

# Social change

Sociology



1. SOCIAL CHANGE KABBS are the acronym for the Knowledge, Attitude, Beliefs and Behaviors. This theory has been created by Donna Garske (The Theorist). Firstly, people will start with the knowledge about the issue. After that they will have the attitudes changes according on the issue and their beliefs also will be formed. The final stage is, it will lead to the development behaviors on how they are deal with the issue. After they are faced these four steps, the society will achieve social change. The theory of social change is representing the shifting of societal norms. This is means the whole society had adopted and they are applied a different and new way of thinking and also behavior.

The way of how social changes are react are more clear while the trip to the orphanage home. What I can see, firstly the we as the students and visitor try to gain the knowledge about the orphan and the children there. When we get the knowledge we are more know how to react towards the children. Besides, we can be closer with the children. This is because we already know how the way to adapt with children so it is the second stage in the social change theory.

After that, we also had the belief about the issue. Our beliefs about the children are lack of love and concern from their own family are developing. This is the third stage in the social change theory. We tried as much we can to treat the children like we are treat our own family. In the easier way we tried to be a part of the children. After that, we also believe we can give the support to the children from the emotional aspect and give some concern towards them.

Finally, we had to undergo the development of behaviors. We ensure we can adapt how the children's ways. We as the students or brothers and sisters there showered our love and tried to show our care to the children. We also tried to get closer with the children after that we tried giving some advice and love. The four steps in social change theories help us as the students to understand on how the emotional and behaviors of the children.

2. TECHNOLOGICAL CHANGE The Technological Change is all about the invention a technology or a process. The industry or society had faced the continuous process of improving the technology and it's diffuse throughout the industry or society. The media also are affected in the technological change. Under the social theory, there is one theory that could best relate to the effect of television towards the viewer's perception on certain issues of life which is the cultivation theory. Cultivation theory basically examines the long-term effects of television. It stated that the longer the people spend "living" in the television world, the more likely they are to believe social reality portrayed on the television.

The technological change can be seen more clear from the "Vokal Bukan Sekadar Rupa" show. It has several media effects that can influence the audience. The first thing is from the camera works. The camera works in Vokal Bukan Sekadar Rupa are successful because the show is produced as the live program with the thousands of audience and live from the bigger place or studio. But it is all because of the camera trick by the cameraman. The cameramen are taking more the tight shot so it will not show the truth situation. This program is attended by just hundreds of audience and also it is produced from the smaller studio at Sri Pentas 2.

3. CULTURE -The technological and economic change This causes can be see more clearly in the agricultural sector in Kampung Parit 5 Barat, Sungai Besar. In the past period, the village folks will use their strengths and power to do the job at Paddy Field but nowadays they are more prefer to use machines because it can help them to do the job with fast and more efficient. It is can be relate the modernization theory. The modernization theory means the process of the social evolution and change and it includes the adaption of new technologies, economic growth and the improvement in living standards and infrastructural development.

-The Modernization The people in Kampung Parit 5 Barat had faced the process of changes from the agrarian society to the industrial society. These changes are helping the people to improve their life and enhance their job. With the enhancement of their life it is reduce the gap between village people and the urban people.

-The Ideology

The society in Kampung Parit 5 Barat can be said all of their religion are Islam even there are come out from different ethnics such as Malays, Javanese and Banjar. They are really hold their beliefs and we can see there are practicing the way of life from the Islamic aspects. There perform their solat and they are “ mengimarahkan” the village mosque.

-The Diffusion

The fourth cause of the global social change is the diffusion. It determines the rate at which a population adopts new goods and services. This can also be seen the people in Kampung Parit Lima Sabak Bernam were adopted the

new goods which is the machines. It is really be helpful in helping them in agriculture. Besides that, if before this we rarely can see the modern house in the rural area but now it was no longer a strange thing to see a modern house in the rural area.

#### -The Urbanization

Urbanization means the urban area have large populations than the rural areas. Most of the causes are come from the economic opportunities. But in Kampung Parit 5 Barat the situation are different. The populations are still balanced between the old folks and the young generation. Young generations at Kampung Parit 5 Barat are not move to the urban area because of their responsibilities towards the family business. Most of them are taking over their family lands and do the agriculture.

#### 4. DEFINE THE TERMS AND CONCEPTS BELOW

##### a)Social Change

It is the modification or movement in the social order of the society. The basic is the change in the thought process in humans. Social change may include the changes in nature, social institutions, social behaviors and social relations. For example social change is normally driven by the cultural, religious, economic, scientific and technological forces.

##### b)Cultural transmission by the family

It is the process of passing the relevant knowledge, skills, attitudes and value from the one person to the next person or from the culture to the culture. It also can be transmit from the family society. The simple example

is where the Malays inherited their culture from one generation to the next generation.

#### c) Cultural Lag

It happens when the cultural ideas are used to regulate the social life in the social system. It also happens when social systems are not able to relate with the other social change.

#### d) Acculturation

It is the process of cultural and psychological change that happens because of the meeting between cultures. The acculturation effect can be seen in the group level and individual level. The example is when Kelantan Chinese is mixed up with the Malays society. The Kelantan Chinese is adapting the Malays culture.

#### e) Poverty

It is the lack of food, shelter, money and clothing that occurs when people cannot satisfy their basic needs. There are two types of poverty, absolute poverty refers to the state of severe deprivation of basic human needs while relative poverty refers to the measure of income inequality. The easy example is we can see at India. Most of the people there faced the poverty and had the hard life because of the poverty.