Cognition and Impact of Modernization in Changing Normative Structure of Family System (A Case Study)

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ABSTRACT

The purpose of the study is to have a look into the role of modernization in the changing normative structure of family system. Basic theme is to check the impact of modernization on the family system and its changing norms. Basically we deal with the term of nuclearization, which is the reason of modernization. This case study is done in the village Saligrah (South Punjab). In this village indicators of modernization have very strong impact on villagers.

Key Words: Modernization; Development; Normative Structure; Family System

1. INTRODUCTION

George (1987: 88) defines Modernization as, paradoxically an old and a relatively new word in the vocabulary of the social sciences. When we use the term modernization, it is of relatively recent origin, and social scientists use the term modernization as a word, that is generalizing the complex change occurring in the developed and developing areas. Thus, this social change continues as a result of modernization, which is important because it is going to get a strong social and cultural position in present era. Modernization affects the socio-cultural issues of the society; which change the present condition of human society. As a result people adopt new traits, trends and technologies, which are given according the global perspective. According to Haviland (2002) Modernization defined as an all-encompassing global process of cultural and socio-economic changes, whereby the developing societies seek to acquire some of the characteristics common to industrial Societies. In the course of modernization, traditional knowledge and techniques give way to the application of scientific knowledge borrowed mainly from the West." Due to modern technology, modernization creates the change in traditions and values. People are going to accept this because progress is both necessary and beneficial to society and the individual.

Now-a-days, Modernization has proved to be an extremely powerful but uncertain force in the perspective of human affairs. It has had serious impacts on environment and the social structure of the societies. Bright (2000) explains: Modernization is a term that refers to the process of change through which traditional societies attempt to adapt themselves culturally, economically and politically to the requirements of the contemporary world. According to this point of view, when the modernization changes the present conditions of society, it affects all aspects and determines of socio-cultural indicators of development. Modernization is the process by which cultures are force to accept traits from outside, and change their original shape. Now Pakistani society has a cluster of old social-economic and psychological commitments which have reshaped over time. They want to change themselves in order to improve their position in the society as regards high status in village or strong economic position in village. These changes bring about social reforms in society through different social organizations and a new social system. This new set-up changes the minds of the people and the society.

According to Ronald (2000) Modernization is the evidence of massive cultural change and the persistence of distinctive cultural traditions. This change is associated with shifts, away from absolute norms and values that are increasing rational, tolerant, trusting, and participatory modernization. That are widely viewed as a uniquely western process that non-western societies could follow only in so far as they abandoned technologically and morally. The cultural change is the reason for modernization and bringing change in its characteristics. According to Arnold and Hurn (1966) Modernization refers to those social changes, which emerge through institutions and organizations like those found in different societies. Definitions of modernization all tend to include a similar list of these institutions or the processes through which they come into being, e.g. urbanization, socio-cultural change, normative change, and other issues of the society. However, various conceptions of modernization differ with regard to which of the processes are considered especially salient (primary, most basic, most difficult, etc.). Modernization necessarily involves an experience of social change for the modernizing of population. People must change their personalities and/or their occupations and/or their values and/or their loyalties." If we study about modernization in society we can see social change is the result of modernization, which is generating institutions and organizations in society and giving a new outlook to society.

This is understood that modernization describes the process of change from a traditional, Agrarian Society to a modern Industrial Society. As a result of industrialization, the social structure and beliefs of society have changed drastically. According to Chaudhry (2004), Modernization has increased urbanization in present time. The rural family develops more and more towards centrifugal tendencies. Its economic homogeneity based upon a single cumulative economic activity of its members; declines. Joint family property tends to be disrupted since its individual adult members being increasingly engaged in different occupations. Because of this reason they are unable to reside together. The family members break away from the family restrictions. They develop their own initiatives for independence. The inevitable result is the weakening of the family authority, family ties and the family itself.

This statement emphasizes the impact of modernization on family structure. Family is a social unit, and cultural anthropologists have identified different fundamental types of family. The nuclear, extended and joint families are the major types of the family structure with adopt values, norms and beliefs from their ancestors so that they can formulate it, follow it, and can change it. Now at present our society is being modernized through media and communication, and even trade has a variable effect on the cultural and family norms.
According to Hezel (1991) Family may have as many definitions as there are cultures. Under the impact of modernization today, however, people almost everywhere are witnessing the breakdown of the traditional extended family into nuclear families. This is not to say that the traditional larger kin groupings have vanished; and families' function is changed and it's a negative impact on family. Every culture has its own family set-up. And modernization is also has an effect on family system and its traditions. Now extended families' traditions are going to change through modernization.

