

CHAPTER I

REVIEW OF THE LITERATURE ON MODERNIZATION

The process of planned social change is known as modernization. During the last 150 years this process has accelerated tremendously. As a result, there is a phenomenal growth in the field of science and technology almost all over the world.

The Western Europe and Japan appear to have more benefitted from this process than the rest of the world. The countries in Asia, Africa and Latin America have remained outside the influence of social change. Therefore, these countries have begun to modernize themselves consciously through planning.

The planned social change doesn't always result in achieving the predetermined goals. But the conscious efforts to change the societies meets with a strong challenge by the people.

Edward Shils, observes " A society which, however, minimally, advances toward modernity.... has irreversibly turned its back on the traditional oligarchic alternative¹".

The developed countries of the world are termed as " modern " and the developing ones as " traditional ". The differentiation between the two types has been made on the basis of economic, technical, social and cultural conditions.

The classical sociologists seem to classify all societies as either traditional or modern. Ferdinand Tonnies, Emil Durkheim, Max Weber, Robert Redfield, Rostow and Daniel Lerner are only a few among the classical sociologists. There appears to be a consensus among these scholars about the distinguishing characteristics of the two types of societies mentioned above.

Talcot Parsons thinks that, the idea of traditional society is marked by the norms of particularism, ascription, diffuseness, affectivity and self-orientation. On the other hand, the modern society is characterised by universalism, achievement, specificity, neutrality and collectivity².

According to Surinder Jetley, " The traditional society is " predominantly rural, nature-bound, ritualistic, sacred and non-rational, whereas modern society is rational and secular³.

Everett Rogers and Lynne Svenning have given ten elements of the sub-culture of traditionalism. There is also a sort of unanimity among the scholars about the ideals of modernization⁴.

Gunnar Myrdal has listed these ideals; - rationality, development and planning for development, rise of productivity, rise of levels of living, social and economic equalization, improved social institutions and attitudes, national considerations, national independence, political democracy in a

narrow sense, democracy at the grass root and democratic approach in planning⁵.

These ideals have been stated as value premises and not as achieved goals. It is the responsibility of the state to mobilise the people actively towards the path of modernization.

Surinder Jetley has rightly pointed out some of the questions like: what happens when a country tries to accelerate its process of change ? Does it follow some pattern in the process ? which are the fields in which change takes place first and all these questions need further investigation in the light of planned social change in India⁶.

But some of the scholars in the field of social sciences warned against disturbing the traditional societies and condemned any attempts to change them. They thought it better to leave these societies untouched in all aspects of life.

From 1950 onwards there emerged a crop of literature on modernization. This new literature proposes a universally applicable model of change. The switch from tradition to " modernity " gives an opportunity to study the process of modernization.

Marion J. Levy emphasizes the use of inanimate sources of power in place of human and animal sources of power.

According to Levy, the process of modernization is gradable. There is no society which is exclusively traditional and there is none which is exclusively modern⁷.

David E. Apter analyses different aspects of modernization. He deals with the problem of modernization on different levels of abstraction. He places development, modernization and industrialization in a descending order of generality. According to him modernization is a particular case of development. Modernization implies three conditions.

A social system that can constantly innovate without falling apart, flexible social structures and a social framework to provide the skills and knowledge necessary for living in a technologically advanced world. Industrialization may be defined as the period in a society in which the strategic functional roles are related to manufacturing⁸.

This process of modernization, Reinhard Bendix observes, is unique in every society. Modernization cannot occur twice in the same way in any society. Even the consequences of modernization and industrialization will be different in different societies⁹.

Alex Inkeles, school is the most important agent of modernization. Experience in industrial organizations also makes a significant contribution to a change in attitudes and behaviour patterns of the uneducated worker making him modern.

