationships and progress. It also analyses the character and causes of social change and the way education causes it and is altered by an equivalent.

Sharma, S. L. (2012) this paper focuses on the concept of globalisation, the problems of social transformation, socio-cultural fallouts of globalisation and its potential for social transformation. Globalisation has brought about advances in information and communication technology (ICT) and unification of the world by market integration. However, globalisation has not been a uniform process of social transformation because of its differentiated spread and impact. It is an outcome of liberalisation and its unavoidable company is of privatisation, and the two are not without their negative effects on Indian society and culture. Besides the

rise of a new middle class, mainly in terms of consumerism, peasants, Dalits and poor have not been benefited by globalisation. Even institutions like marriage, family and age-old traditions and customs are under threat. State as an institution is becoming weak and soft. Far more inequality has been ushered in and as such the process helps urban educated people such as engineers, managers, doctors and tradesmen a lot. However, the fact is that globalisation has become a reality and it is going to stay for a long time in India.

Sharma, K.L. (2008) in his book “Indian social organization and change”, has explained that the concept of social change may be a very broad one. It consists of constellation of process of change in human society in terms of place, time and context. Besides the concepts of social change, the concepts of evolution, revolution, progress, development, social movements and process have also been discussed in his book. The disjunction between culture and economics, values and interests, has emerged as a fundamental disorienting and destabilising force in India within the recent period. Modern communication technology, which has arisen as a qualitatively new element, is tending to accentuate this disjunction instead of reducing it. An integrated view of culture, communication and development has thus become urgent in the context of the value disorientation or moral void emerging as the gravest and most complex problem of our times. With a view to restoring the hegemony of culture (i e, of values), it is necessary to have an interface of cultural and developmental planning. Culture must also be planned so as to respond to the new problems being thrown up by economics and politics in a dual society.

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Gender and its Role: Gender, race, ethnicity, and class are the foremost commonly used categories in sociology. They represent the major social statuses that determine the life chances of individuals in heterogeneous societies, and together they form a hierarchy of access to property, power, and prestige. The gendered social order is predicated on and maintains these differences. Gender may be a social institution as encompassing because the four main institutions of traditional sociology-family, economy, religion, and symbolic language. Like these institutions, gender structures social life, patterns social roles, and provides individuals with identities and values. And just as the institutions of family, economy, religion, and language are intertwined and affect each other reciprocally, as a social institution, gender pervades kinship and family life, work roles and organizations, the rules of

most religions, and the symbolism and meanings of language and other cultural representations of human life. The outcome is a gendered social order.

Social Construction and Inequalities of Gender: As with the other aspect of social life, gender is formed by an individual's genetic heritage, human body, and physiological development. Socially, however, gendering begins as soon as the sex of the foetus is identified. At birth, infants are placed in one among two sex categories, supported the looks of the genitalia. In cases of ambiguity, since Western societies do not have a third gender for hermaphrodites as some cultures do, the genitalia are now clarified surgically, so that the child can be categorized as a boy or a girl. Gendering then takes place through interaction with parents and other relations, teachers, and peers (significant others). Through socialization and gendered personality development, the child develops a gendered identity that, in most cases, reproduces the values, attitudes, and behaviour that the child's social milieu deems appropriate for a girl or a boy.

However, men need women for the emotional sustenance and intimacy they rarely give one another. Their ambivalence toward women comes out in heterosexual love-hate relationships and in misogynistic depictions of women in popular culture and in novels, plays, and operas. Girls still identify with their mothers, and then they get older with fluid ego boundaries that make them sensitive, empathic, and emotional. It is these qualities that make them potentially good mothers and keep them hospitable men's emotional needs. But because the lads in their lives have developed personalities that make them emotionally guarded, women want to possess children to bond with. Thus, psychological gendering of children is continually reproduced.

Children are also gendered at school, in the classroom, where boys and girls are often treated differently by teachers. Boys are encouraged to develop their math abilities and science interests; girls are steered toward the humanities and social sciences. The result is that women students in the United States outnumber men students in college, but only in the liberal arts; in science programs, men still outnumber women. Men also predominate in enrolment in the elite colleges, which prepare for high-level careers in finance, the professions, and government.

The tendencies have been observed in Western societies; anthropological data about children's socialization shows different patterns of gendering. Everywhere, children's gender socialization is closely attuned to expected adult behaviour.

