



# EDUCATION & CULTURAL CHANGE

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## CULTURE

- ✓ Culture is the **collection of values, beliefs, behaviors, customs, and attitudes** that distinguish one society from another.
- ✓ A society's culture **determines the rules** that govern how to function the society.

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- According to Taylor "Culture is a complex whole which includes knowledge, beliefs, art, morals, law, custom and any other capabilities and habits acquired by as a member of society."
  - According to Ellwood "Culture includes man's entire material civilization, tools, weapons, clothing, machine, and even system of industry."



## Two types of Culture in every Society

- ✓ 1. Material Culture
- ✓ 2. Non- material culture



## MATERIAL CULTURE

- Includes all those **man made things** and **objects** which human society has created for **its physical welfare**.
- or/ **all the physical or tangible creations** that members of a society **make, use, and share**.
- Example: **Clothes, utensils, TV, radio, various machines**.



## NON-MATERIAL CULTURE


- It includes those ideals, attitudes and values which modify the behavior of an individual.
- or/ the abstract or intangible human creations of society that influence people's behaviour.
- Example: Language, art, music, religion, customs & traditions, beliefs, values, rules of behaviour, family patterns, and political systems.



## CHARACTERISTICS OF CULTURE

- **Acquired Traits-** Culture is sum total of acquired traits. A new born baby acquires traits in the process of growing up. These experiences contribute to the formation of his personal.
- **Distinct Entity-** Different societies of the world, have different cultural patterns establishing the different identities of different nations.



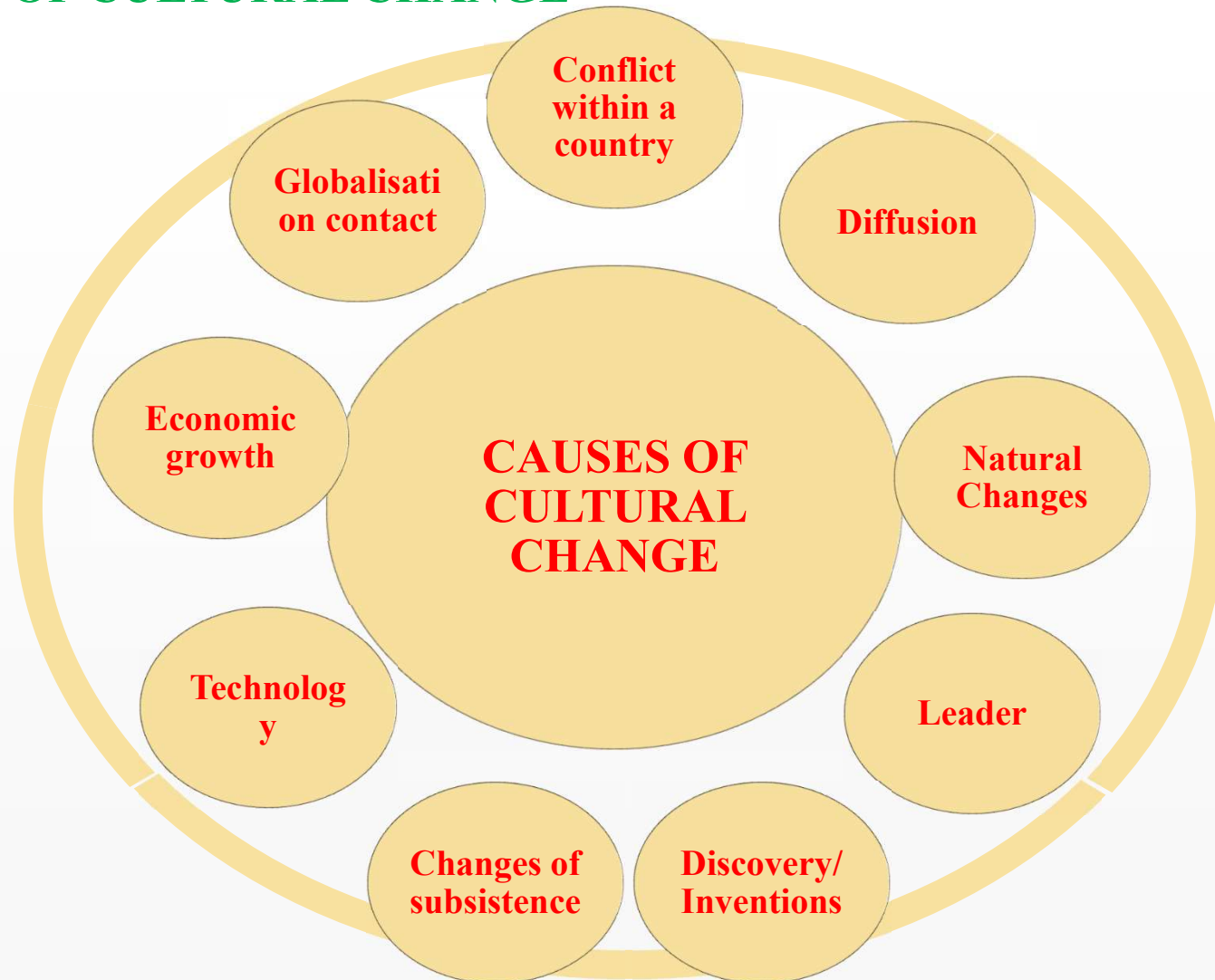
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- **Transmission-** Cultural traits and patterns are heritage and transmit it to the next generation.
  - **Utility-** Culture is good if it has utility to the individual and to the society. If does not fulfill the purpose then it decays and dies out in the long run.
  - **Dynamism-** Culture is not static but dynamic. It changes and grows with the change of time.



