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1.1 Introduction:

“Man-A God in Animal form.” What is human mind in its higher aspect, whence comes it, if it is not a portion of the essence – and, in some rare cases of incarnation, the very essence – of a higher being: one from a higher and divine plane? Can man- a god in the animal form - be the product of material nature by evolution alone as is the animal, which differs from in external shape, but by no means in the material of its physical fabric, and is informed by the same, though developed, Monad-seeing that the intellectual potentialities of the two differ as the sun does from the glow warm? And what is it that creates such difference, unless man is an animal plus a living god within his physical shell? Let us pause and ask ourselves seriously the question, regardless of the vagaries and sophisms of both the materialistic and the Psychological modern science.”

-H.P. Blavatsky

Psychology is the study of the mind and diseases of mind. Man is constantly put into interaction within his environment whether he is interacting positively or negatively. Man has to live in a physical on natural environment to find out his requirements. The primitive man had to live in a physical environment which was also natural environment. There were several natural forces with which he had to deal with to protect himself and his men till he learned to build up an abode or a living place he had been using the caves in hills and mountains as his adobe. In these physical and natural environment the primitive man learned to live and his behaviors was greatly influenced by these environmental conditions.

Since natural calamities were of often disturbing him with storm, heavy rains thunder and lightning and floods. He slowly learned to adapt himself to all these disastrous consequences. His behavior was often determined by these natural forces and physical and environment conditions. He was reacting to each and every change that was taking place in the physical environment. Man’s group growing larger and larger, he found a social and cultural climatic conditions and his social life was promoting him to make improvements in all his ways of life.

In this way, every stage man was influenced by his environmental factor and letters on by his group members. Thus man found a social environment in which he has to react to the functions of his group whatever type of environment in which man lived he learned to adapt himself in the situations. Man has been experiencing the environmental stimulations in various ways. Some of the stimulations were simple and tolerable but some of the environmental stimulations were too difficult and complex to clear with. They were causing harmful effects on his behavior. Somehow man has so react to the environmental stimulations.
1.2 Definitions of Attitude:

According to significant article written by G.W. Allport in 1935, the view was expressed that the concept of attitude is probably the most distinctive and indispensable concept in contemporary American social psychology. Although almost twenty years have elapsed in the meantime, the study of attitudes has remained a major area of investigation several writer have in fact defined social psychology as the scientific study of attitude.

In the first important use of the concept as a central characteristics of sociological problems was made by Thomas and Zamecki (1920), who in their study of the polish peasant in America in 1918 concerned themselves barely with the question of his adjustment of the changed social environment in America. They saw the problem in terms of the substitution of new values for old and its main features was therefore the question of attitude, which they defined as a state of mind of the individual toward a value boards (1923) and folson (1931) have also described social psychology as concerned mainly with the question of attitudes.

Allport suggest that one reason for the popularity of the concept of attitude in social psychology is that it escapes the ancient controversy concerning the relative influence of heredity and environment attitudes can be and have been studied without any direct reference to their possible biological origin. Moore (1929), for example made an attempt to discover some relationship between radical and conservative attitudes on one hand and the supposed hereditary temperamental make-up of the individual on the other.

1.2.1 Allport gives the following definition:

“An attitude is a mental and neutral state of readiness, organized through experience, exerting a directive or dynamic influence upon the individuals response to all object and situation with which it is related.”

“A neuropsychic state of readiness for mental and physical activity, that is to say the presence of an attitude prepares the individual for a certain response.”

“Newcomb (1950) similarly speaks of attitude as a state of readiness for motive arousal, and individuals attitude towards something in his predisposition to perform, perceive, think and feel in relation to it.”

1.2.2 Other definitions of attitudes are as under:

A). Baldwin (1901-1905)

“An attitude is readiness for attention or action of a definite sort.”
B). Morgan J.J.B. (1934)

“Attitudes are literally mental posture, guides for conduct to which each new experience is referred before a response is made.”

C). Dictionary of Psychology, Warren (1934)

“Attitude the specific mental disposition towards an incoming experience, where by that experience is modified or a condition of readiness for a certain type of activity.”

D). Chave (1929)

“An attitude is a complex of feelings, desires, fears, convictions, prejudices or other tendencies that have given a set or readiness to act to a person because of varied experiences.”

E). Thomas & Znaniecki (1918)

“By attitude we understand a process of individual consciousness which determines real or possible activity of the individual counterpart of social value activity in whatever form, is the bond between them.”

F). Droba (1933)

“An attitude is a mental disposition of the human individual to act for or against a definite objects.”


“The defining characteristic of attitude is that they express an evaluation of some object.”


“Attitudes are associations between attitudes objects virtually any aspect of the social world and evaluations of those objects.”

I). Judd et al. (1991)

“Attitudes are lasting evaluations of various aspects of the social world-evaluations that are stored in memory.”

1.3 Social change:

Social change is a structural or ideological change in society. It refers to any noticeable difference in any social phenomenon over a period of time. Social change means modification of behavior or change in the attitude of a large number of individuals, alteration of customs, values, institutions and social behavior. It is a change used to describe variation of modifications of any aspect of social process, social pattern, social interaction and social
organization. Social change is a part of the qualities of social system and is not at all an align and an intrusive element.

Thus, we can say that social change means the changes which are responsible for the perfection of a society and a nation. Scientific and technical advancement have completely charged over society. New agriculture methods have proved their worth. Invention of electricity has completely changed our life. Trains save our time and energy. Aero planes have narrowed air distance. Harnessing atomic energy has immensely increased our potential for social uplift and national prestige and has given an aspiring status to our country in the galaxy of enlightened nations.

