



# VISION IAS

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## SOCIOLOGY (TEST CODE : 1996)

Name of Candidate	Ghogare Harshal Bhagwan		
Medium Eng/Hindi	English	Registration Number	263793
Center	ORO- Delhi	Date	22/01/2022

### INDEX TABLE

Q. No.	Maximum Marks	Marks Obtained
1 (a)	10	
(b)	10	
(c)	10	
(d)	10	
(e)	10	
2 (a)	20	
(b)	20	
(c)	10	
3 (a)	20	
(b)	20	
(c)	10	
4 (a)	20	
(b)	20	
(c)	10	
5(a)	10	
(b)	10	
(c)	10	
(d)	10	
(e)	10	
6(a)	20	
(b)	20	
(c)	10	
7 (a)	20	
(b)	20	
(c)	10	
8(a)	20	
(b)	20	
(c)	10	

Total Marks Obtained:

### INSTRUCTIONS

1. Do furnish the appropriate details in the answer sheet (viz. Name, Registration Number and Test Code).
2. The Candidate should **attempt FIVE Questions out of EIGHT questions** strictly in accordance with the instructions given under each question printed in ENGLISH & HINDI
3. The number of marks carried by a question/part is indicated against it.
4. Answers must be written in the medium authorized in the Admission Certificate, which must be stated clearly on the cover of this Question-Cum-Answer (QCA) Booklet in the space provided. No marks will be given for answers written in medium other than the authorized one.
5. Word limit in questions, if specified, should be adhered to.
6. Any page or portion of the page left blank in the Question-Cum-Answer Booklet must be clearly struck off.

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Plot No. 857, 1st Floor, Banda Bahadur Marg (Opp Punjab & Sindh Bank), Dr. Mukherjee Nagar

## EVALUATION INDICATORS

1. Contextual Competence
2. Content Competence
3. Language Competence
4. Introduction Competence
5. Structure - Presentation Competence
6. Conclusion Competence

Overall Macro Comments / feedback / suggestions on Answer Booklet:

1.

2.

3.

4.

5.

6.

All the Best

1. Write a short note on each of the following in not more than 150 words.

10 x 5 = 50

(a) Critically examine the importance of comparative method in sociological research.

Comparative Method is defined as comparing two societies at different same point of time or comparing same social groups, institutions at different points of time.

# Importance

• Parkheim said that comparative method is the only method to study objective nature of society in the absence of any research method.  
eg. Parkheim study of division of labour

• Andre Bebel says that comparative method is tool of investigation to understand general features of both society without long distinctive.

Features of each:

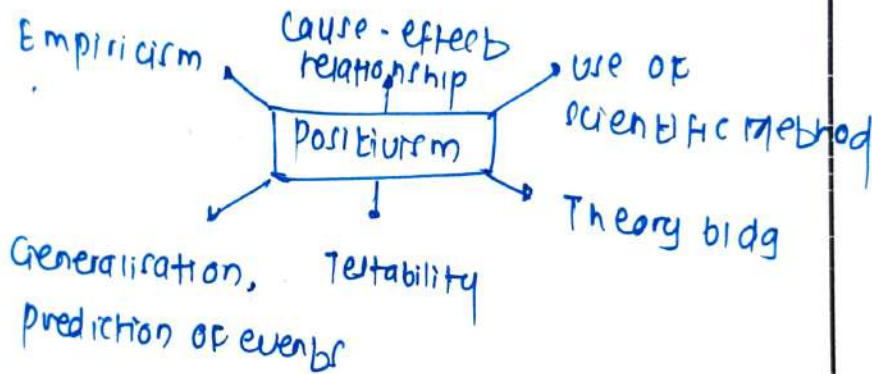
- Social anthropologists like A.R. Brown, Malinowski used to study intra-tribal and intra-culture among tribal society
- It helps to study social change and continuity over a period of time.  
eg. Marx used to study of historical materialism
- provides macro aspects of social reality

### Challenges

- ① Franz Boaz says that every society and their culture is unique therefore it cannot be compared and should follow cultural relativism
- ② problem in comparing whole large society with another large society
- ③ problem in defining unit of comparison.

1. (b) "The contestations regarding 'Positivism' has, enriched the discipline of Sociology". Analyse.

Positivism is referred as a approach of studying sociology which aims at applying the principles of natural science and use of scientific method.