Modern man is not limited to any one society. In every modern society, he exists. " The same syndrome of attitudes, values and ways of acting such as openness to new experience, independence from the parental authority, belief in the efficacy of science and medicine, ambition for oneself and one's children to achieve occupational goals, abandonment of passivity and fatalism, orientation towards planning and active participation in civic affairs¹⁰. David ~~McClelland~~ *McClelland* uses the concept of " n achievement motivation ". The possession of " n achievement motivation " leads individuals to become successful in economic enterprises. The modern society comprises more men with high " n achievement motivation " than the traditional one¹¹.

Walt-W-Rostow maintained five stages of economic growth: (1) the traditional society, (2) the situation establishing conditions for take-off, (3) the take off, (4) the drive to maturity, and (5) the age of high massconsumption. Rostow assumes that, the stage of the take-off is crucial for a change from traditional to modern society¹².

Everett Hagen argues that in the economic development major role is played not by capital but by the entrepreneur, the innovator, the modernizer. He contrasts traditional societies with modern ones. According to him traditional society is dominated by authoritarian personality. It avoids anxiety brought about by independent, critical and innovative thinking.



A traditional society is stagnant and hostile to innovations. Hagen also introduces the innovational personality. Its main features are creativity, openness to experience and restless curiosity. The man with an innovational personality searches for new solutions to new problems. The world of such innovative personalities is in a constant flux¹³.

Daniel Lerner puts forth the unilinear model of modernization. He found that those who rated high in empathy were more likely to be literate, urban, mass-media users and generally non-traditional in their outlook¹⁴.

Almost all the approaches to modernization could be grouped under two main categories:-

Structural and evolutionary:

The structural approach attempts to analyse modernization with the help of certain selected social and cultural variables, psychological variables, technological and economic variables, communication variables, variables of democratic political institutions and values etc.

The evolutionary approach takes modernization as an evolutionary stage in the life of human society. There are two important variants within this evolutionary approach. One is structural-functional formulation of modernization and the other one is dialectical formulation. Further, Parsons has stressed the unilinear direction of modernization

whereas Bendix, Gusfield and Yogendra Singh have stressed the multilinear direction.

Research on modernization so far has been mainly carried out by the Western scholars. They have observed a successful model of change and any deviation from it amounts to unnecessary experimentation. The content of developmental efforts in the developing societies is mainly economic, and since their economy is largely dependent on agriculture, modernization in the agricultural field has acquired the first priority.

In the planned social change more emphasis is given to a change in the economic sphere and a change in economic sphere brings about a change in the social and cultural sphere. But a very few scholars have attempted to investigate a planned social change and its impact on the people from the point of view of modernization.

The peasants in rural Delhi have been studied by Sumati Muley and G.L.Ray. It is mainly a study of modernization in terms of urbanization. Their findings show that urbanization tends to increase the level of literacy and education, enhance socio-economic status, stimulate contact with extension agents and accelerate the adoption of farm technology and a change in the values of the people. In a nutshell, the study concludes that urbanization leads to the traditional rural society towards modernization¹⁵.

In her study on the " Impact of modernization on the social and cultural life of the Warli Tribe in Dahanu and Talasari Talukas of Thana District in Maharashtra " Anita Horsey has used social psychological aspects of modernization, to examine the level of modernization among the Warlis. She has viewed modernization as essentially a communication process¹⁶.

Surinder Jetley has studied six villages in Eastern Uttar Pradesh. She has examined the impact of planned social change on the peasants from modernization point of view. This study is an important landmark on the rural modernization studies in India¹⁷.

Another recent study is that of K.C.Panchanadikar and J.Panchanadikar. This study is titled " Rural Modernization of India : A study in Developmental Infrastructure ". They have demonstrated that the " Modernizing process in developing countries, though geared predominantly to industrialization and urbanization, entails the intervening precondition of planned development and modernization of agriculture and social milieu ".

Panchandikar's maintain that, community development programme in India is a remedial measure to smoothen and to rectify structural discordance in the rural system and to gear it to a process of integrated growth with expanding urban sector¹⁸.

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