Attitude, as a most distinctive and dispensable concept in contemporize psychology, are a subjective or mental state for preparedness for any action affecting the individuals responses are learned tendency to behave persons or situations either positively or negatively, dynamic with several dimensions are organization of psychological processes, have an objective reference. Attitude as the complexes of ideas and sentiments, are dispositions of behavior of man, are learned in relation to identifiable reference. Culture helps in shaping and expressions of attitudes.

The attitudes are the individual’s acts, often in terms of a point of view in outlook or perspective towards. The problem facing them. The work attitude is also generally used to give a mental picture of an individual regarding a social and psychological problem.

Attitudes are a mental and neural state of readiness exerting a directive or dynamic influence upon the individual’s response to the objects and situations to which it is related, learnt and more or less generalized and effective tendency or predisposition to respond in a rather persistent and characteristic manners (positively or negatively) in reference to any situation, idea, value, material object or person or group of persons.

Attitude known as a patterned system of cognition and action tendencies represents the subjective mental state which is built towards alternative cause of action. Sometimes it is misunderstood by behaviors, but in the real sense both are entirely different in practical meaning. Behavior is a set of such human dispositions which come to the fore as a result of some stimuli given in some particular social set up, while attitude on the other hand is not a subject of particular stimuli, but a determined behavior against the same social set up. Attitude is a complex characteristic of a person which is most important for understanding and prediction of social behavior.
1.3.1 Definition of social change:

**Marris Ginsberg (1985)** Social change is a very broad concept, referring to alterations over time in social structure, culture and behavior patterns. All societies undergo changes. Social change is a universal. It occurs at all levels from whole societies to micro level social interactions, "By social change, I understand a change in social structure. e.g. The size of society, the composition or balance of its parts or the type of its organization, The term social change must also include changes in attitudes or beliefs, in so far as they sustain institutions and change with them".

In our society changes are bound to come. In some societies these changes are very slow while in others are rapid and fast. But no society can escape from changes. A sociologist is therefore, required to take these changes into consideration for proper study of society. In our own times we find that changes have been counting rapidly. Stability of family has been shaken and hold as well as grip of religion has considerably weakened. Change is natural for every society and even if any society make any attempt to stall social change that shall be an impossible task.

According to Jones, “Social change is a term used to describe variations or modification of any aspect of social processes, social patterns, social interactions or social organization".

According to MacIver, “Social change is change in social relationship”.

According to Gillian and Gillian, "Social changes are variation from the accepted mode of life; whether due to alterations in geographical conditions, in cultural equipment, composition of the population or ideologies and whether brought about by diffusion or invention within the group".

According to Kingsley Davis," By social change is meant only such alterations as occur in social organization that is the structure and function of society.

**Bottom ore (1987)** Changes in an empirical reality. Sociology has its roots in the attempt to understand the proves of social change except a few sociologists like marks and Sorokin, many of early ground theories of social change (like the linear and the cyclic theories) paid relatively little attention to the analysis of particular processes of social change. They did not also discriminate factors involved in social change.

Social change is likely to occur under three situations-

1. Social institutions change when human needs change.
2. Social institutions change when they fail to meet exiting human needs.
3. Social institutions change when new materials suggest better way of meeting needs.

Thus, Social change is alterations in the social structure and social relationship in a society.
1.3.2 Sources of Social Change:

According to sociologist have identified numerous sources of social change, including the natural environment, demographic change, new ideas and communication, innovations in technology such as: The printing press, Radios, Telephones, T.V. etc. and today the internet has all contributed to the escalating place of social change.

Agburn (1922) the process of social change that takes place under the impact of technology have three angles.

1. Dispersion of the multiple effects of major material inventions.

2. Convergence or the coming together of several influences of different inventions.

3. Spiral or the circular cumulative accelerating process.

1.3.3 Process or Modes of Social Change:

MacIver and Page, Herbert Spencer, Habhouse and Sorokin etc. Sociologist has identified numerous processes of social change such as: The Process, movement, growth, evolution, development, progress, revolution, adaptation etc.

Man is a social animal both by need, nature and necessity without society, he cannot advance and it is impossible to have fullest expression of his personality and faculties. He requires society both for his life and for the sake of good life. When they speak of a society, they usually have in mind a social unit such as a tribe or a nation-state, having its own political, economic, familial and other institutions relatively independent of those of neighboring societies. But in the complex interaction between the individual and society. Society is usually the dominant partner. Society exists long before we are born in it, and it exists long after we are gone, society gives content, direction and meaning to our lives and we, in turn in countless ways, reshape the society that we leave to the next generation.

The concept of society is given different meanings by different writers. It will be more appropriate to say that different sociologists look at society from different angles and emphasize one or two aspects more than others, as can be perceived from the following definitions.

According to 'Society is a system of usages and procedures of authority and mutual aid, of many grouping and divisions of controls of human behavior and of liberties. This ever-changing complex system, which we call society, is a web of social relationships.'

According to 'Society may be defined as the total complex of human relationships in so far as they grow out of action in terms of means ends relationship, intrinsic or symbolic.'

According to 'Society is the complex of organized associations and institutions within the community.'
In other definition is under:

1) “Social change may be defined as modification is ways of doing and thinking of people.”

2) “Social change is a term used to describe variation in or modification of any aspects of social process, social patterns, social interactions or social organizations”

- Jones

3) “By social change is meant only such attentions as occur in social organizations that is the structure and function of society.”