The limitations posed by positivism school led to emergence of non-positivism to enrich the discipline



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Max Weber says sociology is a science attempts for interpretative understanding of social action to arrive at a conclusion and explanation of its cause & effects

Peter Berger in his "sociology of Everyday life" says society is not puppet-theatre as viewed by positivism where individuals act passively. The social world is full of meanings & develops in process of social interactions.

Adorno says positivism is negative dialectical leading to regressive knowledge.

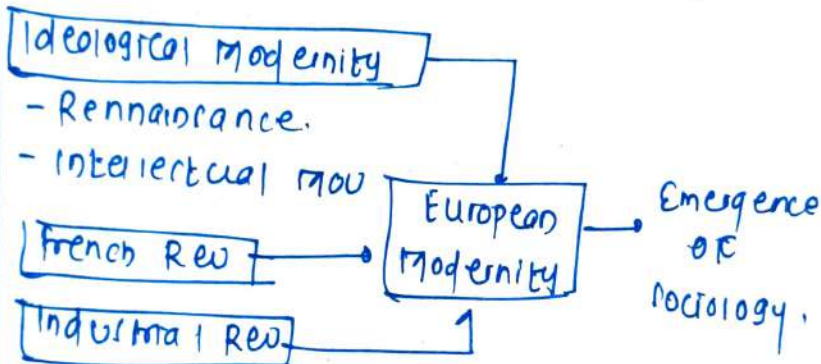
Habermas says positivism aims at cognitive monopoly over truth.

Giddens say science goes for single hermeneutic while sociology goes for double hermeneutic.

1. (c) Sociology emerged in France but consolidated and made a very fast expansion in USA. Comment.

Sociology as a discipline was outcome of socio-economic & intellectual climate prevailing in Europe.

It was outcome of European modernity which brought changes to socio-econ-political changes



### France

- ① Saint Simon ~ called new discipline as a social physics
- ② August Comte ~ father of sociology aims sociology to study social statics & social dynamics

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- **[Durkheim]** has given theory of religion, division of labour, suicide and defined subject matter as study of social facts

## **[USA]**

The foundation of chicago school led to emergence of sociology in USA

- **[Parson]** defined scope of sociology to study social action & social system i.e. micro and macro aspects of social reality
- **[Merton]** enriched functionalism given by Durkheim by modifying the postulates of functionalism and adding latent, manifest function, non-function, dysfunction
- **[Mead]** in his "Mind, self & society" has given "symbolic interactionism"
- **[C.W. Mills]** in his "The power elite" has given power elite theory of American society

1. (d) "Critical ethnography certainly retains problems despite attempts by some sociologists to develop it and overcome objections." Discuss.

→ Ethnography refers to study of a society or a community set up and written documents based on long term observations and conversations.

Critical Ethnography is defined as study of social life in community set up from critical perspective. It looks at social aspects like class divide, gender inequality, poverty, inequality in social, political and economic sphere & so on.

### # Limitations

- ① covers ethnography studies involves moral and ethical issues on

not disclosing the identity & purpose of research.

- ① criticised for research suffering from researcher value biases, ideological biases leading to colored investigation.
- ① difficult to generalise the study based on study of small target group.
- ① problem of reliability and validity occurs and it does not ensure objectivity to research.
- ① suffers from  Hawthorne effects as subjects may change their behaviour.
- ① Gaining a bias and maintaining emotional detachment and no sympathy towards target group is challenging.
  - ∴ Norman Penzios recommended
- ① methodological triangulation method to overcome above limitations.

1. (e) The 'union' of anthropology and sociology is considered to be desirable and favorable, despite their distinctive areas of specialization. Elucidate.

Sociology and Anthropology  
are both disciplines of social science  
aim to study human society

Sociology is defined as  
systematic & scientific study of  
social structure, social institutions, groups  
and network of social relationships.

Anthropology is defined  
as a social science concerned  
with human culture as well as  
physical and cultural characteristics  
that create culture.

### # Difference

Anthropology	Sociology
<ul style="list-style-type: none"> <li>Emergence due to curiosity among western scholars to study primitive society</li> </ul>	<ul style="list-style-type: none"> <li>Result of European modernity from 13th to 18th cent.</li> </ul>

## Anthropology

- ⊙ study of primitive society
- ⊙ study of others' culture
- ⊙ use of qualitative subjective methods

## sociology

- ⊙ study of modern society
- ⊙ study of one's own culture
- ⊙ use of both qualitative as well as quantitative methods

Union

A.R. Radcliffe Brown coined the term "social Anthropology" where both disciplines converge which is desirable & favourable.

