

Q. There is continuous struggle between material and non-material cultures. In this process the non-material culture lag behind the material culture and create cultural lag. As a sociologist give your opinion how to fill the gap.

1) INTRODUCTION :-

The term 'cultural lag' was coined by sociologist William Fielding Ogburn to describe the phenomenon where non-material culture lags behind the material culture. This difference between both ~~types~~ types of cultures create social problems and tensions. As the societal values struggle to catch-up with the rapid pace of technological change. As a sociologist, addressing the gap between material and non-material cultures requires a multifaceted approach that involve both

individuals and institutions.

2) DECODING THE TERMS ~ MATERIAL AND NON-MATERIAL CULTURE :-

The term 'material culture' refers to the touchable, concrete and physical aspects of a culture, while 'non-material culture' deals with the untouchable, abstract, and non-physical aspects of a culture.

In contemporary societies, due to advancement in technologies, material culture is developing rapidly as one can witness the new devices or gadgets entering in our social lives. On the other hand, the non-material acceptance of such changes is very slow. This difference in cultures' acceptance creates 'cultural lag'.

3) SOCIOLOGICAL APPROACH TO FILL THE GAP BETWEEN

MATERIAL AND NON-MATERIAL CULTURE:-

As a sociologist, here are some suggestions to fill the gap between material and non-material cultures. These suggestions are:

1) Keeping institutions of socialization involved

2) Media Literacy

3) Education and Awareness of Institutions

4) Giving Advice to Country's Policy Makers

5) Encouraging the cultural Adaption

6) Enforcement of Ethical Guidelines

7) Fostering the Social Dialogue about Emerging technologies

Keeping Institutions of Socialization Involved :-

As a sociologist, the first suggestion to fill the gap between material and non-material culture is by keeping the institutions of socialization involved and updated in any society. The social institutions are family, school, mosque, etc; they should be involved in order to give awareness and education to people. According to structural-functional perspective, society is viewed as a system with interrelated parts that work together to maintain stability. So, to address the gap between material and non-material culture, the theory focuses on aspects that serve in maintaining societal equilibrium.

2) Promotion of Media Literacy :-

Acting as a sociologist, the gap between material and non-material culture can be bridged through the promotion of media literacy. As media can help individuals critically evaluate the impact of technology on culture. This includes how media influences perceptions and values, and how it shapes cultural norms. Moreover, the media encourages questioning the representations of technological advancements in media and understanding their implications for societal values. Stuart Hall contributed significantly to understand the media's role in the construction of meanings.

3) Education and Awareness of Institutions :-

Serving as the sociologist, one of the suggestions is to promote education

That emphasizes the ethical and social implications of technological advancements. It helps individuals understand the broader impact of new technologies on society through institutions of family, school, religion, education, and government. These institutions also raise awareness about cultural values and need for adaptation in response to technological changes.

4) Giving Advice to Country's Policy Makers:

As a sociologist, the next suggestion is to give advices to the policy makers of the country. Government can help reducing the cultural lag by making such policies. These policies will inturn act as an important social control

tool for the people of
country. So, people will
be bound to follow the
law thereby reducing
the cultural lag.

5) Encouraging the Cultural Adaption:-

A sociologist should play an important role in encouraging the culture of adaptation where societal values evolve alongside technological progress. This process involves promoting flexibility in cultural norms and values to accommodate changes brought about by new technologies. The most suitable example here is of Nordic countries like Denmark, Sweden, Norway, Finland, etc. These countries consistently rank high in global indices measuring both technological innovation and quality of life. The reason is that

- They have successfully integrated technological advancements along with maintaining strong social welfare systems.

6) Enforcement of Ethical

Guidelines:-

Acting as a sociologist, he/she should develop and enforce ethical guidelines for the development and use of new technologies. His/her policies should ensure technologies alignment with societal values and minimizing the negative impacts. This process may involve collaboration of a sociologist with governments, industries, and academic institutions. By taking measures on ethical grounds, sociologist can help to reduce the gap between material and non-material culture.

7) Fostering the Social

Dialogue About Emerging Technologies:-

Last but not the least suggestion of a sociologist is the open and inclusive discussions about societal implications of emerging technologies. There should be diverse voices in these conversations. Moreover, a sociologist should encourage collaboration between technologists, social scientists, and policy makers to bridge the gap between material and non-material culture.

CONCLUSION:-

Closing the gap between material and non-material culture is an ongoing and dynamic process. It requires a collaborative effort from individuals, communities, institutions, and policy-makers with the help of

sociologist. The societies should navigate the challenges posed by rapid technological change while preserving and adapting cultural values.