- Devis

1.4 Definitions of Development:

Development is a concept which is contested both theoretically and politically and is inherently both complex and ambiguous. Recently has taken on the limited meaning of the practice of development agencies, especially in aiming at reducing poverty and the millennium development goals.

A) “Development psychology is the scientific study of changes that occur in human beings the course of their life spam.”

B). Development is integration of actions of all parts which is a result of international growth and differentiations.

C). Development psychology is the branch of psychology that studies, physical, cognitive and social change of humans throughout their life cycle.

1.5 Definitions of Modernization:

A) Levi Junier (1966)

“Society is modern in accordance with the use artificial action and tools to get the optimum results of human actions”

B). Kupuswami

“Modernization is inclusive of (or includes) different category of social relations and changes in values.”

C). C.E. Black

“Modernization is such a process which refers to change in historical institutions related with history and adoption of acceleration in new functions which results in growth in the knowledge of people and encourage (facilitate) the scientific knowledge.”
“Modernization is a process of manifold interrelated change in the economic, social political and cultural field, thought which less developed, societies acquire the characteristics of more developed societies.”

1.6 The importance of social Attitudes:

According to social psychology is the most important parts of the social Attitudes but probably no branch of social psychology has received more attention than this problem of social attitude since 1920. It is looked upon as a central problem in social psychology. The net product of the socialization process is the formation of the social attitudes among individuals. These attitudes are reflected by the words and deeds of an individual of an individual. In his interaction with other persons and groups in his dealing with the cultural products, in all these we see the influence of the social attitudes.

He becomes one by the formation of the appropriate social attitudes. In the last way of 80 years, considerable work has been regarding the formation, the change and measurement of social attitudes. Studies have been made about the way in which groups of people incline towards the church, the school, the political party, the economic programmes. One reason attitudes are important is that they are thought guide behavior. Some social psychologists have included attitude relevant behavior as part of the definition of attitudes.

According to the people in different culture from definite attitudes what is describable and what is undesirable. In other words, social attitudes involve values. Attitudes arise out of the socialization of an individual in a group. If must be emphasized that we cannot observe attitude. Social attitudes can only be inferred from the speech and behavior of individuals.

1.6.1 Historical Aspect of Attitude:

According to like most abstract terms in the English language, attitude has more than one meaning derived from Latin word ‘aptus’, it has on the one mind the significance of ‘fitness’ or ‘adaptedness’ and like its by form ‘aptitude’ comments a subject or mental state of preparation for action.

Through its use in the field of art, however the term came out to have a quite independent meaning in referred to the outward or visible posture of a figure in statuary or painting. The first meaning is clearly preserved in modern psychology often referred as ‘Mental attitudes’ and the second meaning in ‘motor attitudes’ since mentalistic psychology historically precedes response psychology, it is only natural to find that mental attitudes are given recognition earlier than mental attitudes are given recognitions earlier than motor attitudes. For this, According to, was one of the earliest psychology its to employ the term in his ‘first principles’ thus “Arriving at correct Judgments on disputed questions, much
depends on the attitude of mind. We preserve while listening to, or taking part in the controversy and for the preservation of a right attitude it is needful that we should learn how true and yet how untrue, are average human beliefs.

In this way recent years it is uncommon to find explicit labeling of an attitude as either ‘mental’ or ‘motor’ such a practice snacks of body-mind dualism and therefore, it is distasteful to contemporary psychologists. The term appeared s without a qualifying adjective, and implicitly retain both its original meanings a mental aptness and motor set an attitude connotes a neuropsychic state of readiness for mental and physical activity.

1.6.2 The Distinguishing features of Attitudes:

Attitudes were determines the characteristic or a consistent, mode of behavior in relation to a particular what are the criteria which differentiate attitudes as internal factor from other internal factors but also to learn about the characteristics of these attitudes themselves. According to sheriff the following are the distinguishing features of attitudes.

a). These are not innate. They are formed or learnt by the individual as he grows up in the group consequently. Attitudes are not biogenic through they are based on the biogenic motives, e.g., caring for food is biogenic but strong preference for rice or for wheat is an attitude that is formed because of the family in which one is brought up.

b). There are more less lasting. They are enduring but since attitudes are formed they are subject to change. They are not immutle because we conform to attitudes we can also change the attitudes provided there are the proper conditions our previous illustration gives us an insight about the changing of attitudes.

c). Attitudes are imply a subject-object relationship. Attitudes are always formed in relation to certain persons, groups, objects or institutions. So attitudes are not just internal factors without any relationship with the external factors. On the other hand they can arise only in relation to some aspect of the environment.

d). Attitude involve individuals as well as groups. An individual may develop an attitude of hostility towards another individual or he may look upon the whole group to which the other individual belongs hateful.

e). In attitude have motivational affective properties. As we have seen already, attitudes are learnt. How can we then distinguish attitudes from other learnt items? According to sherit attitudes have the motivational affective properties. Unlike other learnt items, an attitude is goal directed in a positive or negative way.

In this way, it may be stated that an attitudes is a readiness to respond to certain situations. Persons, objects or ideas in consistent manner.
1.6.3 Functions of Attitudes:

- Why do people have attitude?

- The reason is because attitudes.

a). An attitudes have help them to understand the world around them by organizing and simplifying a very complex input from their environment.

b). An attitudes have protect their self-esteem by making it possible for them to avoid unpleasant truths about themselves.

c). An attitudes have help them to adjust in a complex world, by making it more likely that will react so as to maximize their rewards from the environment and allow them to express their fundamental values.