- ⊙ Participant observation pioneered by Malinowski in his study of Trobriand Island used by William Whyte, André Bebelie, M. C. K. R. G. S. R.
- ⊙ Functionalism used by anthropologists later modified by Merton

2. (a) "Methodological pluralism is an increasingly common feature of social research." In the context of this statement, discuss the ways in which multi-strategy research can be used. 20

Methodological pluralism

is referred as a combining of two or more research methods in social research

There are two research methodology → Quantitative method  
→ Qualitative "

Every sociologists rely on one research method & buttress their findings using another research method

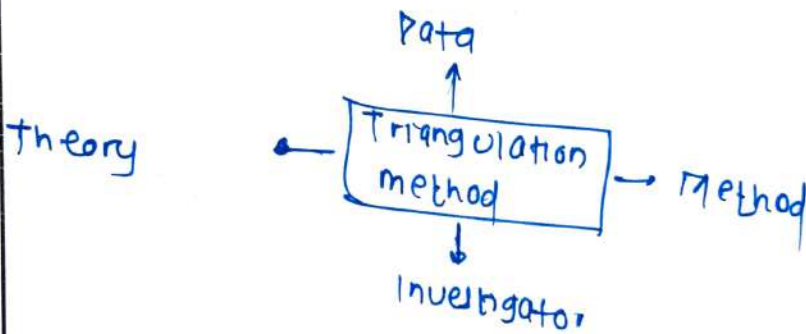
∴ Martyn Hammersley has recommended multi-strategy approach in social research.



### • Triangulation Method

Norman Denzin has recommended triangulation method to enhance objectivity, value-neutrality & check reliability & validity by cross-checking of findings

He has given 4 types of triangulation as follows -



### • Facilitation Approach

It aims at using one research method to assistance with another research method.

### • Complimentarity Method

It refers to use of

2 or more methods to study different  
aspects of social phenomena

eg. Gender equality @ workplace

Quantitative method - Wage gap.

Qualitative method - Gender discrimination  
sexual harassment.

### Advantages

- Triangulation method increases confidence  
in research due to cross checking of findings
- Facilitation method helps to reduce  
time, efforts, money due to the  
assistance of other method.
- It helps to complete subjective as  
well as objective understanding of  
social reality
- It studies from both people's perspective  
as well as researcher's perspective.
- Helps in filling gaps left out by

other research method

• Helps to overcome social desirability bias, investigator bias and  Hawthorne effects.

• Helps to overcome a problems of generalisations as it study by using both small & large sample size.

• Limitations

① Bryman says that methodical pluralism is not a panacea to solve all problems in social research as it rely on only one research method.

② It is also called as random-approach to data collection.

③ Heavily dependent on quality and ability of investigator because new researcher will not know shortcomings of another method.

2. (b) "Sociology could and should be value free". Critically examine the statement with respect to various sociological perspectives. 20

→ Values are defined as socially accepted standards of desirability and undesirability.

They are subjective disposition arising out of personal experiences, bias, culture, tradition, beliefs. It is moral judgement of what ought to be accepted behaviour of ind in society.

Due to prevailing atmosphere of natural science, early sociology attempted to define subject matter of sociology in line with natural science. They believed that social behaviour can be governed by fixed laws that it is possible to make science of society.

Hence, August Comte, Simon Durkheim, Herbert Spencer completely discarded the value present in sociology. They believed sociology to be value-free otherwise it will lead to biased results & disturb social reality.

Max Weber also argued that it is duty of every sociologist to maintain value-neutrality and objectivity in social research. They should strive to be impartial, value free while conducting social research analysis and publishing the finding. They should confine to value relevance while carrying out a research.

① They should be conscious of their own personal values.

- ① They should disclose findings without omitting any findings even if it is against predicted outcomes, personal biases or widely accepted social norms.

Gunnar Myrdal also argued that researcher should strive for value-neutrality as their goal. The ways to achieve value neutrality.

- ① Exclude all ideological and non-scientific assumptions
- ① Make higher value preference clear in research monograph.
- ① Field restrictions must be clearly stated in research monograph.
- ① should not make any evaluative judgement about empirical evidences
- ① Remain indifferent to moral

Implication of his/her research.

