

# A STUDY ON ROLE OF CONTEMPORARY SOCIAL VALUES

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## **Abstract:**

*The traditional value system of India, which formed the basis of its social structure and institutions for more than fifteen hundred years, began to show signs of rapid change and decline as a result of the impact of modern social forces. Values are standards of social behaviour derived from social interaction and accepted as constituent facts of social structure. Social Values are values (standards) concerned with social aspects of human life. For example, truth, honesty, justice, kindness, generosity, tolerance, patriotism, perfection, excellence, etc. the business organizations are expected to participate in the development of social values through educative advertising, cultural programmes, national integration programmes, assistance to educational institutions, etc. The main purpose of this study is to understand the role of contemporary social values. Secondary data has been used by the researcher, which includes research papers, articles, books, and websites and so on.*

**Keywords:** Social Values, Standard, Society etc.

## **INTRODUCTION:**

The traditional value system of India, which formed the basis of its social structure and institutions for more than fifteen hundred years, began to show signs of rapid change and decline as a result of the impact of modern social forces. These forces were brought about, for the most part, by the British rule. The change did not come merely because the rulers were foreigners. It came about primarily because the British represented a radically different type of society - the modern, industrial-capitalist society in all its economic-technical, political-legal, and cultural-ideological dimensions. Moreover, the industrial-capitalist civilisation is an expanding one. It cannot leave the traditional societies to continue as they have been. Because of its own dynamics, it tends to bring about structural and valuational changes in the traditional societies.

Values are standards of social behaviour derived from social interaction and accepted as constituent facts of social structure. They are objects that social conditions desire. These are culturally defined goals and involve "sentiments and significance." These consist of "aspirational reference." Values may be defined as the criteria and moral judgement or certain subjective standards through which individuals or groups distinguish between good or bad, true or false and between ought to be or not to be etc. It shapes individual personality, social morality and guides individuals to be a part of or function within distinctive

socio-cultural system. Values are expected to be followed for judging and evaluating social interaction, goals, means, ideas, feelings and the expected conduct. Without such evaluating standard, it would be difficult to judge individual behaviour or social action. Values aim to integrate expected individual behaviour and social action. It tends to forestall tension and as such have tension management role.

Values in social system always take part at the beginning of activities, inside and at the end of the process because they are the powers which begin in the world of consciousness and conscience. Human beings and societies exist together with their values. Physical wealth of a society is also based on the perception, belief and values that the society has. Those cultural codes are road maps in a way to determine the routes of an individual and the society. As a result, in almost every society people take values seriously, sacrifice their interest, struggle for them and even they die for them. In this context, some functions of values could be the following:

- 1) They show the ways of thinking and behaving ideally.
- 2) Values are used as means in judging.
- 3) They make people focus on useful and important cultural objects.
- 4) They play a role as a guide to adopt and realize social roles.

Societal values; are criteria shared by the majority of a society in an ideal sense, all of which lead them to the better society. Societal values regulate and organize daily life. Such values as honesty, sedulity, helpfulness, and modesty are some of these societal values. From a sociological perspective, ideally, real values are only unique to one society. Hence, values are original to one group at a single moment in time

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- **Economic Progress:** -Social Values foster economic progress of a society. For instance, if truth and honesty are practised by everybody, it will promote fair dealings in all walks of life such as business, education, political, social services, etc.
- **Social Development:** -Social Values foster social development also, for instance, several industrialists and charitable institutions have shown generosity and started schools, colleges, hospitals, cultural centres for the benefit of common people.
- **Social relations:** -Social values like co-operation, tolerance, respect for seniors, etc. tend to improve social ties or relations. When a person extends his hand of co-operation to others, even the enemies will have to check their inimical relations.

- **Regional Co-operation:** -Social Values like co-operation, patriotism, and tolerance can help to mitigate the differences between the regions, states and countries. These three values, if practised it will promote social and economic development of the nations.
- **Love, peace and happiness:** -Values like respect for others, co-operations, tolerance develop a bond of togetherness. As a result, conflicts and clashes get solved through mutual understanding.
- **Standard of living:** - Values of perfection and excellence enables people to develop new methods, process and techniques. As a result, new and better products and services become available in the market. This ultimately led to raising the standard of living.