In fact that the approach involves the so called functional analysis of attitudes. Because it is concerned with the functions performed by attitudes in the economy of personality. In other similarly discussed four functions that attitudes perform for personality.

- Instrumental, adjuactive, atilitarian

- Ego-defensive

- Vale expressive and knowledge function

In this way, the adjustment function is derived from the tendency to maximize the rewards in the external environment and to minimize the penalties e.g., a worker may support a political party that he believes will help him economically. That is knowledge function are based on the individual need to give structure to his universe, to understand it, to predict events etc.

1.6.4 How Do Attitude Influence Behavior?

Development psychology is the most important branch of human science. Social psychologists are interested not only in the when of social thought and social behavior but in the why and how as well as so it should come as surprise that researches have also tried to understand how attitudes influence behaviors. In the work on this issue points to the conclusion that in fact there any may be two basic.

1.6.5 Attitudes, Reasoned Thought and Behavior:

Attitudes were these first mechanisms seems to operate in situations where we give careful, deliberate thought to our attitudes and their implications for our behavior for example, in their theory of planned behavior, Ajzen & Fishben (1980) suggest that the best predictor of how we will act in a given situation is the strength of our intentions with respect
to that situation. Suppose a student is considering body piercing for instance, wearing a nose ornament.

We will he actually engage in body piercing. According to Ajzen and fishbone the answer depends on is intentions and these in turn are strongly influenced by their key factors.

- The first is the person’s attitudes towards the behaviors in question. If the student really dislikes pain and resists the idea of someone sticking a needle through his nose his intension to engage in such behavior may weak.

- The second factors relates to the person’s belies about how others will evaluate this behavior. If the student thinks that others will approve of body piercing his intention to perform it may be strengthened.

- These believe that others will disapprove of it his intention may be weakened. Finally, intention are also affected by perceived behavioral control the extent tot which a person perceives a behavior as hard are easy to accomplish.

Together these factor influence intentions and these in turn are best single predictor of the individuals behavior.

1.6.6. Attitude and Immediate Behavior Reactions:

An attitudes are the model above seems to be quite accurate in situations where we have the time and opportunity to reflect carefully on various actions but what about situations in which we have to act quickly for example when a pan handler approaches on busy street.

According to theory fazio’s attitude-to-behavior process model the process goes something like this. At the same time, our knowledge about what’s appropriate in a given situation is also activated. This attitude and stored information what’s appropriate and this definition. Let’s consider a concrete example.

In this way, together, these factors influence your definitions of the event which might be “oh no, another one of those worth less bumps.” Other definitions of the event than shapes our behavior several studies provide support for his model. So that it seems to offer a reasonable description of how attitudes in some behavior situations.

1.6.7 Attitude formation and change:

Attitudes are the area of formation and change is active and widespread. Attitudes are change in our personality in changing attitudes of people towards the various problems in India. Gandhiji undertook the enormous task of changing the attitudes of millions of people who were either apathetic or actually frightened of the British suzerainty, he tried to change the attitude of the Hindus so that it became favor able towards Muslims, Harisans and other minority groups. Thus the every country of the works is engaged in changing attitudes of people.
In this way, this accelerated rate of social change in our times is due to several changes in political, economic, and technological field. So that they can have faith in themselves works hard and changes their living conditions so that the disparity in standards of life, from group to group within a country or between countries is reduced.

1.6.8 Factors in formation and change of attitudes:

An attitude is not formed in thin air. It is formed in relation to an object, a person, a group and institutions, an issue, a value or norm through exposure of them in interpersonal relations, in group relations, formation or change of an attitude is not self generating. In also individuals own selectivity largely determined by his existing motives and attitudes has to be considered as well.

In this way, an attitude formation and change we have to study both internal and external factors in an interrelated way for external factors specific analysis of person’s point of view stand represented in the stimulus material who represent it, the form of presentation the medium through which it is presented the social context at the time.

1.7 What is Development:

Development psychology is the most important branch of human psychology. Development describes the growth of humans throughout the lifespan, from conception to death. The scientific study of human development seeks to understand and explain how and why people change through life.

The scientific study of development is important not only to psychology but also to sociology, education and health care. Development does not physical aspect of growth but also the cognitive and social aspects associated with development life.

In this way, Development studying human development people change and grow, we can then this knowledge to helping people live up to their full potential.

1.7.1 Meaning of Development:

First of all psychology is most popular part of development before the birth of the sociology of development the focus of interest among social sciences mainly since world, began for the most part with economists and was phrased in terms of economic growth or economic development other social scientist became involved in the conversation partly through economists and political scientists.

In fact the development and growth is not clear, may confused even in economic a relatively exact science. He has made meticulous survey of the literature on the subject spreading over the past twenty years or so and come forward with the nine different sense in which the words development and growth have been used in economics.
Meier Frankly meaning that, “It is difficult to give precise meaning to economic development perhaps it is easier to say what economic development is not for a long time there have been three major mechanical measures of growth for economists gross national product per capita income and precipitate output.

Meier (1966) notes: “Development is taken to mean growth plus change, there are essential qualitative dimensions in the development process that may be absent in the growth or expansion of an economy process.”

There are two different major themes that the concept of development is used to convey in other social sciences.-

1). The development refers to a type of social change which originated in Europe beginning in the sixteen century.

2). The development is used for making comparison between developed and underdeveloped countries. Here in the scholars have been trying to spot out those feature of underdeveloped societies which stand as barrier to development and pinpoint the missing structural characteristics in these societies which are found in the developed societies.