1.1 THEORETICAL FRAMEWORK

We took the model of Parsons (1967) and Smelter (1969) whose exploration of the growing institutional complexity of society had provided a powerful model of what was distinctive of modern industrial society and the role (or function) played by its component parts. The defining feature of modern society was said to be a system of norms and values that were conducive to an open, democratic, entrepreneurial and participatory society. In contrast, non-modern traditional societies lacked such features, being tied to tradition for its own sake. Modernization theorists could, and did apply this broad framework to explain the different developmental stages and development achieved by countries around the world, and could prescribe the normative changes that were needed for less developed countries to join the modern world.

As we know, modernity is a powerful factor and it is a complex and dynamic process, which marks a distinction and changes traditional ways of living. If we analyze Parsons and Smelser's (1969) model we can see that modernization is a complex process that influences the whole society and changes its norms, values and belief system especially in rural areas. It is exploring new ways of development, and changing the social institutions with the passage of time. According to Parson's, the difference between tradition and modernity have strongly reinforced that tradition, for all its diversity of knowledge and ideas; still there are two systems of interrelated variables. The tendency is, firstly, to treat societies under a natural system, and secondly, to search for the independent variables which if altered initially will cause changes in the related, but dependent variables in the process of change. Thirdly, to conceive of the tradition as one of declining tradition and rising modernity, and finally to assume that social change consists of a process that is internal in its essence. The second model that is selected is given by Durkheim (1858, 156).

At the heart of Durkheim's work is a belief in the importance of creating well organized, ordered and harmonious societies in order for individuals to flourish and live out their lives productively and contentedly together. According to him…….order flows from consensus out of the existence of shared norms and values. For him, the key causes of social and individual ill-health stem from 'anomie' -a lack of regulating norm. Anomie is the result of the potential scourge of modern competitive society; the promotion of unrestricted desires; without norms constraining behavior, humans develop insatiable appetites, limitless desires, and also general feelings of irritation and dissatisfaction. Durkheim went on to say that strong, ordered society and individual liberation are only guaranteed where beliefs and behaviors are properly regulated by socialization (an on-going process whereby individuals learn to conform to society's prevailing norms and values).

If we relate this model with modernization we can see sometime modernization having negative change in society. People are socialized through their society and the society changes individual behavior with the passage of time.

2. RESEARCH METHODOLOGY

This Research includes directly taking interviews and also observing people, in order to study their social and cultural environment. Many tools and techniques were used for the data collection that is cluster sampling, informal interviews, and group discussions. In the cluster sampling, a cluster consisting of **90** members as a single unit of study was taken. This technique helped in studying the subjects more easily, thoroughly and intensively because a large community was difficult to study. This table describes the distributions of gender in the village regarding data collection.

Table: 2. Description of Sampling Status

Gender	Age	Status of Sampling
Males	25-40	25
Aged people including males and females	Above 40	15
Females	25-45	23
Younger generation including males and females	15-25	27
Total	-	**90**

The second technique used was Informal interview: This technique was used to collect data. An interview guide was prepared for face-to-face interviews. Through this technique we find not only with the respondents who were working in village and were adopting new development trends but also the outside workers who spent their time in city and brought about changes in their behaviors which reflected their norms. It also narrowed down such a huge topic addressing the normative structure during investigation and provided the data with the theoretical and practical basis. Through this technique the structure of norms and normative structure of family system was analyzed. A comprehensive interview guide was used for data collection to cover each and every possible aspect of village's culture and the changes occurring therein. A brief description about the interviews conducted is given below:

i) 25 males were interviewed on the basic of changing family system. The interviews were arranged in smooth environment and at a suitable time. Respondents were cooperative and very informative. These interviews were conducted during their working hours in the fields.

ii) 23 females were interested to explain the changing condition of traditions and the aspect of modernization. These interviews were conducted at their home in the morning hours because at that time they were free and relaxed. They told that what change was more powerful for them in village in terms of modernization.

iii) 15 aged persons who felt dismayed over the role of modernization in village and the decline in traditions, which is the normative structure of family system, were interviewed. These persons were free all the time and very long discussions with them were done. They always discouraged the new aspects of modernization and by the same token the project of new Sun City in village which is a plan of developing a new town. These oldsters were of the view that the outsider entrants would effectuate changes in the preexistent traditional culture of the village. Villagers admired the old traditions and tried to eliminate / minimize the thrust of modernization in the village.

iv) 27 students of different ages were chosen and were found satisfied with modernization and they accepted its affects as well. These interviews were conducted in school. Students of different ages explained the status of modernization in village and expressed their desires as to what new things they wanted to do for their own selves and the village.