Culture and its Role: Culture is verbal of as sanskriti in Vedic terms, the word initiating from sanskara which is imbued with the sense of a procedure of improvement and emptying. Sanskriti could then be taken to mean a set of techniques or a system that purifies and elevates Man's existence by showing him the way to coexist consonant with others and teaches him the courtesies of living in human society and the practice philanthropy. It also gathers into its ambit, those values and modes of conduct which bring about refinement and in stills those samskara which will take them on the road to enlightenment and will refine

their talents. With numerous different perspectives on culture, it's difficult to offer one, universal, blanket definition that might cover all aspects because both the meaning and aim of culture is so vast. In culture are often found, the origin and evolution of all the thoughts, customs, objectives and ethics of a specific country or society. It can rightly be said that culture is traditional yet dynamic because it keeps expanding and developing. It is the inspiration of the life-style of a nation and continuously supports the progress of the members of that society towards a civilized, liberal and enlightened way of life. It is a set of abstract concepts that have gradually evolved from time out of mind which have contributed to the expansion of human society. For any nation, its cultural values form the idea of its progress and its power which may thus, without exaggeration, be called the important wealth of a nation.

There are many various definitions of culture as offered by sociologists, philosophers, cultural historians, anthropologists etc. They all attempt to encapsulate the various aspects of culture and the way it impinges on our lives. Culture is some things that are not transmitted through our genes but through symbols that are learned within the process of socialization. Sometimes, these differences may lead to conflicts. The symbols of culture in themselves don't mean anything unless they're invested significance by citizenry. Within the larger community evolve their sub set of rules and symbols. Politics, economics, ethics, religion etc are all factors that influence and are successively, influenced by culture. Culture has been categorized into various categories like high, low, popular and folk. The categorization is predicated on the sort, origin and nature of artistic or literary composition and its appeal to varied sections of society.

Social Transformation: Social transformation refers to the process of change in institutionalized relationships, norms, values, and hierarchies over time. Social transformation affects people's interactions and lifestyle. Regarding individuals, social transformation refers to the process of altering the social status of one's parents to resemble their current status. During this process of transformation, one moves from an ascribed status to an achieved status.

Ascribed Status versus Achieved Status

An ascribed status is the social status into which a child is born. For instance, there are people born into wealthy families while others are born into families with low-incomes. In the united status, gender and racial differences form a basis for people's ascribed statuses. On the contrary, an achieved status refers to the status that one acquires as a result of their education, skills, merit, and abilities. Examples of achieved status include doctors, professors, criminals, and researchers. A person's status determines their behaviour. The other forms of class identification include family background, tastes, interests, cultural refinement, and self-identification.

Culture and Transformation

Culture refers to the distinct way of life of a particular group of people. It differs from one society to another depending on their geographical locations, literacy levels, advancements in

technology, and political environments. Culture includes the beliefs, morals, laws, customs, and art related to society. On the other hand, globalization refers to the standardization of education policies, trade, ideas, music, art, and lifestyle around the world. The integration of cultures has occurred so much that the world is now known as a global village.

Steps in Social Transformation

There are three phases involved within the social change which include associational embracement, associational distancing, and demonstration of self. Associational embracement refers to an individual's verbal recognition and acceptance of the group they wish to join. An example of such verbal recognition is when an aspiring law student chooses the college that they would like to join to pursue their Law Degree studies. Associational embracement may either be proactive embracement or retroactive embracement. Associational distancing, on the opposite hand, involves separating oneself from people that don't match their desired social identity. Social transformation involving the presentation of self-demands that one's looks passing for his or her desired social station. Embracing the dressing patterns and therefore the speech sorts of the status they desire to be a neighbourhood of makes individuals look the part.

Social Transformation in Popular Culture

Social transformation and sophistication passing are widespread within the society today. Behaviour is easily passed along to various audiences through the internet, television, films, and celebrities. For example, Britney Spears and Oprah Winfrey are perfect examples of personalities that are categorized as class-passers. Popular shows such as "Who Wants to Be A Millionaire" seeks to transform people into a wealthy status.