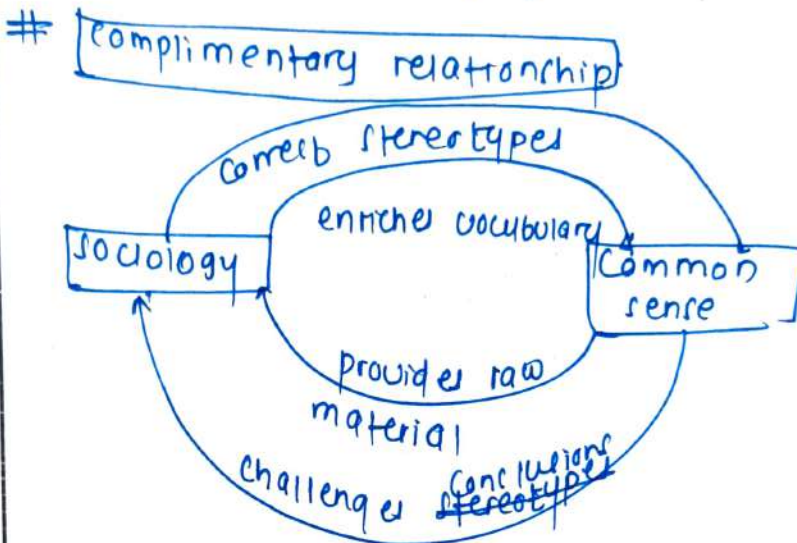
- ① Methodological pluralism and triangulation method be used to cross checking of finding

However, the goal of value free is not achievable in sociology because—

- ① Sociology do not have luxury of controlled environment as enjoyed by scholars of natural science
- ① Human being have subjective conscience and difficult to decode human mind Hence, interpretative understanding of social action needed
- ① Even the choice of topic is influenced by researcher's personal bias
- ① Use of subjective methods involves lots of subjectivity, value based.

2. (c) "Sociology and common sense share a complimentary relationship".  
 Comment. 10

Sociology and common sense knowledge use to sociology was centrality to intellectual debate & discussion.



When sociology was inclined towards nonpositivism, the commonsense knowledge was used in sociology

- ⊙ Commonsense knowledge used to frame hypothesis building and frame concepts in sociology
- ⊙ It provides raw material for social investigation.

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- ⊙ It challenges conclusions derived by sociology leads to organized scepticism
- ⊙ sociology corrects its stereotypes & conjectures. eg The sexual division of labour is outcome of patriarchy and not biological factor.
- ⊙ Anthony Giddens says sometimes sociological knowledge becomes a common-sense eg. Increase in marital breakdown shows marriage is risky.

## # Differences

Common sense	Sociology
<ul style="list-style-type: none"> <li>⊙ Looks what appears on surface eg. God created man</li> <li>⊙ Based on assumptions and lacks empirical evidences</li> <li>⊙ Intuitive knowledge</li> </ul>	<ul style="list-style-type: none"> <li>⊙ Looks what meets beyond eye. eg. Durkheim - man created religion.</li> <li>⊙ Based on empirically verifiable data</li> <li>⊙ Objective knowledge</li> </ul>

3. (a) Describe the understanding and broad contours of sampling. How  
sampling enhances the scientific validity of social research efforts. 20

Sampling is defined as a technique of data collection from smaller elements of population selected from larger population.

Sampling strategy is used to save economy of time, effort, money and study larger population in short period of time.

### Types

- | Probability  | Non-probability sampling  |
|--|---|
| <ul style="list-style-type: none"> <li>⊙ simple random</li> <li>⊙ systematic</li> <li>⊙ stratified</li> <li>⊙ cluster</li> </ul> | <ul style="list-style-type: none"> <li>⊙ convenience or Accidental</li> <li>⊙ purposive</li> <li>⊙ quota</li> <li>⊙ snowball sampling.</li> </ul> |

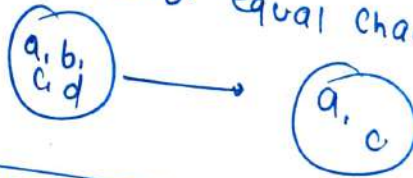
# Understanding broad contours of sampling.

Probability sampling

Here, every element gets equal chance of getting selected. Therefore, it is also referred as true representation of population.

• Simple random sampling

→ Highest degree of randomness therefore each element gets equal chance.