2.2 GROUP DISCUSSION: Different group discussions were conducted with the respondents. These started with social conversation, which took a few minutes; here they talked about the community life, and day-to-day affairs. That ensued the talk about the purposes and benefits of the research with a view to gain support and interest from the respondents.

From time to time, the group discussions allowed people to speak out and exchange views openly in the gathering. We can understand the group discussion through the following table

Table 2.2. Group Discussion among Villagers		
Gender	**Age Group**	**Nature of Discussion**
Male	Married with no age restriction	Nature of development in village, traditions of family, benefits of extended and nuclear family, reasons of nuclear family.
Female	Married with no age restriction	Environment of the house, disadvantage of extended family and nuclear family, reasons for separation of family, size of family, women's status in family, awareness about education, tradition of family, acceptable actions in family.
Old	Above 50 years old	Tradition and norms of family system.
Young girls and boys	Less than 20 years old, mostly students	Education, career planning, participation in decision making of their future, changing family system.

Given the table above, it was analyze that people had different point of views about modernization and development in village. From the group discussion it was analyzed that, the impact of modernization on the normative structure of a family system is very strong and more progressive too. Males who were much dominant in these discussions were of the view that the social development will move them towards urbanization. According to them the family systems were more important for them because they wanted to be independent and economically strong. As compared with females; these males were more conscious about status in family and village.

2.3 DATA ANALYSIS: In research data analysis technique has provided a layout of data for better understanding and analysis of research. Research had a qualitative approach and for this reason our data analysis depends on interviews, observations, group discussions and field notes.

2.3.1 HYPOTHESIS 1. *The impact of modernization on norms, beliefs and values of the family System*
The literature review and research shows the village had a very strong affect of modernization on its norms, beliefs and values with respect to family system. This modernization is based on education, mass media, social and cultural change. Norms and values are being modified and villagers are internalizing it. These changes are affecting the status of males and females in families, their decision-making process and are arousing awareness about female education in families as well. Thus we arrive at the conclusion whereby we have got the main point of modernization.

2.3.2 HYPOTHESIS 2. *Societal modernization does have impact on extended family and the rise in the nuclear family system.*
This research shows that societal modernization does have impact on extended family and rise in the nuclear family system. The reason is that the villagers were more interested to distribute their agricultural land among family members. They wanted to become economically strong and move from one area to another area to avail the better facilities and good jobs. Villagers were interested in new Sun City project in the village and regarding this project, villagers had sold their land. Now with the passage of time new educational and social institutions have also developed. Due to this reason societal change came in the village and it affected the family system. Extended families changed to nuclear families because of distribution of land and economic resources. On account of this material reason, conflicts arose within families and culminated into break-up in joint and extended families.

The research identified the result of different aspects of social change, modernization and normative structure of families. The impact of modernization on family system in village gives a new picture about the villagers' life and their changing conditions with respect to
Norms

3. RESULT AND DISCUSSION
3.1 Indicators of modernization in the village life: These indicators are discussed here through this diagram**:**

