

①

Discuss in brief the socio cultural factors that enhance and retard the process of social and cultural change in society.

Introduction

Social and cultural change also referred in umbrella term of socio-cultural change refers to changing in the way of perceiving or reacting to certain way of life.

Social change is a gradual process and doesn't happen overnight. It can be on global level like that brought by technology and can be at family level for example switching to western outfit. Therefore it can occur at micro as well as macro level and has effects on

individual as well as collective life. There are certain positive aspects of social change and are rewarding to those who adopt it.

②

Certain factors push the social element and social institutes to adopt them. On the other hand sometimes they are highly resisted as switching to something new isn't convenient - sounding for mostly due to certain inhibitory factors.

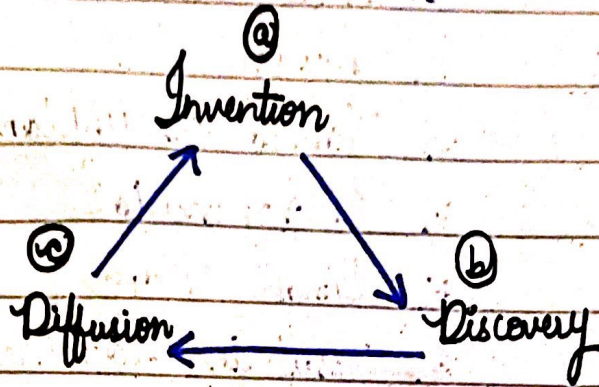
Definitions by Sociologists

- o According to Gillin and Gillin,
"Social changes are variations from the accepted modes of life whether due to alteration in geographical conditions, in cultural equipment, composition of the population or ideologies and whether brought about by diffusion or invention within the group."
- o According to C.H. Perrell, it is
"A modification or transformation in the way a society is organized."

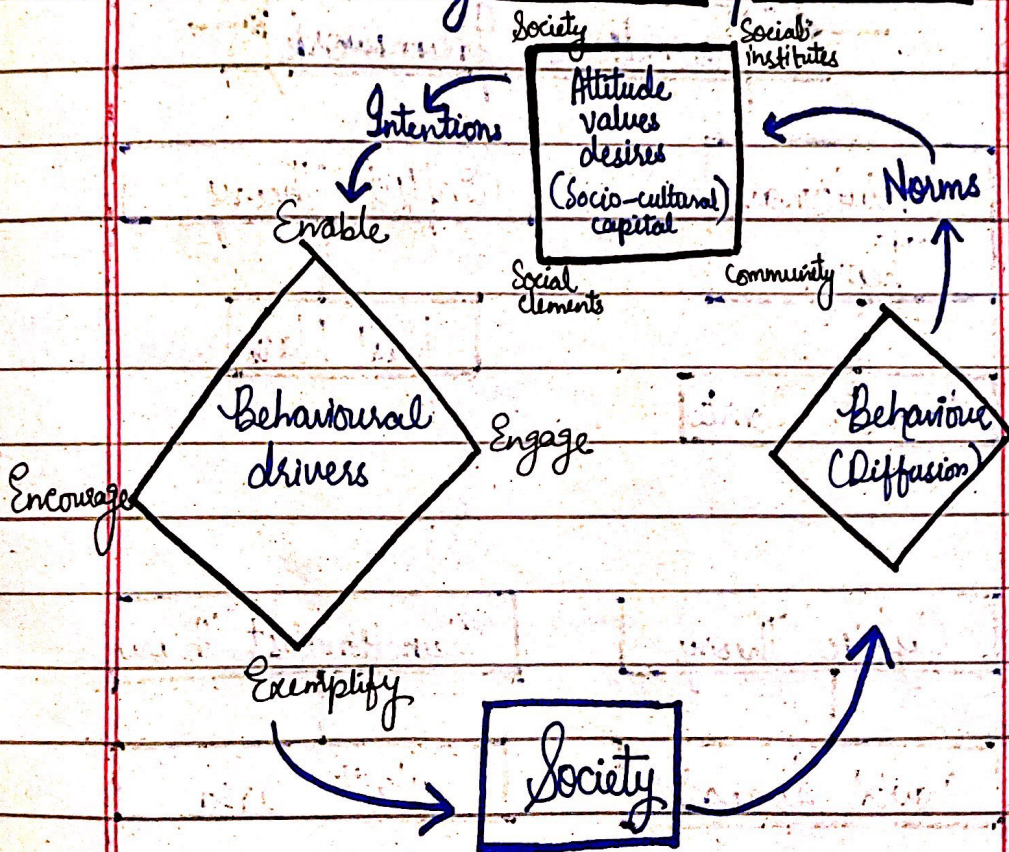
③

According to Wilbert Moore,
"Socio-cultural change is
a modification or transformation
in the way society is organized."