In this way, the other social sciences which became mainly interested and involved in these problems are sociology and political science etc others. There is, therefore sufficient overlapping there is an outpouring of conflicting concepts. These Ideas had their root in European social economic and political and still lean towards the same.

Social development has in recent years reached massive proportions. Some treat the two inseparable and yet others leave the fate of social development exclusively to the economists. In this manner they not only overlap but the analysis of social development as whole remains superficial and partial had the social scientists been fair enough to agree to the reality that the theretical elucidation can cut cross the professional boundaries and that the social development can be understood on basis of an interdisciplinary approach much confusion would have been safely avoided.

Other our close look at the literature dealing with the determinants of development reveals that there are two sets of theories regarding forces of change the first set of theories human society and culture and another set theories regard society and its changes determined by force originating outside the social system.

In this way, development is the third group of scholars play safer and pay attention to both depending upon their orientation and circumstances. Among these scholars sometimes some discover that there occurs economic development without social development. Sometimes some perceive that there happens social development.
1.7.2 Criteria of Development:

According to the development is viewed from two perspectives: (1). Non-Marxist and or Anti-Marxist and (2). Marxist some scholars have preferred to all the former as welfare oriented or capitalist perspective and to the latter egalitarian oriented perspective.

1). Non-Marxists and/or Anti-Marxist criteria of development. The non-Marxist and Anti-Marxist concept of social development implies the move towards better quality of life. According to life-chance are the typical changed for a supply of goods external living conditions and personal life experience. As the ultimate purpose of development is to provide increasing opportunities to all people for a better life, it is essential to expand and improve facilities for education, health nutrition, housing, social welfare and to safeguard the environment.

2). Marxist Criteria of Development: The meaning of development by contrast is based on modern egalitarian values social development refers to the degree to which the structure of society allows the deprived and alienated majority not only to demand their just or equal ideally is possible share of resources but also to actually obtain such goals in different domains of life social and economic justice, economic prosperity, political freedom health and education.

According to between these two broad approaches to the development the scholars have depending upon their ideologies of development tried to devise operational indicators of social development. However there are some scholars who endeavoured to develop the indicators of development of both varieties welfare based and egalitarian combing the elements of both capitalist and socialists systems.

Development Attitude Scale is five point scale and seven parts in as under:

1.7.2.1 Educational Development

Without the educational development of a permanent culture would be impossible. Educational is needed to transmit the newly evolved ideas and practice that emanate from different streams of thought and disciplines. Educational enables us to understand and implement perm culture projects in order to live lighter on the planet, whilst also caring for the planet, and our selves through the ways in which we use and distribute resources.

Similarly, educational illuminates histories that can inform and inspire our action to move towards a sustainable future, it can show us the successes and failures of approaches that have attempted to change the world and way we interact with it and also develop our understanding of how best to work in conjunction with nature.
1.7.2.2 Women Development

In Africa, one of the first to recognize the importance of women in farming was with his classic article The Division of Work According to Sex in African Hoe Culture. A much-quoted study of women in the and empirical data on male and female activities was documented in Nigerian Cocoa Farmers published in 1956. According to pioneering Women's Role in Economic Development brought greater attention to the importance of women's role in agricultural economies and the lack of alignment of development projects with this reality. In the preface to her book, wrote that "in the vast and ever-growing literature on economic development, reflections on the particular problems of women are few and far between”. She showed that women often did more than half the agricultural work, in one case as much as 80%, and that they also played an important role in trade.

1.7.2.3 Health Development

WHO work on 'Health and development' tries to make sense of these complex links. It is concerned with the impact of better health on development and poverty reduction, and conversely, with the impact of development policies on the achievement of health goals. In particular, it aims to build support across government for higher levels of investment in health, and to ensure that health is prioritized within overall economic and development plans. In this context, 'health and development' work supports health policies that respond to the needs of the poorest groups. WHO also works with donors to ensure that aid for health is adequate, effective and targeted at priority health problems?

1.7.2.4 Social Development

Social development is defined as prioritizing human needs in the growth and progression of society. Social development also governs the norms and conventions that govern human interaction. The focus is on improving the lives of regular citizens, especially the poor, to make society a better place for everyone.

Social development works best when it influences social institutions. This can be done by creating a more inclusive society where everyone gets a say. Social cohesion ensures that a safe and peaceful environment is created for local communities. The role of social development can be evidenced by five measures: civic activism, clubs and associations, intergroup cohesion, interpersonal safety and trust and gender equality.

1.7.2.5 Economic Development

Contrary to the position of the critics of globalization, who emphasize economic stagnation as its likely outcome, the empirical data on economic growth rates live no doubts that the opening to globalization has been enormously beneficial for economic growth in India-rather than economic stagnation, globalization has led to the acceleration of the growth rate.
1.7.2.6 Industrial Development

From the date of independence, the pressure for economic development in India has been immense necessitating a realistic approach towards foreign capital. The industrial policy resolution of 1948 as well as the Honorable Prime Minister Pundit Jawaharlal Norm’s statement on foreign capital acknowledged the need for foreign capital to supplement the domestic savings in financing higher level of investments. The scope of import substitution extended to almost every commodity that could be manufactured in the county. The domestic industry was given a considerable protection in the form of high tariffs and quantitative restrictions on imports. Indian industrial strategy focused on the development of local capability in heavy industries including machinery and manufacturing sectors.