CONCEPT OF MODERNIZATION IN VILLAGE

LOCAL WISDOM ASSOCIATED WITH MODERNIZATION

MASS MEDIA   ECONOMIC CHANGE   SOCIETAL CHANGE   SOCIAL AND POLITICAL ISSUES

EDUCATIONAL ACTIVITIES

MEDIA EXPOURE   DISTRIBUTION OF LAND AND OTHER RESOURSES   NEW CITY DEVELOPMENT PROJECT
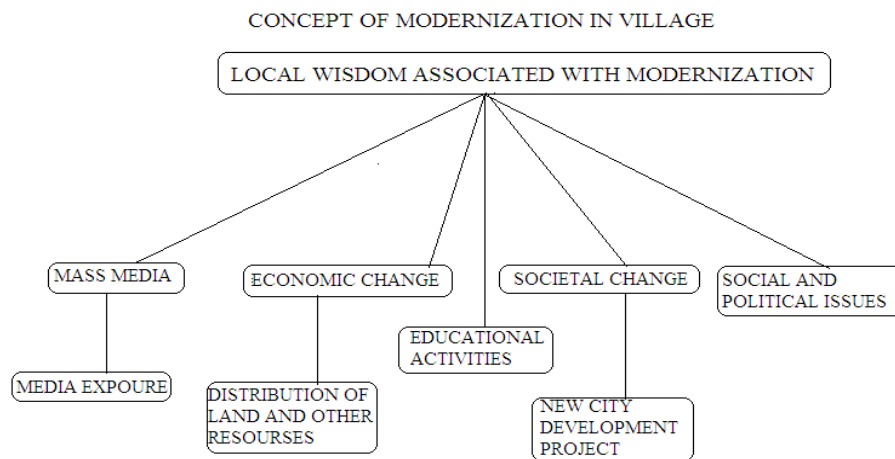
Fig: 2 Layouts of Modernization and its Indicators in Village Life

3.1.1   Awareness through Modern Technology: Any social setup is it tightly packed, has to give way to some change over time; it cannot resist change for a long period of time. This change in the society may get introduced through several sources. Predominantly, the most effective modern trend may be the use of the contemporary technological advancements. In the village, landowners and peasants were greatly inclined towards the use of modern technology as to them this was the easiest way to obtain some of the agricultural targets which once appeared to be quite impossible. According to the sample every house in the village, one can observe the presence of the electrical equipments indicating the level of adoption of the technological appliances. Such adoptions were more demanded by the landlords simply because they can afford them relatively easily. In the village the technological advancement can be seen in terms of improvement in means of production and use of new techniques of farming. Earlier on grindstone was used to grind wheat, which was a long and strenuous process; now the watermill is used to grind the wheat. At present, only one household has a grinding stone in the village. Most of the technological changes have saved lot of time and energy, which can now be productively allocated elsewhere. In this regard, old technology has not been modified rather it has become obsolete. As far as farming is concerned these villagers have much more productive capacity and knowledge about what sort of fertilizers and pesticides they need to use for a better crop. With the application of new technology, villagers have become more ambitious, progressive and independent. The Mass Communication is the major source for the villagers because through this villagers have availed a lot and have changed their way of life. In Mass Communication we found the followings:

3.1.2   MASS MEDIA: Though, mass media has not completely taken the village under its wings but the way the electronic media has its approach not only into the houses of the people but also into the hearts of the young generation. It is really amazing to see that such an isolated village is under the influence of T.V, film and radio. The time is not far away that media will embrace whole of the village. Though, not every household has access to T.V and radio, but the villagers who can afford have had TV sets. The children of the nearby houses also come to watch programs.

3.2.3   **TELEVISION IS MORE EFFECTIVE FOR VILLAGERS:** Now the television sets are abundant, and with the passage of time more and more villagers are acquiring TV sets. Television shows the villagers a whole new world; it is like a window into the future. The villagers can easily get the information about whole the world. They learn the new techniques about agriculture. The English programs mostly show Western Cultural. TV has become a constant source of entertainment and inspiration for the villagers, the ideal life portrayed on TV has become glamorous for many of the villagers. At present five hundred households have television sets. On the basic of our interviewing 75% villagers spent six to seven hours watching Urdu dramas and movies especially new ones. The population that has been most affected is the 79% younger generation whose values and attitudes are undergoing severe change. A very important change that has been caused is the change in the language pattern as a result of borrowing and diffusion of new untraditional words. Villagers are often heard using English words and speaking Urdu.

3.2.4   RADIO: The second development in the village was radio, by listening to the radio the villagers came into contact with languages and information other than their own. The programs that were aired on radio were in Urdu, English, and other local languages.

4. *EFFECTS OF MEDIA ON VILLAGERS AS BEING MODERN*
Media is going to get a strong position in village. The list of these is as follows:

4.1 MEDIA AS A SOURCE OF KNOWLEDGE: According to the villagers they have received lots of benefits from the media. Through media they have come to know about the existence of the rest of the world, which is really an amazing thing. Now they have access to information about the world. They listen to news and other informative programs and update themselves. The village has been facing a list of social dilemmas from its very inception. The early dilemmas are internal in nature, but the dilemma of modernization or westernization is the biggest of all and it is external in nature. In this regard media, especially electronic media holds the sole responsibility for that dilemma. Form a T.V commercial to a complex social problem, presentation of western thoughts is considered most appreciable act. But the media in the name of entrainment promotes western values to undermine regional traditions.