Process



Diagrammatic Representation



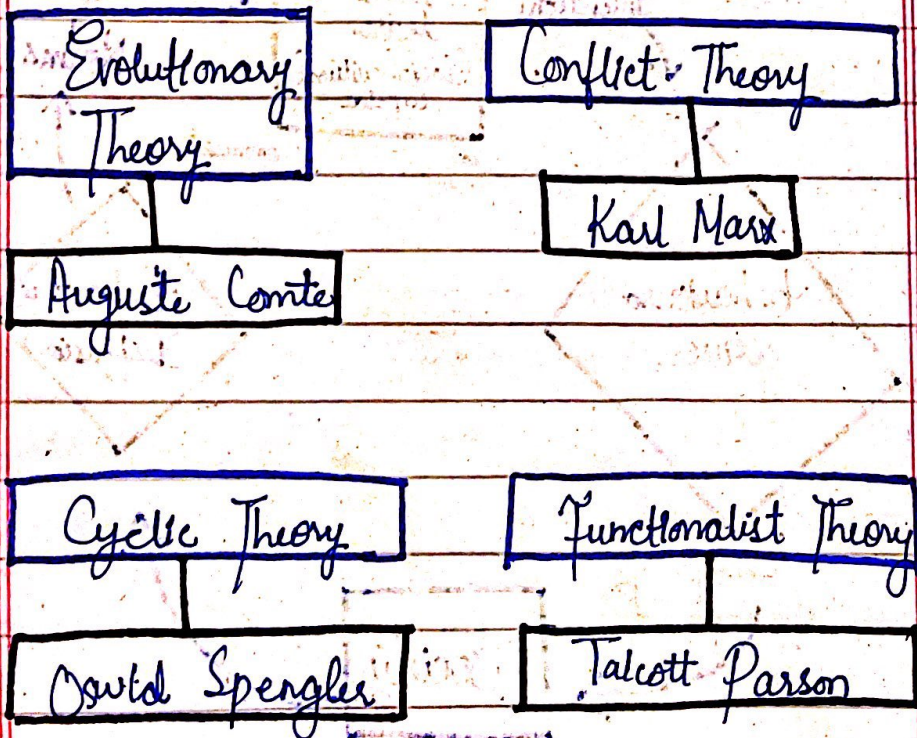
Characteristics of Socio-Cultural change

C.N Rao has mentioned characteristics of Socio-cultural change as below;

It is,

1. Temporal
2. Universal
3. Planned or unplanned
4. Environmental
5. Human change
6. Results in chain reaction
7. Continuous.

Theoretical Framework



5

A- Factors that enhance the Socio-cultural change.

1. Reasons behind need to enhance socio-cultural change.

- 1) It enhances gender equality
- 2) It improves human rights
- 3) It keeps the institutes accountable
- 4) It empowers citizens
- 5) It makes life better for future generations.

2. Promoting factors

(i) Environmental factors

Explanation

Environmental factors such as climate change and global warming alter material culture with gradual shift particular in relevance to changing climate of their society.

Case Study

For instance, people living in northern areas of Pakistan used to wear

⑥

wollen or khadi dresses during most of the year due to cold climate there. But, in recent years there has been observed a shift towards lawn and cotton dresses too as summers have become much hotter due to global warming.

(ii) Technological Factor

Explanation

Technology advances from electricity to Internet has ignited powerful social changes.

According to recent article by Geo.tv AI, a technology can bring unprecedented change as told by CEO of San Francisco's startup Punway.

(Cyber News, March, 2023)

UN. United Nation also emphasises that

"Digital solutions support social change"

Technology due to providing great exposure to individuals about other culture brings significant socio-cultural change.

7

Case Study

The cultural shift from letter writing to relatives and then to messaging and calling, which sooner shifted to voice messaging and video calling shows that technology bring significant socio-cultural change.

Theoretical Support

Some theories also signify technology the most important factor to introduce socio-cultural change.

Those theories include,

1) Symbolic Interactivity Theory

— virtual symbolic interaction

2) Structural formation theory by Anthony Giddens

3) Technology Determinism theory by Marshal McLuhan.

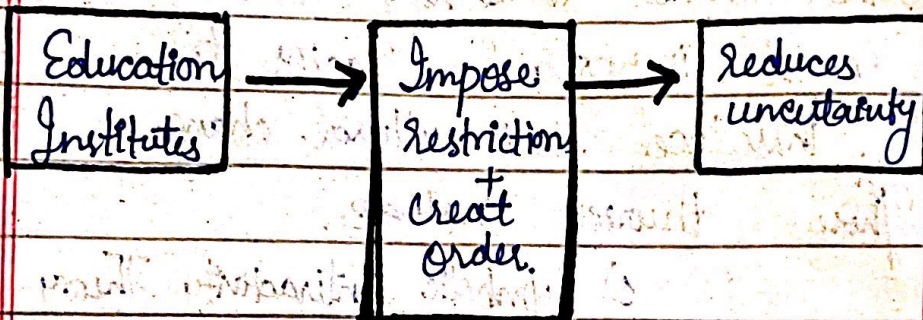
(Source: Research Article "Nature")

(iii) Educational factor

Explanation

Education introduces exposure to an individual about other cultures and cultural values

Formal institutions (property) and Informal institutions (code of conduct) organize and organize social, and economical and political interaction within the society.