Nature is always changeable. It is never at rest. So, change is a universal fact. Similarly, society is not at all a static phenomenon but a dynamic entity. The term social change is employed to point the change that takes place in human interaction and interrelation. Society is a web of different social relationship. Hence, social change obviously means the change within the system of social relationship. Social relationships are understood in terms of human process and social interaction. Thus, the term social change is employed to refer desirable variations in social interaction, social process, and social organisation. Cultural change is broader than social change and social change is merely a neighbourhood of it. All social changes are cultural changes but all cultural changes needn't necessarily be social changes. Cultural changes are often called social changes only they affect human relations and therefore the social organisation cause some variation in them. Cultural environment is the manmade environment.

Characteristics

- i. Social and cultural variations are worldwide phenomena.
- ii. It is a consistent procedure.
- iii. Forecast of social and cultural transformation is impossible.
- iv. The changes show chain result in all pieces of society.
- v. Both can be a plan or unplanned.

Process of Social and Culture Transformation:

1. **Discovery** - Discovery is one among the prime process of social and cultural change. It is only society accepts it and adopts regularly in their lifestyle. Therefore, any addition within the existing socio-cultural pattern may bring a change within the society. Any invention within the field of technology, politics, philosophy, economics, and culture then on is subject to vary and its socio-cultural phenomenon.
2. **Innovation** - Innovation is the mechanism of creation of new ideas, new techniques or new behaviours which make social and cultural changes possible. It is a new application of knowledge. Innovation is thus, dependent on human creativity and on the receptiveness of the community to accept or adopt the products. The ultimate source of all change is through innovation.
3. **Diffusion** - Diffusion is one sort of process of socio-cultural evolution and alters. Adaptation of latest thing by a private or society from another individual of a society is named diffusion of cultural attributes from the social units to subsequent. Therefore, diffusion refers to the spread of cultural attributes from one culture to a different through regular contact between different cultural groups.
4. **Acculturation** - Acculturation is additionally a really important component of socio-cultural change. Acculturation is that the process during which two or quite two cultural groups inherit continuous contact. This makes subsequence in their cultural pattern. In a simple word when the system of life during a culture begins to vary under the influence of a developed culture, it's the method of acculturation.
5. **Modernization** - Modernization is the process which indicates the adoption of the modern ways of life and values. It refers to an attempt on the part of the people to adopt themselves to the present time, conditions, needs, style and ways in general. It refers to the change in people's language, choices, food habit, custom, speaking styles, ideas then on which in complete result the socio-cultural modification of any cultural group. The modernization of cultural pattern, application of recent science and technology, innovation of data etc have caused remarkable changes within the whole system of social relationship and stall new ideologies in the place of traditional ones.

Factors of Socio-Cultural Transformation

1. **Economy** - The mode of change during a subsistence economy and economic pattern may bring a change within the existing socio-cultural pattern. For e.g. the primitive hunting and gathering culture has been transformed into modern industrial civilization thanks to process within the financial system of the ever-existing society. In all these social systems there are obvious changes within the socio-cultural structure of the society. When the economic status of the society is changed there will be a change in every aspect of life. The economic factors have played a crucial role for economic progress of any society. The economic development of a society also gives rise to the technological and industrial development of the society.
2. **Technology** - Technology is the systematic knowledge which is put into practice that is to use tools and machines to serve human purposes. In an attempt to satisfy human wants,

fulfil his needs and to make his life more comfortable, man build civilization. Hence technology is a product of civilization. The modern age is usually called the technological age. The technological development has given rise to industrialization, urbanization, development of transportation and communication, modernization, changes in the social institution and so forth.

3. **Education** - Education is one of the intervening variables in a phenomenon of social change. It can also be understood as a factor of social change. The role of education as an agent of social change and development is widely known too. Education can initiate social change by bringing about change in the outlook and attitudes of man. It brings change within the pattern of social relationship and thereby it's going to cause socio-cultural changes. The changing purpose of education is to vary man and his life and living style. To change a man is to change society. Furthermore, education has brought about phenomenal changes in every aspect of man's life.
4. **Demography** - Demography refers to the human populations mainly in qualitative or numerical term. It creates consistent estimates of total population figures and structures. It also analyses the rate of fertility, mortality, and migration as well as the interrelationship which exist between different variables such as age, sex, social class, ethnic origin etc. The broad area of social demography cares generally with the connection between population and human process and has link with ecology and other aspects.