1.7.2.7 Infrastructure Development

India is the fourth largest economy in the world. However, one factor which is a drag on its development is the lack of world class infrastructure. Infect, estimates suggest that the lack of proper infrastructure pulls down India’s GDP growth by 1-2 per cent every year. Physical infrastructure has a direct impact on the growth and overall development of an economy. But, the fast growth of the Indian economy in recent years has placed increasing stress on physical infrastructure, such as electricity, railways, roads, ports, airports, irrigation, urban and rural water supply, and sanitation, all of which already suffer from a substantial deficit. The goals of inclusive growth and a 9 per cent growth in GDP can be achieved only if this infrastructure deficit is overcome. Infrastructure development will help in creating a better investment climate in India. To develop infrastructure in the country, the government is expected to revisit issues of budgetary allocation, tariff policy, fiscal incentives, private sector participation, and public private partnerships with resolve.

1.8 Modernization

Modernization is a process of socio-cultural transformation. It is a thorough going process of change involving values, norms, institutions and structures. Political dimensions of modernization involves creation of a modern nation state and the development of key institutions political parties, bureaucratic structures, legislative bodies and a system of elections based on universal franchise and secret ballot. Cultural modernization involves adherence to nationalistic ideology, belief in equality, freedom and humanism, a rational and scientific outlook. Economic modernization involves industrialization accompanied with monetization of economy, increasing division of labor, use of management techniques and improved technology and the expansion of service sector. Social modernization involves universalistic values, achievement motivation, increasing mobility both social and geographic increasing literacy and urbanization and the decline of traditional authority.

The secular and scientific education act as an important means of modernization. It helps in the diffusion of modern values of equality, freedom and humanism. The modern school system can inculcate achievement motivation. These values can form the basis of new
relations in the society and growth of rationality can enable the development of administrative system. Diffusion of values of equality, freedom and humanism can lay the foundations of a democratic political system. The spread of modern education in the second half of the 19th century led to the emergence of modern political elite in India who provided leadership in the freedom struggle. The diffusion of scientific and technical knowledge by modern educational institutions can help in the creation of skilled manpower to play the occupational roles demanded by the industrial economy. Other values like individualism and universalistic ethics etc can also be inculcated through education. Thus education can be an important means of modernization. The importance of education can be realized from the fact that all modernizing societies tend to emphasize on universalization of education and the modernized societies have already attained it.

In the last decades there have been sweeping changes due to modernization that has affected every country in the world. Modernization is a process by which historically evolved institutions are adapted to the rapidly changing functions that reflect the unprecedented increase in man’s knowledge, permitting control over his environment that accompanied the scientific revolution. Modernization is a comprehensive concept aimed at capturing, describing and evaluating profound qualitative and quantitative change in society. It describes the transition of a society from medieval to modern culture. It stands for progress beyond tradition. It is a process of movement from traditional and quasitraditional to certain desired type of technology and the resultant changes in the social structure, value orientations, motivations, achievements and aspirations. It means a value change, significant institutional modifications and improvement of standards of performance and achievement. It involves the substitution of old images and forms with new ones.

Modernization is not a synonym of westernization, which loosely may mean uncritical imitation of the social ways and values prevailing in a western country. Modernization is for discriminate selection between what is worthy and what is unsuitable in a particular situation. Modernization can be described as the process of development in almost every aspect of human life i.e. scientific, technological, economic, environmental, educational and social fields.

Modernization has two major aspects, firstly there is a system of thought and values with reference to which an individual directs or orients his activities and secondly, a system of institutions through which he carries out his activities. Both the aspects influence the behavior of an individual with respect to his self- esteem and social system.

According to modernization is part of psychology. In this modernization refers to a model of an evolutionary transition from a pre-modern or traditional to a modern society. In the social evolutionism theories that modernization to the processes of the spread of education modernization is reliable sources of modernity.

In this way of sociological critical theory modernization is linked to overarching process of rationalization. When the social society of the individual becomes that much more
important of the fundamental unit of social society. Modernization has been prepared by one of the developing city of the evolution. And other society can develop from traditionalism to modernity and that those that make this transition follow similar paths. According to the social theorist of modernization can be seem as processes and as offensives. That was modernization difficult since it implies these developments control the limits of human of interaction and not vice versa. Such that it is development as new data technology method. It is purely to human being to country of the speed of modernization.

1.8.1 What is Modernization?

Modernization or Modernisation refers to a model of an evolutionary transition from a ‘pre-modern’ or ‘traditional’ to a ‘modern’ society. The teleology of modernization id described in social evolutionism theories, existing as a template that has been generally followed by societies that have achieved modernity. While it may theoretically be possible for some societies to make the transition in entirely different ways, there have been no counterexamples provided by reliable sources.

Historians link modernization to the processes of urbanization and industrialization, as well as to the spread of education. As notes, “urbanization accompanied modernization and the rapid process of industrialization”. In sociological critical theory, modernization is linked to an overarching process of rationalization. When modernization increases within a society, the individual becomes that much more important, eventually replaying the family or community as the fundamental unit of society.

1.8.2 Meaning of Modernization

Modernization is part of the social psychology. Education is the means that boosts up the pace of mankind movement towards development. It is the only way available for the society to transmit its valuable possessions from one generation to the other. Every society has its own accumulated knowledge, skills and a composite culture which it wants to generate in future generation and the task is completed through education.