## What is Cultural Change?

- ✓ Cultural change refers to the changes that come about in both the material and non-material cultural elements.
- ✓ In cultural change, an ideological transformation takes place.
- ✓ The impact of Education & technology, ideology, new practices, and lifestyles can lead to a cultural change.

## CAUSES OF CULTURAL CHANGE





**Diffusion** the transmission of cultural items from one group or society to another.

**How does diffusion occur?**


- **Exploration**
- **Media**
- **Tourism**
- **Immigration**




## Functions of Education towards Culture Change


Education through all its formal, informal and non-formal agencies contributes a lot to the development of the culture.

- **Preservation of the culture** : Education through its formal and informal agencies plays a significance role in preserving all those values, customs, traditions, beliefs, usages, practices, knowledge and experiences, achievements and non-materialistic spheres which are worthwhile in the present age.

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- **Transmission of culture** : All the agencies of education play an important role in transmitting the culture from one generation to another. It is due to the role of education that the thousands of years old culture could be transmitted to the present age to a great extent.
  - **Promotion or enrichment of the culture** : Education not only preserves and transmits the old culture to the coming generation in the same form but it also plays an important role in the enrichment or promotion of the culture by adding the new experiences, knowledge, inventions and discoveries in the field of science and technology and other achievements made by the society to the culture before transmitting it to the next generation.

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- **Refinement of the culture** : Education also brings refinement in the centuries old culture by deleting or excluding those customs, traditions and practices which have either lost their utility or scientifically discarded.
  - **Diffusion of culture** : Education plays a significant role in bringing a diffusion among the culture not of different sections of society within the country but also of different countries of the world.

Mass media as an informal agency of education is playing an important role in bringing the diffusion of the culture of different countries of the world.




➤ **Critical Thinking:** High-quality education shouldn't just ensure that students know everything that their community has already created.

It should also provide with the tools that are necessary **for a critical assessment of the country's past and present.**

Critical thinking and analytical skills are crucial **for the ability and willingness to create something new.**

People who are **aware of their culture's needs and distinctive features** can create **new businesses and technology** that will help their society evolve even further.





➤ **Understanding diversity:** By getting to know other cultures, people can further strengthen the bond with their own culture and develop their cultural identities.

By learning about prosperous countries and communities, it's possible to see what values and strategies they have implemented in order to get there, so lessons can be learned from other countries.


However, it's also important to respect cultures that are very different and are not aligned with the same beliefs and principles.



➤ **Development/Moulding the Personality:** It is an universal element of culture that **personality is shaped and moulded by education.**

An individual's personality goes on developing when it employs diverse cultural patterns of **thinking, behavior and cultural values** so that children are **physically, mentally, morally, socially and intellectually develop.**

In simple words, **education is formal agency of social control which helps in moulding and shaping the behaviour of the individuals in a desirable way.**



➤ **Removing Cultural Lag:** The concept of cultural lag is attributed to the famous sociologist **Ogburn**. When **there exists a difference between material culture and non-material culture**, there emerges this lag concept.

