

# "SOCIOLOGY"

→ Culture :

a. Meaning :-

"Culture is defined as -the ideas, customs, and social behaviour of a particular people or society; i.e. Afro-Caribbean culture."

Edward B. Taylor, a famous English anthropologist, has defined culture as 'that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society.'

b. Characteristics :-

1. Culture is learnt :

Culture is not inherited biologically, but learnt socially by man. Culture is often called 'learned ways of behaviour.' For example; shaking hands or saying 'thanks', and shaving and dressing, are cultural. Similarly, drinking from a glass, reading a newspaper, singing, worshipping, etc., are all ways of behaviour learnt by man culturally.

2. Culture is Social :

Culture does not exist in isolation. Neither it is an individual phenomenon. It is a product of society. It originates and develops through social interactions. No man can acquire culture without association with other human beings. It is the culture which helps man to develop human qualities in a

transportation and warfare.

- e. In general, in these pastoral societies, populations become larger, political and economic institutions begin to appear and both social structure and culture become more complex.

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### 3. HORTICULTURAL SOCIETIES :-

"A horticultural society produces its food through cultivation of the soil with hand tools."

Horticultural societies first came into existence in the middle east about 4000 BC and subsequently spread to China and Europe; those that survive today are found mainly in sub-Saharan Africa.

→ Characteristics :

#### (i) Domestication of Plants :-

Horticulturalists specialise in the domestication of plants such as wheat, rice, etc. The simplest horticulturalists cultivate manually with hoes or digging sticks in relatively small gardens without using the metal tools and weapons. More advanced horticultural societies have metal tools and weapons and not ploughs.

#### (ii) Slash and Burn Technology :-

The subsistence strategy of the horticulturalists is typically based on a 'slash and burn' technology. This is a type of strategy in which people clear areas of land, burn the trees and plants they have cut down, raise

## → METHODS OF SOCIOLOGICAL RESEARCH

### What is 'Research'?

✓ Research is an attempt to know new things, facts and information in a scientific manner.

✓ As L.V. Redman and A.V. H. Mory has said, "Systematised effort to gain new knowledge we call research."

### Sociological Research:

According to Wallace and Wallace, "Sociological research refers to the structural observation of social behavior."

### → Methods and Techniques of Social Research:

Social research is systematic and scientific. 'A methodology is a system of rules, principles and procedures, that guides scientific investigation.'

The sociologist is interested in what happens in social world and why it happens. Research methodology provides guidelines for collecting evidence about what takes place and for explaining why it takes place.

### → Four Most Common Research Methods Used in Sociology:-

- i) Observation
- ii) Questionnaire
- iii) Interview
- iv) The Social Survey Method.

Each of these has its advantages and its drawbacks, and the success of the research project depends largely on the researcher's choice of an appropriate method.