Men are not born modern but are made so by their life experiences. The term, modernization “does not denote any philosophy or movement, but only symbolizes a process of change”. In fact modernization is understood as a process which indicates the adoption of modern ways of life and values. Modernization refers to a model of an evolutionary traditional to a modern society. Modernity represent substantial break with traditional society. It refers to a cluster of new social, economical, political, religious and intellectual system which is totally different from the traditional system. Modernization is a comprehensive concept aimed at capturing and describing the transition of a society from medieval to modern culture. According to society whether viewed structurally or functionally whether taken as multitude of socio-cultural and socio-economic forces, whether perceived as a matrix of psycho-social interactional processes is always passing through dynamic processes of change.
According to modernization as a comprehensive process that involves a marked increased in geographical and social mobility, spread of secular, scientific and technical education, a transition from a scribed to achieved status increased in material standards of living and many related subsidiary phenomena. Advancement and development of a society depends upon the attitude of its people towards the acceptance of technology and willingness to change the style of life. It stands for progress beyond tradition. Though modernization has completely overdrawn the society and the lifestyles of people, yet a hypocritical attitude still prevails in their mind. Certain dogmatic problems such as caste system, religion, education of women, marriage, etc. still exists.

1.8.3 What is Modernization Theory?

Modernization theory is a grand theory encompassing many different disciplines as it seeks to explain how society progresses, what variables affect that progress, and how societies can react to that progress. Modernization theory focuses specifically on a type of modernization thought to have originated in Europe during the 17th century, which brought social mores and technological achievements into a new epoch.

The foundations of modernization theory go back to the Age of Enlightenment, when a number of philosophers began to look at how society changed and progressed. Theories were laid out as to how technological advancement necessarily led to social advancement, which in turn led to an examination of how different facets of advancement were connected. The basic premise of this phase of modernization theory was that humans were able to change their society within a generation, and that this change was often facilitated by advancements in technology, production, and consumption.

In the modern age, modernization theory looks at how new technologies and systems are leading to a more greatly homogenized world. Modernization theory encompasses the world of globalization, where cultural mores and ideas are easily spread throughout the world, leading to a sort of universal culture that serves as a baseline for all cultures. As societies in the world modernize further technologically, some theorists within modernization theory hold that those cultures will also become more like one another.

In this way of modernization view of the development and altered opportunities made available by these developments are shaped and controlled by human agents. Modernization emerged in the late of 19th was especially popular among the 20th century. Modernization for the traditions sake was thought to be harmful to progress and development. Modernization is the processes of transformation from traditional or under developed societies to modern societies. In the present future of pre-modern of economic growth and change in social cultural.

In fact that general of the modernizations are concerned with economic growth within the an indicated by measure of gross national product. Modernization study of the social and cultural of economic growth and the conditions that are important for economic
growth to occur. Every people were change of the social societies. In the most modernization theories of the functional compatibility of component parts. In this way of the modernization has been traditional countries can be brought to development in the same manner more developed countries have of the modernization. It also to dynamics to social and cultural structures and the new version of modernization.

In the theory of modernization is relatively of the basics principles can be drived from the progress of the people of countries other people themselves could develop and change their society of modernization progress through several stages generally starting at a simplistic level and then developing into a more complex level societies adapt to their surrounding environment but they are interact with other societies which further contribute to their progress and development.

In this way, modernization processes of the all state in which favourites are rewaeded and governmental is prevalent causes the state to suffer in terms of modernization. The present essentially implies that in order for modernization to grow and for societies to become more developed the state must be tamed and power to arbitrarily seize private property curtailed. In the internal modernization of society of the developed by cities.

Modernization of saw as obstacles to economic growth of societies. Modernization might deliver violent, change for traditional societies. There is no effect of modernization for some societies was therefore the replacement of traditional poverty by a more modern from of misery them. In this way, modernization has been every change of people economic development and all country of change the cities in developing.

1.8.4 The Impact of Modernization

Education plays an essential role in society, creating knowledge, transferring it to students and fostering innovation. Modernization is a process of socio-cultural transformation. It is a thorough going process of change involving values, norms, institutions and structures.

According to the sociological perspective, education does not arise in response of the individual needs of the individual, but it arises out of the needs of the society of which the individual is a member. In a static society, the main function of the educational system is to transmit the cultural heritage to the new generations. But in a changing society, these keep on changing from generation to generation and the educational system in such a society must not only transmit the cultural heritage, but also aid in preparing the young for adjustment to any changes in them that may have occurred or are likely to occur in future. The diffusion of scientific and technical knowledge by modern educational institutions can help in the creation of skilled manpower to play the occupational roles demanded by the industrial economy. Other values like individualism and universalistic ethics etc can also be inculcated through education. Thus education can be an important means of modernization. The importance of education can be realized from the fact that all modernizing societies tend to emphasize on
the universalization of education and the modernized societies have already attained it. In the ancient days, education was concentrated to one particular group. But with the modernization of education, now everyone has access to education, irrespective of their caste, religion, culture and economic background.

The impact of modernization can be seen in the schools also. The modern day schools are fully equipped with technically sound devices that help children develop their expertise in a more lucid manner. Effective facilities provide barrier-free access for individuals with disabilities, are free from health and environmental hazards, offer adequate space for students and teachers, and are equipped with appropriate technology for classroom and instructional use. Learn more about the issues surrounding school facilities and modernization by tapping into these resources. The useful life for a school building is affected by how teachers and students work together for learning. As teaching methods change, buildings may also need to change to accommodate them. Current teaching models require more flexibility in class spaces than the one classroom model. Students working together in small groups, for example, can use the shared spaces between classrooms in some of the newest elementary schools in the district.