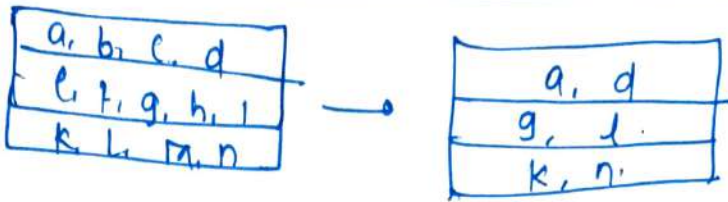


• Systematic sampling

→ Sample is selected in predefined manner.  
→ eg. every 2nd letter selected

• Stratified sampling

→ Whole sample size is stratified into small groups and their relationships b/w groups is studied



## # Non probability sampling

Here, sampling does not involve absolute randomness. Hence, it does not represent a true representation.

### ① Convenience sampling

→ The sample size is selected which is known to him and closest to his hand.

### ② Purposive sampling

→ The purpose of sample is predefined  
 → eg. To study poverty levels among women

### ③ Quota sampling

→ To spredetermine the quota of sampling  
 → eg. to select 40% women pop to study poverty

## # How sampling enhances scientific validity

- ⊙ Make research feasible and possible to study large population
- ⊙ Each and every element gets equal chance of getting selected
- ⊙ It helps to overcome researcher's biases
- ⊙ Comparison, tabling of research is made easier
- ⊙ Easier to ensure higher reliability, validity & objectivity in research

## Challenges

- ⊙ Non-sampling errors may distort reality
- ⊙ Time consuming process and costly
- ⊙ Difficult to identify appropriate strata to study
- ⊙ Data interpretation and analysis may pose challenge

3. (b) "Researchers argue that 'interviews', produce masses of information, which may neither be valid nor reliable". In the context of this statement, discuss advantages and disadvantages of Interview as a tool of data collection. 20

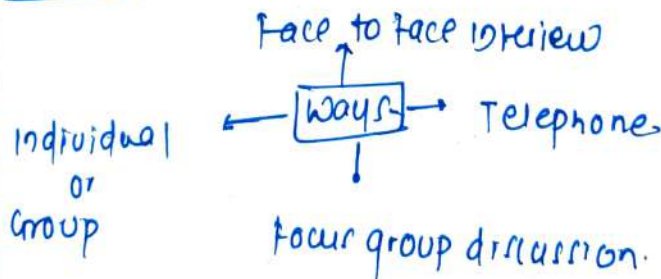
Interview is defined as

a technique of data collection which aims at data collection through a verbal questioning

It is guided conversation b/w a researcher and respondent.

It provides scope of a in-depth probing on a particular subject matter chosen by researcher

ways



Types → structured interview  
 → unstructured "

### ⊕ Structured Interview

- ⊙ It provides little scope for the researcher to ask questions as pattern & sequence of questions is pre-defined.
- ⊙ little scope for researcher bias, so also referred as quantitative paradigm.

### ⊕ Unstructured Interview

- ⊙ pattern & sequence of questions is not predefined.
- ⊙ complete freedom is given to researcher to ask supplementary questions & extract information as per the demand of research.
- ⊙ As a result, it referred as a

qualitative paradigm# Advantages

- ① More flexible tool of data collection than other research method.
- ② Response rate is higher due to live interaction b/w researcher and respondents.
- ③ Misinterpretation of data, questions etc.
- ④ Helps to study past, present and future aspects of particular phenomena.
- ⑤ Helps to study such target group which may otherwise may not be subject of research. For eg professional criminals
- ⑥ structured interview provides scope to maintain higher objectivity, value-neutrality, more-reliability & validity in social research.

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- ⊙ unstructured interview provides subjective understanding of social reality.

## Limitations

- ⊙ P.V. Young says interview method is double-dose subjectivity - first at level of researcher & then respondent.
  - ⊙ Researcher may ask leading questions and prompt respondent to answer as per his/her liking & expectations.
  - ⊙ Respondent may likely to represent themselves as socially or morally correct leading to social desirability bias.
  - ⊙ Interview setting may distort reality e.g. young black American students responded differently to white and black researcher.
- Nevertheless, interview is cheap, easy to handle tech or data collection

3. (c) "Scope of Sociology has been defined differently by different scholars during different times". Substantiate this statement with proper validation.

10

The early sociologists faced two fundamental questions at the initial stage.

- ① Defining subject matter & scope of sociology ?
- ② Defining research methodology ?

August Comte in his "The Law of three stages" defined the scope of sociology as study of social static & social dynamics.