## OBJECTIVE:

The main purpose of this study is to understand the role of contemporary social values.

## RESEARCH METHODOLOGY:

Secondary data has been used by the researcher, which includes research papers, articles, books, and websites and so on.

## ROLE OF FAMILY IN INCULCATING VALUES:

- The family is the earliest and without question the most influential agent of socialization. Socialization via the family goes from cradle to grave. The father, mother, siblings, and grandparents become the immediate agents of socialization.
- Children pick up behavioral traits from all those who are in his/her immediate environment. Values are imbibed by children by observing what parents do (and not just what parents say).
- The power of the family is strongest during infancy and toddler years. During the teenage, the influence of peer group and media usually overshadows the power of the family. However, the family returns as a predominant agent of socialization during the adult years with the roles of marital partner and parents becoming prominent.
- There can be differences in values between family to family based on their socio-economic statuses.

## ROLE OF EDUCATIONAL INSTITUTIONS IN INCULCATING VALUES:

- Schools and Colleges are important agencies in the process of socialization and thus can help a lot in inculcating values.
- School is the first place where the individual values get compared with the larger value system of the society.
- The curriculum imparts the values of accepted behaviour.
- A school student learns not only from the official curriculum but also from the social curriculum of peer groups. Values are also imbibed from the hidden curriculum (Eg: don't talk while a teacher is taking the class).

- This is the place where one learns the values of punctuality and discipline.
- Values education is an explicit attempt to teach about values. There are five basic approaches to values education: inculcation, moral development, analysis, action learning, and values clarification.

### ROLE OF SOCIETY IN INCULCATING VALUES:

Society can also inculcate a lot of values in people. The elements of the society who have great influence in people include Friends, Neighbors, Media, Films, Religion, Leaders and Government.

### Let's have a quick look at the lessons from the lives of eminent persons:

- **Mahatma Gandhi:** What he valued – Simplicity, Minimalism, Satyagraha, Sarvodaya, Secularism, Ahimsa, Non-Violence, Truth, Forgiveness, Self-Sufficiency, Dignity of labour etc.
- **Jawaharlal Nehru:** What he valued – democracy, institution building, consensus building, socialism, secularism, self-determination, internationalism etc.
- **Nelson Mandela:** What he valued – service, dignity, self-belief, equality of the human race, freedom, fairness, justice etc.
- **Abraham Lincoln:** What he valued – humanism, equality of the human race, integrity, idealism, honesty, freedom etc.
- **Martin Luther King Jr:** What he valued – self-belief, equality of the human race etc.
- **Raja Rammohan Roy:** What he valued – social equality, equality of the human race, women empowerment, scientific thinking etc.
- **Swami Vivekananda:** What he valued – self-belief, equality of the human race, patriotism, compassion etc.
- **B R Ambedkar:** What he valued – self-belief, equality of the human race, radical thinking, compassion etc.
- **Mother Teresa** – What she valued – compassion, altruism, helpfulness, kindness, cleanliness, determination.
- **Vergheese Kurien** – What he valued – self-belief, co-operative societies, entrepreneurship, innovation, farmer welfare etc.
- **M.S. Swaminathan** – What he valued – sustainable development, green revolution, poverty alleviation, farmer welfare etc.
- **Sam Pitroda** – What he valued – self-belief, dreaming big, entrepreneurship, policy making, innovation etc.
- **E. Sreedharan:** What he valued – punctuality, self-belief, integrity, high-quality standards etc.

## CONCLUSION:

Values as social standards; are fundamental beliefs that help to distinguish right and wrong for humans being. Adding balance and meaning in life, values enable individuals to live together within a society. Values are not innate; however, they are learnt and transmitted through observation and interaction, which puts forward the responsibility of schools for values education. Social values are ideas which help an individual to discriminate whether a particular object or behaviour is good or bad, desirable or undesirable. There are at times rules which govern the action which is known as "Norms". People are expected to behave in accordance with the values held by the individual and in the expected behaviour which is known as "normative behaviour". S.C. Dood. defined the value as "desiderata" (i.e.) anything desired or chosen by someone, sometime. In broad sense value may be considered as attitude-related attribute that are projected upon people, objects and situations. Since values, sometimes gives orientation or striving towards a given goal, it can be viewed as motives.

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