As it is seen, material culture is advanced **due to the rapid strides in science and technology** and people **adopt the modern life styles ignoring non-material part of culture**.

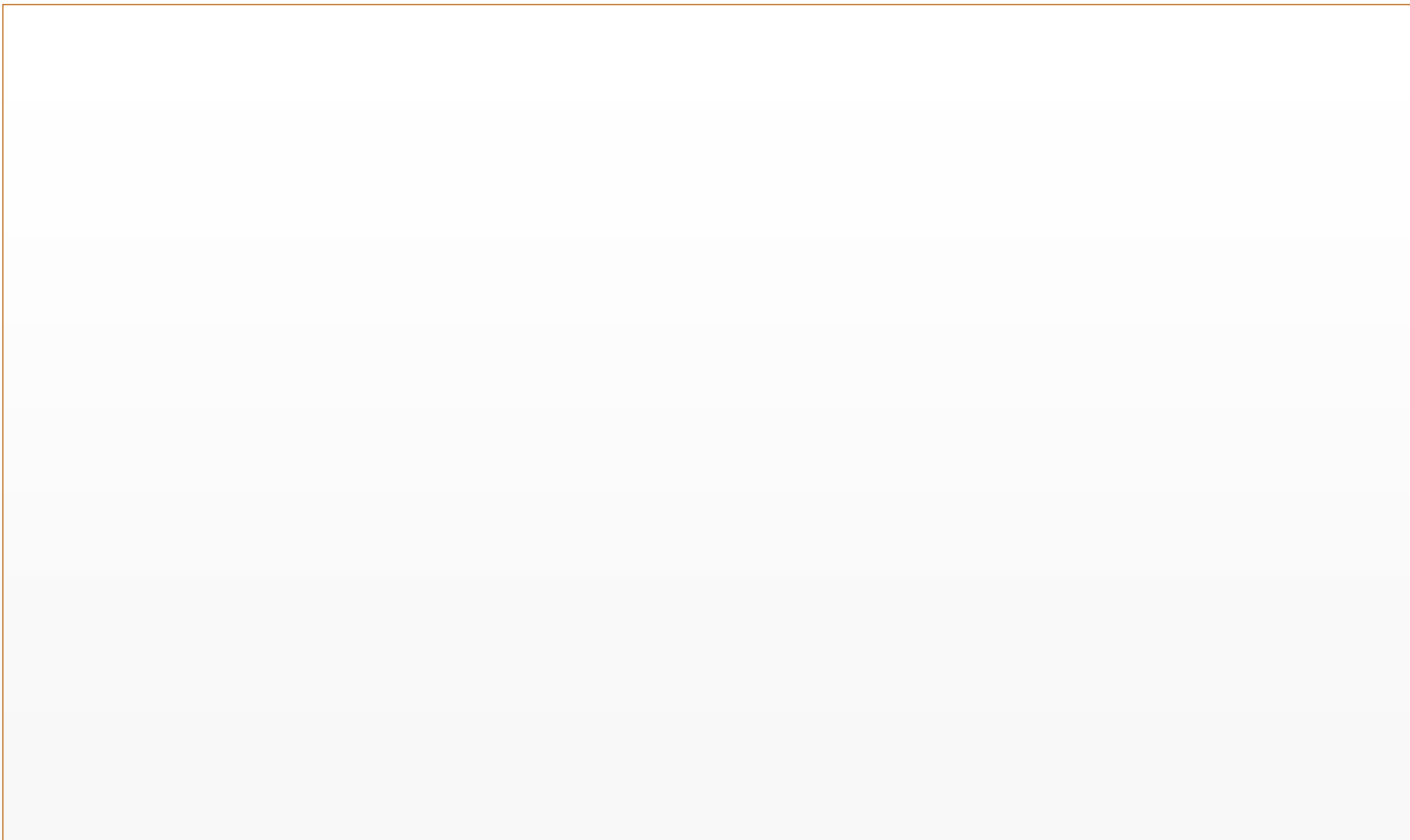
Therefore, This situation is cultural lag which **needs to be eliminated by education through its various programmes and myriad activities**.



➤ **Equips Man to Adapt to Changing Cultural Patterns:**

It is an admitted fact that new generation modifies **the old and archaic cultural forms and adds new ones to the best advantage of theirs.**

This is possible through educational means and method. Moreover, **education equips the individual** to adjust himself or herself to the changing cultural forms and patterns for better and successful living.



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**Thank you...**