Modernization is usually associated with urban and industrial development. During the 20th century, cities have grown as economic and cultural centers, and new technologies have transformed almost every aspect of life. Although modernization has many advantages, some are concerned about the long term effects it has on countries and people.

1.8.4.1 Socio-religious

“Religion is an attitude towards super human powers”. – religion as a “unified system of beliefs and practices relative to sacred things that is to way, things set apart and forbidden.” In the 18"1 century, the Indian society and religion presented a gloomy picture - bundle or superstitions, society grew rotten and stagnated culture. As the Hindu social system is strongly based on and mostly guided by religion, it is difficult to say where religion ends and social institutions begin. All most all social evils were given the garb of religious sanction by Brahmins and religious leaders in the name of Hindu Dhanna. Religious sanction was accorded to rituals, caste hierarchy, superstitions and idol worship .But with the advent of the Europeans, Western ideas, thoughts and learning were gradually disseminated in India. Educated Indians after a careful examination and scrutiny of their religion in the light of western education and ideas realised that superstition and barren formalism had sapped much of the dynamism of Hinduism .Hence, to restore the original purity and simplicity were established to carry out the crusade of reform. These religious movements revived in the people's minds, memories of their glorious past and contributed to the new conscience among the educated people. The educational system in Orissa before the British rule was mainly oriented towards religion, philosophy, logic etc., But with the emergence of British rule in India, secular education was imparted and religious neutrality was maintained generally346.
1.8.4.2 Position of Women

The position of women in India has transformed over the decades. Great strides have been made in ensuring equality for women in Indian society. However, contradictions and gaps in protecting certain basic rights of women continue to exist. The Government has actively – both through law and policy – sought to improve the status of women. Keeping in mind the regional variations, religious, caste and class-based differences that have a definitive impact on women in India; we draw some broad generalizations on the major socioeconomic developments that have impacted women in the country.

1.8.4.3 Marriage

History of Marriage’ defines Marriage as “the more or less durable connection between male and female lasting beyond the mere act of propagation till after the birth of offspring”. Marriage is an important social institution. It is a relationship, which is socially approved. The relationship is defined and sanctioned by custom and law. The definition of the relationship includes not only guidelines for behavior relating to sex but also regarding things like the particular way labor is to be divided and other duties and privileges. Children born of marriage are considered the legitimate offspring of the married couple. This legitimacy is important in the matter of inheritance and succession. Thus marriage is not only a means of sexual gratification but also a set of cultural mechanisms to ensure the continuation of the family. It is more or less a universal social institution in India.

1.8.4.4 Education

Education, that too higher education, pertaining to the fields of science and technology, provides the basis of modernisation. Education involves a sense of national loyalty and creates skills and attitudes essential for technological innovation. Edward Shils has also emphasised the role of education in the process of modernisation. Still people like Arnold Anderson feel that formal education is not sufficient for teaching skills. University education may increase the number of students with degrees without an increase in the number of people with modern skills and attitudes. By this we cannot underscore the importance of education in national development which is believed to be associated with modernisation. "National development depends upon a change in knowledge - what people know, skills - what people can do, and attitudes - what people can aspire and hope to get". This is the reason why in the recent decades education including mass communication is given utmost importance.

1.8.5 Advantages & Disadvantages of Modernization

Modernization is usually associated with urban and industrial development. During the 20th century, cities have grown as economic and cultural centers, and new technologies have transformed almost every aspect of life. Although modernization has many advantages, some are concerned about the long term effects it has on countries and people.
A) Culture

On the one hand, modernization has encouraged the development of new forms of creative expression, such as film and television. These forms can be easily exported and viewed all over the world. However, a loss of culture may result from modernization. The spread of the Western culture has caused young people in non-Western countries to abandon traditional customs and values. Even languages begin to disappear as urbanization encourages people to learn a country's dominant language.

B) Business

New technology has revolutionized the speed and accuracy of production. Furthermore, increased global trade allows businesses to sell their products anywhere. But increased global production may hurt domestic business when international companies can offer products at cheaper prices. The production of goods in foreign countries, where labor laws are more relaxed, amounts to exploitation in some people's view.

C) Environment

Natural resources such as wood, water and oil are often processed in modernized society, and skyscrapers and factories begin to transform the landscape. Environmental problems, such as climate change, are believed to be the result of industrial development and production. However, in many poorer countries, the discovery of oil and the adoption of new technologies is welcomed for the financial opportunities it presents.

1.9 Communication and travel

New inventions such as phones, television and computers allow people to communicate instantly anywhere on the globe. Increased global travel allows people to visit foreign cultures for business or leisure contact with foreign cultures fosters international cooperation, but can also result in further loss of culture as people begin to adopt the foreign cultures and languages they are exposed to.

1.10 Need and Importance

It is a well known fact that we are in the era of modernization. The process of modernization has a great impact on individual and society. Modernization includes reason and rationalism, secularism, high aspiration and achievement orientation, over-all transformation of attitudes, norms and values, an open society and mobile person. Modernization is the building of an “open society” in which individual talent, enterprise and training can find places in the society appropriate to their achievement. The process of modernization involves appropriate change in the social system to meet the rising expectation of the people; modernization entails social change which leads to progress in many fields.
Due to modernization old social and psychological elements are transformed and new values of human conduct are setup. With the acceleration in the speed of social change the status of individuals and families undergo change.

Realizing the great importance of modernization in the society and the role which the young generation is supposed to play in strengthening social order the present study was undertaken.