Parkheim in his "Rules of sociological method" defined subject matter of sociology as study of social facts and scope of sociology as social psychology, general morphology.

Marx provided conflict perspective and defined scope of sociology to learn dynamics of relations & forces of production.

Max Weber in his "Methodologies of social science" defined scope of sociology to study interpretative understanding of social action.

Parson in his "social systems" defined scope of sociology to study social action and social system. Thus, he combined micro & macro aspect of sociology.

Feminist sociology emerged and provided gender perspective to study unequal relations b/w men & women.

Thus, scope of sociology is very wide & is widening over a period.

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anything this  
margin  
(इस मार्ग में  
कुछ ना लिखें)

5. Write a short note on each of the following in not more than 150 words.

10 x 5 = 50

(a) "Marriage is no longer the popular institution in today's modern society". Critically analyse.

→ Wettermark defined marriage as a ritually recognized union between men and women such that spouses live together and they have socially recognized sexual relationship.

# Marriage - No popular institution

The forces of modernisation, globalisation, industrialisation has led to change in institution of marriage

The Cohabitation or Live-in relationship is emerging as an alternative to marriage where couples live together with commitment & mutual trust

Civil Partnerships or same sex marriages are emerging and in many countries they are legally

permissible.

Anthony Giddens has introduced a concept of serial monogamy where multiple divorces are followed by multiple marriages. Thus, the sanctity of sacred bond is decreasing.

He also talked about plastic sexuality & romantic love which is in dichotomy with arranged marriage.

Kingsley studies highlighted that 90% of college students approved sexual intercourse before marriage. Thus, the sanctity and sacredness of marriage is no longer permanent.

Nevertheless, marriage is sacred bond b/w men and women. In Hinduism, marriage is socio-religious duty while in Islam, it is sunnah an obligation on Muslims to fulfill.

5. (b) "Technology is the key to understanding social change today". Critically analyse.

Technology is vehicle of modernity. It is fountain head of social change. It accompany us from cradle to grave. It has dramatic effects and brings silent revolution in society.

L.H. Morgan in his "Theory of social Evolution" has highlighted that technological advancements have led to social change in 3 stages Savagery to Barbarism to Civilisation.

Oebien has given technology determinism theory and argued that society's technology advancements have led to social change and change in cultural values. Therefore, technology is driving force behind social & political change.

William Ogburn in his Cultural Lag Theory said that advancement in material culture (technology) leads to changes in non-material culture (social system) but to slower pace.

### Technology and social change

- Castes → Machines like Bandicoot robot, sewage cleaning machines replace social stigma attached to manual scavenging
- Gender → Mechanisation of domestic task (washing machine, vacuum cleaners) work from home has enabled women to work outside leading to women empowerment
- Family and marriage Institution is changing
  - Matrimonial sites like Bharatmatrimony has led to love marriage, online dating
  - IVF, sperm, egg banks, surrogacy has replaced sexual & reproductive function

5. (c) The amount of unpaid labor performed by women is very large and profitable to those who own means of production. Discuss.

→ Feminisation of labor is defined as a entry of women labor in male dominated workforce

However, though women are getting employed in market but still suffers from gender inequality and gender discrimination at workplace

Gender discrimination is manifested in following.

- Wage gap → The unequal wages to women as compared to male counterparts
- part time employment ~ They are employed in job as a part time due to their motherhood role & domestic responsibility
- Women are more likely to get fire off during an economic crisis.

- Occupational segregation is manifested in two ways
- ① Horizontal segregation → Women are mostly engaged in low paid, underpaid, undervalued, non-recognized pink collared jobs which includes 5 deadly c cleaning, catering, caring, clerical work & cashiering
  - ② Vertical segregation → They suffer from glass ceiling effects

Besides these, patarchy perpetuates sexual division of labour where male are termed as breadwinners and women as household workers & raising of children. Therefore, the domestic work is neither paid and nor recognized.

∴ Women are most untapped reservoir of talent in world. Equal opportunities should be provided to achieve [PPG-5] Gender equality

5. (d) Development is a type of social change in society which is often equated with growth, progress or evolution. In this context, discuss various dimensions of development.

Development is progressive change from one lower state to higher state of well being in a desired direction.

Development is foundational head of social change and brings drives revolution in society

# Dimensions

Evolutionary view argued development in terms of shift from traditional to modern society or simple to complex society.