Media, Communication and its Importance in Social and Cultural Change

There are more challenging responsibilities of media. They are the leading role in transforming people's mindset, the tough face job they ever had. Before being able to carry out this transformation job the media themselves must change their mindset. Whether people aspirations for vast changes get fulfil or does not depend solely on the role of the mass media. However, media have the potential to provide ample input and insight to political forces. The mass media have a task in educating the people on socio-cultural issues. As the media have the potential to mentally prepare people for progressive action and participation this role cannot be undermined. Similarly, media technologies also are other factors behind socio-cultural changes. Import and export of cultures are possible through the mass media.

Social Transformation and Social Problems

In the process of transformation, society moves from the normal to modern social organization. Scholars similarly means that human societies are getting more and more globalised within the wake of industrial development, fast spread of data and communication technology, physical communication networks and so on.

Traditional and Modern Societies

The traditional Society is characterised by agriculture, villages, small scale undeveloped technology, customs and straightforward social organization. In traditional societies, there's said to be harmony in social relations and in social institutions. The mechanism of the social control operates through customs, folkways and mores. There tends to be an in-depth correspondence between expectations and achievements in traditional societies. The modern society is characterised by industry, cities, heavy technology, rule of law, democracy and

sophisticated social organization. The introduction of latest social relations, new social roles as a result of transformation from the normal society to modern society tends to form earlier behaviour ineffective to realize new goals set as a result of the movement. This results in tensions and frustrations. The old established order changes and there's confusion. The changes in the various cultural items (e.g. acceptance of technology) would mean acceptance of scientific attitude to life, being punctual at the place of labour, new sorts of social organization like trade unions which are different from traditional values. It takes time for people to regulate to the emerging situations within the phase of transition when the 'old' isn't fully rejected and therefore the 'new' isn't fully accepted.

Before and After Transformation

Whenever, there's either a gradual or a revolutionary transformation, certain problems are sure to emerge in society. For the aim of understanding, we may consider two stages of society i.e., before the transformation and after the transformation. In the pre-transformation time, the people progress their own way of life, values, social relations, norms, creative system and eating patterns. With the method of transformation, people are required to regulate themselves to the new requirements. In the transformation phase, they find difficulties in moving far away from the age-old habits. This point can be explained by taking the example of the Indian Society. India attained her independence by following the trail of struggles—sometimes by revolutionary methods (for example the revolts of 1857 and 1942) and by and enormous, though by peaceful means yet determined resistance to colonialism. India, existence an earliest civilisation, is characterised by certain traditional institutions like joint family caste, and untouchability. Indian society is moving from the normal social organization to the fashionable one. Apart from the age-old traditional institutions, now, there are certain new structures supported constitutional provisions like a contemporary State, democracy and organisations for the planned development of society. In the after an independence era, concerted effort has been made through the constitutional provisions for social transformation and strategic development, abolition of untouchability and formation of a just and equal society in India. Despite these efforts, even today, in several parts of India, untouchability is practised in one or the opposite form.

Linkages of Transformation

Certain social complications are directly connected with social transformation. The process of rapid economic development and industrialisation are sure to happen in modern society. They are the indications of modernisation but at an equivalent time, they generate problems of regional imbalance, pollution, and ecological degradation, slums linked with violence, crime and delinquency. Democracy is meant to supply equal opportunities to all or any citizens. It believes

in legal and political equality. It is supposed to increase human dignity. But unfortunately, elections—an essential a part of democracy—have encouraged regionalism, communalism and casteism in India. Affluence and leisure are the indications of a contemporary society. At an equivalent time, they're creating problems of loneliness, alcoholism and white plague in highly industrialised societies also as within the rich section of Indian society.

Conclusion

Social transformation refers to the process of change in institutionalized relationships, norms, values, and hierarchies over time. It is the way during which society changes thanks to economic process, science, technological innovations, and war or political upheavals. Social transformation affects people's interactions and lifestyle. Gender inequality is deeply ingrained in the structure of Western, industrialized societies. It is constructed into the association of marriage and families, work and consequently the economy, sports, religion, politics, the humankind and other cultural creations, and hence every language we speak. Creates women and men equivalent, therefore, requires social, not individual, resolutions. Gender inequality can also disadvantage men. In many countries, only men serve within the soldiers, and in most countries, only men are sent into direct combat. It is mostly men who do the more dangerous work, like firefighting and policing. Although women have fought in wars and are entering police forces and fire departments, the gender arrangements of most societies assume that ladies will do the work of bearing and caring for children, while men do the work of protecting them and supporting them economically.

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