4.2 COMMUNICATION SKILLS: Villagers were of the view that they were learning good ways of communication through TV. These villagers were speedily having interest in Urdu language because Urdu was a means of communication used on TV. Though the children were also learning Urdu at schools as a compulsory subject but the older and middle-aged villagers were also learning it for communicating with the visitors. One of our respondents was illiterate but still she was a good speaker of Urdu as she spent her extra time watching TV.

4.3 LEISURE TIME ACTIVITIES: Music also affects the minds of the villagers. Youngsters spent their time to listen to music. Most often villagers were found to sing the Indian and Pakistani songs while walking or doing work in the fields. Not only radio, rather movies are also a good source of getting acquainted with music. Many villagers have developed habit of singing.

4.4   BECOMING PROGRESS ORIENTED: Now villagers wish to win attention of the world outside their village, possibly through media. They want other villagers to feel their importance and take some substantial actions towards their betterment and progress. They want to develop themselves and have access to advance facilities of life.

5. MODERN CIVIC AMENITIES: A few years back; it was really hard to imagine that such an isolated area like Saligrah would have access to modern civic amenities; but now this has been made possible through efforts of small NGO's. The villagers were happy with these facilities as they were benefiting from them. But many damages had also been inflicted to the cultural characteristics and normative structure of the society due to the innovations brought about by the modernization. The issues mostly considered in this regard are categorized here:

6. EDUCATIONAL ACTIVITIES: Education furnishes a novel way of thinking. In the village, the notion of getting education is not that common. However, with the passage of time many villagers were getting awareness about the advantages of education, likewise the level of education was also getting higher. One of the chief advantages of getting education at educational institutions has been that the villagers have now got a platform where they could refine their natural talents, capabilities and aptitudes. They have at least tried to come closer to the rest of the world in the educational field. Educated persons of the village were performing duties at different institutions like they were serving as teachers. By virtue of education, they were also proving more productive in fieldwork. In the village, education was proving to be the main source of bringing change. With the passage of time their education will be based upon modern strategies, this would certainly affect their life style and living patterns. The educational institutions were trying to copy the western schooling system as well which bring fruits in future.

7. HEALTH: Now with the passage of time people were becoming more conscious about their health meaning that they could no longer depend upon the traditional system of medical treatment. As such, there was no facility for medical treatment except for one dispensary, no medical stores. In the past, the villagers used to enjoy good health. They did lots of exertion by walking up and down the hills, breathing in fresh air, eating fresh vegetables and fruits; and using some herbal medicines. These medicines were prepared at home using the wild herbs and butter. The routine health problems in those days were stomach pain, headache and fever etc. or at the most they would be wounded slightly while falling from the hills and nothing else. This does not mean that there were no other diseases; but first they were not that common due to general good health of the villagers. Second, if they were there, the people were not much aware of those.

This caused the outspread of certain superstitious beliefs about the illness and the resulting deaths of people. Now there was a basic health unit. This unit was giving a taste of modern health system in such a traditional social set up. People had started enjoying the facilities which helped them cure their diseases quickly and cheaply. However, this has a dark side as well. The villagers have to earn more for buying medicines from the dispensaries and the medical stores. This caused them to find more reliable and permanent sources of income whereas there were very bleak opportunities to enhance ones income.

8. *Impact of modernization changes the family norms and has an influence on family system*

We analyzed all those sources through which traditional villagers have tried to mould their ways of living and are resulting in a loss of their cultural and family norms and giving ways to social and cultural change in their society. Due to modernization, several negative changes have penetrated the centuries-old traditions, norms and values of the village. Modernization refers to those social changes which emerge through institutions and organizations like those found in different societies. Generally, we can say evolution of such change in a society is similar to changes taking place in other societies. This new set-up changes the mindset of the people of the society. The rural societies have undergone changes and have tended to become urbanized. The family members break away from the family restrictions. The predictable results are obviously weakening the family authority, family ties and the very family itself. First thing we find the impact of modernization on norms, beliefs and values of the family system and secondly on extended family and rise in the nuclear family structure. It describes modernization changes human thinking and has impact on human behavior. Human beings changed the societal set up and family structure. This change affects family set-up as well as changes the normative structure of the family. In Pakistani society modernization always created a change in major areas of norm. Mostly change is created in folkways because people change their behavior through innovation. In the observation, the traditional family values were very important for villagers and traditional family values were highly respected and even considered sacred but with the passage of time modernization has been created change in society thus changes in the attitudes, values and beliefs are also perturbing family systems. It also changes culture and people's lifestyle.

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