They view development in terms of modernisation, industrialisation, urbanisation, secularisation, liberal democracy & so on. It is accused for western bias.

Some argue development in terms of increase in GDP growth as it leads to increase productivity and improved income distribution among all sections.

However, development is not equated with economic growth but also includes self-realization, independence of thoughts, liberty of action to realise full individual's potential in society.

The contemporary notions of development includes justice, liberty, equality, rights based approach, bottom up approach, human development, inclusive growth & sustainable development.

Thus, development is value laden concepts and it should always drive to progress of society.

5. (e) Discuss briefly the "linear theories of social change".

→ Social change is defined as a social transformation, change in social structure, social institution, network of social relationships which leads to changes in various interconnected dimensions of society.

Early evolutionary sociologists have given linear theories of social change. They viewed social change in terms progressive, unidirectional, irreversible & from simple to complex form.

August Comte in his "Law of three stages" has argued that intellectual progress caused moral development leading to social change in various social institutions. It has changed society from

Theosophical to Metaphysical to Positive stage

L. H. Morgan in his "theory of social evolution" has said that technological advancements has led to linear social change in 3 stages

Savagery to Barbarism to Civilisation

E. B. Taylor in his "primitive culture" viewed social change in terms of cultural development from -

Animism to polytherm to Monotherm

Ferdinand Tönnies has argued that society has changed from Gemeinschaft to Gesellschaft.

Criticism

- ⊙ Arm chair theory
- ⊙ Lack empirical evidences & suffers from ideological bias-

6. (a) In the age of industrialization and globalization, family as a universal and functional institution in society is getting questioned. Critically discuss. 20

→ G.P. Murdock In his "social structure" defined family as a social group characterised as common residence, economic co-operation, reproduction and socially approved sexual relationship b/w opposite sexes

It is fundamental social unit of society and universal institution and characterised as a social group whose members share affinal and consanguinal relationship with each other

However, the forces of industrialization, modernization, globalization, urbanisation has led to changing in functions of family system,

## # Universality of family questioned

- ① Kathleen Gough says that family is neither structurally nor culturally universal institutions.
- ② Emergence of civil partnerships or same sex marriages and co-habitation or live in relationship are challenging to universality of marriage.
- ③ Ghost marriages among British Columbians, women to women marriages practiced from Nuer tribe, Sudan, Nayar of Kerala having "visiting husbands concept" is against family institution.
- ④ In Bonaro tribe, wife had to bear child outside marriage to prove her fertility.

① Kibbutz Community, Israel follows Communal socialisation of children.

The adult members of community is allowed to have sexual relationship with any other mem.

### # changing functions of family

① Kingsley studies highlighted that 90% students had a sexual intercourse before marriage. Thus, the regulation of reproduction function is questioned.

② Emergence of technology has changed functions & challenged family functions.

→ IUT, surrogacy, sperm, egg banks has replaced reproductive functions.

→ matrimonial sites has enabled love marriages thus tradition of arranged marriages with consent of

Family gone

- ⊙ The increase in incidence of marital breakdown, adultery, extra-marital affairs challenges family.
- ⊙ Industrialisation has changed family function  
→ family as unit of production replaced by family as a unit of consumption
- ⊙ Emergence of new institutions has replaced many family functions.

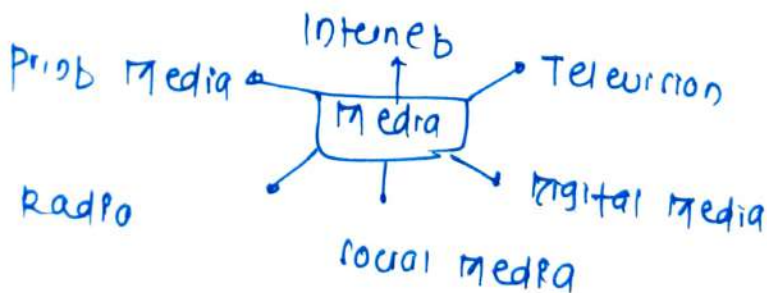
Institution	Function
⊙ school, Education	Socialisation.
⊙ Police, Law & order	Social control
⊙ old age Homes	Caring of elderly
⊙ State	Social welfare prgm, Health, edu & so on.

Thul. though industrialisation has brought changes in family but still family is cornerstone of society

6. (b) Critically examine the relationship between media and society with respect to major theoretical approaches in sociology. 20

Media is called as a 4th pillar of democracy, other 3 being ~~Parliament~~ Legislature, Executive and Judiciary.