Hence, educational institutions have higher power of influence and can provide potential sub-cultural shift for progress of society.

Case Study

The students of Rhode university promoted projects of environmental protection as effect educational agents through

9

awareness programs and community engagement to achieve SDGs.

* (Three seas economic journals, 2021)*
(Rhodes University; South African journals of environmental education, 2007)

Theoretical Support

Hofstede (1980) pointed out factors that correlate in order to bring a change. According to his work,

Motivation and frugality → Positive socio-cultural effects

Post-materialistic values → Negative impact

Religious believes → Positive relation to growth of society

Church Attendance → Negative impact

Attendance of educational institutes → Positive impact

(Source: Study of WVS economic values on cross culture analysis)

(20) (1)

B. Factors that retard socio-cultural change in society

1. Reasons behind resistance to socio-cultural change

- 1) Insufficient economic resources
- 2) Socialised to cultural ideologies
- 3) Conservatism
- 4) Fatalism
- 5) Incompatibility with new culture
- 6) Slavery trends or classism

2. Inhibiting factors

(i) Isolation

Isolation leads to lack of exposure and one spends whole life mainly in the particular culture existing in their limited region. Isolation ^{leads to} and lack of technology results to no exposure at all, leaving no room for

socio - culture change as the individuals don't realise any need for it.

Case Study

FATA, an isolated region in sense that most of people lack internet service and therefore no social media usage and lack of cable television, has left the inhabitants of FATA isolated from rest of Pakistan with their gender-biased and socio-political culture.

(ii) Disharmony between culture and inventions

Explanation:

Mostly inventions conflict with cultural value putting solid barriers for socio-cultural change.

Nander Zanden quoted, "Islam and Christianity cannot exist or be popular in India because both hate idols."

Consequences with Example

Disharmony between culture and invention usually results in 3 types of consequences:

Type I: rightly rejected
(e.g. Socialism by Americans)

Type II: adapted with conflicting
cultural value
(e.g. Television in Indian Muslim
houses)

Type III: Harmoniously accepted
(e.g. Internet and cable in
socially backward areas)

(iii) Illiteracy

Illiteracy provides great resistance to
desired or undesired, planned or unplanned
socio-cultural change

Illiteracy takes time to understand
importance of things like changes
due to stubborn attitude. Semi-illiteracy
accounts for equal level of resistance

Theoretical support

Lewis A. Leiser's theory of social change
describes that

"Inventions do that do not effect culture
are easily accepted"

Examples

Due to illiteracy of farmers in Pakistan

digitalization of agriculture remained an unwelcomed change.

Also petio was blamed to reduce fertility rate in KPK areas due to illiteracy.

Electric fans calling of being called blood suckers once also fits in this context.

Therefore, all these ~~cut~~ socio-cultural change were resisted due to illiteracy

(iv) Pressure groups

Explanation

Pressure groups mostly the religious group has great influence on social and cultural values of a society.

They influence the collective decision making of society too and most of the times they have been observed to resist any change either material or non-material to engender in particular society they live in.

Case Study

Voting as considered male culture earlier in Pakistan was never supposed to be rights of women too. Religious groups, after the suffrage movement, prominently in KPK

~~news~~ let
 didn't let the change enter their districts
 and considered it immoral and
 inappropriate for women to go out during
 elections and caste vote until
 parliament considered it mandatory for
 every district of Pakistan to have
 10% turn out of women voters.

Critical Analysis

From the above discussed point it can be deduced that:

Factors driving socio-culture change are :-

- a. Contact with other cultures
- b. Respect for the works of others
- c. Advanced educational system
- d. Technological exposure
- e. Open layering system
- f. Desire to progress
- g. heterogenous demography
- h. Future oriented ideologies
- i. Integration acceptance attitudes

Inhibiting factors for socio-cultural change include:-

- a- Lack of relationship with other communities
- b- low education contributing to illiteracy and semi-illiteracy
- c- fear of unsteady integration
- d- Cultural Inertia and Ethnocentrism
- e- Ideological barriers.
- f- Bad prejudices against foreign cultural elements
- g- Traditional societies

Conclusion

Certain factors contribute to socio-cultural changes while others act as barriers to ~~minimize~~ minimize the socio-cultural shift of society. Both are based on specific ideologies, rate of literacy and level of exposure of world outside the nutshell. Most of the time socio-cultural change becomes need of society and is highly rewarding if adopted. The society who rejects to adopt such change lags behind.