Media is mouh piece of mass and acts as a tool of collective mobilisation & participation of larger sections of society in their social progress.



Media has played key role to bring social changes in society since its evolution.

The freedom struggle movement of India could not be imagined without the use of media. It was used to constructive criticism by enlightened educated Indians to oppressive colonial regime. It was used to collective mobilisation and strengthening the bonds of Indian society against colonial rule.

eg. ⓪ Jadabhai Naoroji - poverty of un-British rule  
 ⓪ Gandhi - Young India, Naujwan, Indian opinion  
 ⓪ Nehru - National Herald  
 ⓪ Usha Mehra - Ran a <sup>underground</sup> radio station during 417.

In contemporary society, it provided a platform to articulate the voice to voiceless, marginalised sections of society.

eg. # Me Too Campaign by urban middle class women against sexual harassment at workplace.

• Jasmine revolution is like twitter revolution.

Online education is a new norm in post covid world and broke all barriers of access to education. Thus bringing silent revolution in society

• eg. e-pathshala, e-biksha portal, swayam portal

Gramsci says that media play an important role to bring counter hegemony against hegemonic domination by ruling state.

Althusser says that media is ideological state apparatus in order to perpetuate the vested interests of dominant class.

Media plays important role to bring awareness, socialisation

in society. eg. selfie with daughter  
Campaign, Beti Bachao, Beti Padhao Campaign  
to promote gender equality.

### Disadvantages

- ① Media played key role in perpetuating gender inequality and patriarchy
    - eg. Recent, Bullbar app or where pictures of Muslim women were auctioned
    - Bollywood movies promote eye tearing, stalking towards girls leads to increase in gender violence
  - ② spread of fake news, Deep Fake using AI, hate speech, religious hatred spread through whatsapp has disturbed communal harmony leading to communal riots and mob lynchings eg. Pehlu Khan lynching, Muzaffarnagar mobs
- Therefore, media is double edged sword with both positive & negative impacts.

6. (c) With increasing digitization, the theory of cultural lag is doubted. Critically discuss. 10

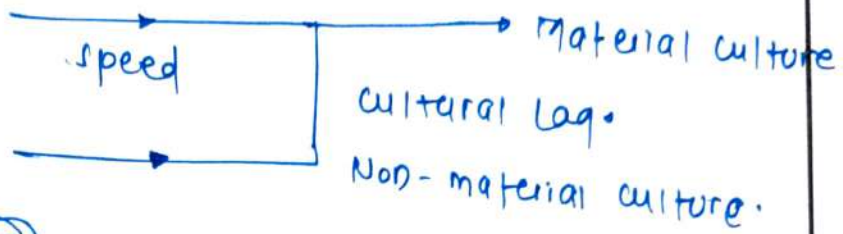
William Ogburn has given a cultural lag theory and argued that technological advancements leads to social change.

He talked about two types of culture → Material  
Non-material culture

- Material culture → physical and tangible objects like technology
- Non-material culture → includes cultural values, norms, morals, religion.

He defined cultural lag as a time difference b/w advancements in material culture and time taken to make internal adjustments in corresponding area of non-material culture. The state of disequilibrium b/w

material and non-material culture leads to cultural lag as material culture is progressive, and faster in nature.



(Fig) → Increasing population led to development of modern contraceptive methods, sterilisation but family believed to large family. But due to increased stress on scarce resources it adopted a change to have a small nuclear family.

Thus, cultural lag theory is still valid in modern digital world and its speed is increasing and society is bringing and adapting to new changes faster. eg. use of media tech, internet, mobiles are used by elderly people.

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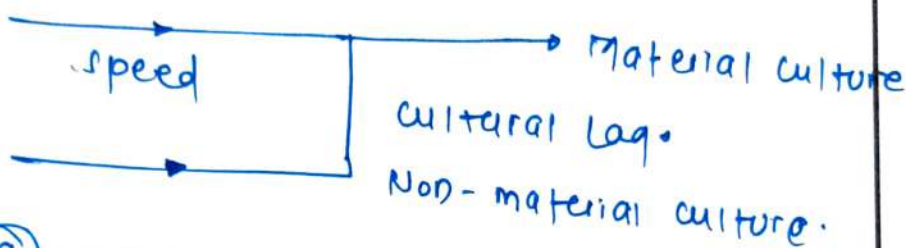
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